



**CSLA/AAPC
BOARD OF DIRECTORS MEETING.**

**Minutes
Havana, Cuba
February 28, 2007**

**Sara Jane Gruetzner, President
Myke Hodgins, President-elect
Fran Pauzé, CSLA Executive Director
Chris Grosset, NuALA
Eduardo Villafranca, MALA
Chantal de Menezes, AAPQ**

**Laureen Snook, SALA
Liane McKenna, BCSLA
Rob Leblanc, APALA
Jim Vafiades, OALA**

Regrets: Peter Briggs, NWTALA, Gerhard Weiland, NLALA, Cathy Sears, AALA

ACTIONS

1. Sears will continue to work with Wayne Amundsen to prepare a document outlining CSLA's affiliate criteria which will be forwarded to Bob Brown of ACLA.
2. Pauzé will re-send the draft Board Policy Manual and requested that the board review it and forward input to Sears, in order that revisions may be made.
3. Pauzé will forward the Component report template to incoming board member Linda Irvine.
4. Pauzé will post approved minutes to the private part of the Member's Forum on the website.
5. Excom will create a draft Strategic Plan for Board review.
6. Excom will develop a Work Plan for Year 1 (2007) indicating commitments and timing of anticipated outcomes.
7. Excom will forward a letter to the Component President providing an executive Summary of the Strategic Plan, informing them of the priorities identified and seeking feedback.
8. Pauzé will follow up with Sears and Ron Middleton regarding the Accreditation Task Force report and will set timelines for outcomes.
9. Revenue Generation Task force Chair, Myke Hodgins will assemble a task force to review and make recommendations to increase and maximise the CSLA's revenue generation ability
10. Snook will chair the new communications committee.
11. The communications committee will map out specific initiatives and a timeline for outcomes.
12. Grosset and de Menezes will work on development of a Youth focused campaign.
13. Leblanc will work with Gerhard Weiland and John Zuck to continue discussions with Dalhousie University in support of a new program in landscape architecture.
14. Gruetzner & Villafranca will draft a letter to components describing the CSLA's position regarding reciprocity and seeking support.
15. Villafranca & Irvine will draft a letter of intent asking for endorsement of the process to achieve reciprocity.
16. Irvine will work with BC appointed representative on the ASLA led Task Force to review Continuing Education programs.



17. Pauzé will develop a graph of how revenues are allocated and will distribute this to the board.
18. Pauzé will request an outline of volunteer hours from Board members and committee chairs for inclusion in the 2006 Annual report.
19. Pauzé will incorporate changes to the Special Projects Fund Policy as noted.
20. Board members are asked to forward feedback on the draft Affiliates Policy to Sears.
21. Sears is asked to develop a mechanism to solicit feedback directly from the components for the Affiliates Policy.
22. Sara Gruetzner will advise the nominees of their nominations for the CSLA Recognition Awards and provide details for the awards presentation in Ottawa on May 5.

1. Call to Order

The President, Sara Gruetzner called the meeting to order.

2. Approval of Agenda

MOTION 2007-2-1

Moved by Grosset and seconded by Villafranca “that the agenda be approved as presented.”
Motion carried.

3. Approval of Minutes

MOTION 2007-2-2

Moved by Leblanc and seconded by de Menezes “that the Minutes of the Jan. 24, 2007 meeting be approved as presented.”
Motion carried.

4. Review of Action items from January 24, 2007 meeting

The President reviewed the action items and noted that the majority were complete. Incomplete items have been added to the Action items for this meeting.

5. Consent Agenda

The President presented the Consent agenda which included the Executive Director’s report; the Executive Director’s financial report; Excom Minutes from Feb. 7 & 21; component reports from AALA, SALA MALA, and BCSLA and the Reserve Fund report.

6. Business Arising from the Consent Agenda

Board members discussed the two way reporting structure that exists between the components and the CSLA. Very clear communications is necessary and members determined that in matters relating to finance an official communication should come from the President and Executive Director directly to the Component executive. This will help prevent miscommunication in the future.

ACTIONS

Pauzé will forward the Component report template to incoming board member Linda Irvine.
Pauzé will post approved minutes to the private part of the Member’s Forum on the website.
Excom will develop a communications policy to flag items for discussion at the component level.

MOTION 2007-2-3

Moved by Leblanc and seconded by Snook “that the reports presented in the Consent Agenda have been received by the CSLA Board of Directors.”
Motion carried.

7. Strategic Plan

Sara Gruetzner reviewed the morning’s session on the Strategic Plan. She identified that priorities were established as:



Strategic Plan area	Specific Focus	Special Project Fund Allocation
Governance	<ul style="list-style-type: none"> • Revenue Generation • Accreditation 	\$ 500
Communications	<ul style="list-style-type: none"> • Website • Develop new promotional material • Advocacy 	\$ 3, 500 \$ 5, 000 \$10, 000
Growing the Profession	<ul style="list-style-type: none"> • Development of new landscape architecture programs (Dalhousie) • Marketing & Communications to Youth • Reciprocity 	\$ 5,000 \$ 2,000.
Professional Development	<ul style="list-style-type: none"> • Continuing Education • Congress 	\$ 0 \$ 0
TOTAL allocation for 2007		\$26,000.00

MOTION 2007-2-4

Moved by Leblanc and seconded by Snook “that the priorities documented in the Strategic Plan are approved; the four items are prioritized and that the resources will be allocated from the Special Projects Fund to achieve the outcomes to a maximum as indicated in the chart above. Opportunities to generate revenues for each of these areas will be explored as part of the request for funding. Further, the information from the Feb. 28, 2007 Strategic Planning session will be incorporated into the CSLA Strategic Plan.”

Motion carried

ACTIONS

Excom will create the draft Strategic Plan for Board review
 Excom will develop a Work Plan for Year 1(2007) indicating commitments and timing of anticipated outcomes.
 Excom will forward a letter to the Component Presidents providing an Executive Summary of the Strategic Plan, informing them of the priorities identified and seeking feedback.
 Pauzé will follow up with the Sears and Ron Middleton regarding the Accreditation Task Force report and will set timelines for outcomes.

Revenue Generation

The Board discussed the development of a framework for fund raising working in collaboration with the components. Sponsorships will be proposed at both provincial and national levels and partnerships to be explored working with the components for CSLA Congresses.
 A Task Force, chaired by Myke Hodgins, was established to review revenue generation for CSLA and to gather information about fundraising and collaboration with the components.

ACTION

Revenue Generation Task force Chair, Myke Hodgins will assemble a task force to review and make recommendations to increase and maximise the CSLA’s revenue generation ability.

Communications

ACTIONS

Laureen Snook will chair the new communications committee.
 The committee will map out specific initiatives and a timeline for outcomes.

Growing the Profession

ACTIONS



Grosset and de Menezes will work on development of a Youth focused campaign
Leblanc will work with Gerhard Weiland and Zuck to continue discussions with Dalhousie University in support of a new program in landscape architecture.
Gruetzner & Villafranca will draft a letter to components describing the CSLA's position re reciprocity and seeking support
Villafranca & Irvine will draft a second letter of intent asking for endorsement of the process to achieve reciprocity.

Professional Development

ACTIONS

Irvine will work with BC appointed representative on the ASLA led Task Force to review CE programs.

8. CSLA 2007 Budget

The President presented the 2007 draft budget and described changes in presentation. Specifically, the Executive Director contract is now allocated throughout the budget to specific programs to better reflect activities. McKenna congratulated Excom on the changes to presentation.

MOTION 2007-2-5

**Moved by Leblanc and seconded by McKenna “that the 2007 CSLA Budget is approved as amended.”
Motion carried, one opposed.**

ACTIONS

Pauzé will request an outline of volunteer hours from Board members and committee chairs for inclusion in the 2006 Annual report.

Pauzé will develop a graph of how revenues are allocated and will distribute this to the board.

9. Special Projects Fund Policy

Pauzé presented the draft policy and the board recommended changes to the definition which will now read: “The Special Project Fund is derived from revenues received other than CSLA membership dues.”

Further the Policy will now read:

The Special Project Funds is to be used for specific initiatives identified and approved by the CSLA Board of Directors that are consistent with the approved Strategic Plan.”

MOTION 2007-2-6

Moved by Eduardo Villafranca and seconded by de Menezes “that the Special Projects Fund Policy is approved as amended.”

Motion carried

ACTION

Pauzé will incorporate changes to the Special Projects Fund Policy as noted.

10. Congress 2006 report

Liane McKenna presented a brief report on the financial results of Congress 2006 in Vancouver.

Although attendance from CSLA members was good. Increased costs for numerous items meant the final outcome was a very small profit. There are still a few items outstanding.

11. Affiliates Policy

ACTIONS

Board members are asked to forward feedback on the draft Affiliates Policy to Sears.

Sears is asked to develop a mechanism to solicit feedback directly from the components for the Affiliates Policy.

12. CSLA Awards of Excellence

Leblanc briefly outlined the responses received from the survey. As well he noted that he met with Peter Klynstra and John Zuck to review the submission requirements and draft recommendations for changes.

ACTIONS

Leblanc will send out a report to the Board summarizing the Survey responses.

Leblanc will review the 2005 CSLA Awards of Excellence Task Force recommendations and will present recommendations for changes to the Board at the May meeting.



13. CSLA Recognition Awards

Teaching Award

Leblanc noted that there were two nominations for the CSLA teaching Awards. On reviewing the submissions the committee indicated their support for the nomination of Bob Brown of University of Guelph.

The committee further recommended revisions to the requirements and noted that the submission from MALA for Charles Thomsen was incomplete. The committee recommends that this be re-submitted for 2008.

Lifetime Achievement Award

Leblanc reported that there were two excellent submissions for this award: Gary Hilderman and Ron Williams.

The committee recommended that both nominations be awarded the Lifetime Achievement Award.

MOTION 2007-2-7

Moved by Hodgins and seconded by McKenna “that the Recognition Awards committee develop judging criteria for the 2008 Teaching award.”

Motion carried

MOTION 2007-2-8

Moved by Grosset and seconded by Leblanc “that the Recognition Awards committee develop similar judging criteria for 2008 Lifetime Achievement award.”

Motion carried

MOTION 2007-2-9

Moved by Hodgins and seconded by Leblanc “that the CSLA Board accepts the committee’s recommendations for both awards. Specifically that the 2007 Teaching Award be presented to Bob Brown and that the 2007 Lifetime Achievement Award be presented to two exemplary candidates: Garry Hilderman and Ron Williams.”

Motion carried

ACTION

Sara Gruetzner will advise the nominees of their nominations for the CSLA recognition Awards and details for the awards presentation in Ottawa on May 5.

14. Community Service Award

Jim Vafiades presented the nomination from OALA members Barry Hughes of the Frontenac Arch Biosphere Reserve for the CSLA Community Service Award to the Board.

MOTION 2007-2-10

Moved by Myke Hodgins and seconded by Jim Vafiades “that the Board supports the nomination of the Frontenac Arch Biosphere Reserve for the 2007 CSLA Community Service Award.”

Motion carried

15. Future Meetings

The Board discussed teleconference meeting and two face to face meetings for 2007.

The location for Congress 2010 will be discussed further with the two components with which this has been discussed (AALA and SALA).

16. Adjournment

MOTION 2007-2-11

Moved by Vafiades “that the Feb. 28, 2007 meeting of the CSLA Board of Directors is adjourned.”

Future meetings



Date	Location or teleconference
April 18 or 19 th TBA	teleconference
May 5	Ottawa
May 5 CSLA AGM	Ottawa
September -date TBA	teleconference
October 26- 27	Saskatoon