

**CSLA/AAPC  
BOARD OF DIRECTORS MEETING**

**Minutes  
Feb. 27 and 28, 2008**

**Québec City, QC**

**Myke Hodgins, President,  
Cathy Sears, President-elect,  
Fran Pauzé, Executive Director,  
Liane McKenna, BCSLA,  
Laureen Snook, SALA,  
Robert Murphy, AAPQ,  
Carol Craig, AALA,  
Chris Grosset, NuALA**

**Peter Briggs, NWTALA,  
Gordon Smith APALA,  
Jim Floyd, NLALA  
Linda Irvine, OALA,  
Dean Spearman, MALA**

**ACTIONS**

*(Including items carried forward from November meeting)*

1. Excom will develop a 3 year Strategic Plan. Outcome from upcoming Presidents' Roundtable in Quebec City will help to guide the final plan.
2. Irvine will contact candidates for the Accreditation Council who were nominated by Board members and provide a full report at the February Board meeting.
3. Pauzé will research the inclusion of landscape architects in the Standard Industrial Classification Index and report back to the Board.
4. Pauzé will research a new FTP site for CSLA.
5. Pauze will investigate and report to Board in June on best practices related to archival management.
6. The Recognition Awards committee will develop criteria for the new Landmark Award to be presented to the board at the June 2008 meeting.
7. The committee will also research the new Frederick Todd sculpture and requirements.
8. The CSLA Awards of Excellence Task force (Jim Floyd & Dean Spearman) will present a draft report at the June CSLA Board of Directors meeting.
9. Pauze will ask the CSLA Editorial board, chaired by Don Hester, to report back to the CSLA board with specific parameters and requirements for the L-P Special CSLA Awards of Excellence Retrospective issue which will be guest edited by Doug Clark and Doug Paterson.
10. The CSLA Communications committee will continue its review of the communications tools to ensure that they are efficient and effective.
11. Pauzé will research Annual reports with related organizations to determine if they print and mail the report to their membership. She will report back at the June meeting with recommendations for the CSLA.
12. The Revenue Generation task force and Communications committee (Craig, Spearman, Murphy, Smith and Snook) will jointly research the creation of an RFP for a communications and fund raising consultant.

13. They will also ask each committee to review their programs to determine what vehicles are in place to earn revenue for CSLA.
14. Pauzé will follow up with Murphy regarding revenue for CSLA from Congress 2008.
15. Murphy will discuss options for Revenue generation with Craig for 2009.
16. Irvine and Craig will report on Terms of Reference for the future Accreditation Council at the next Board meeting.
17. Sears & Pauzé will complete and forward all updates to the Board Manual by email.
18. Pauzé will update the Board calendar including the AGMs of all components, conferences etc.
19. The Communications committee will report back to the Board at the June meeting with work programs and budgets for development of the Speakers Bureau and Photo Gallery.
20. The committee will research permission requirements for photos to be used on the web site.
21. The committee will finalize the activity list for Landscape architecture Month and develop a distribution list for the poster.
22. Pauzé will request guidelines from Tara Culham of BCSLA for their e-Bulletin.
23. Smith will report further on the Dalhousie program at the April teleconference.
24. Spearman will research Reciprocity legislation further and report to the board at the April teleconference.
25. The Governance committee will present an information piece on student and associate memberships at the June meeting.
26. Sears will request copies of the Codes of Ethics from each component and then engage Axi to review and craft a Code of Conduct. This draft document will be presented to the board at the June meeting.
27. Excom will clarify what resources CSLA will commit to the Fellows 75<sup>th</sup> anniversary project. Floyd will be the liaison.
28. Smith and Grosset will research holding an advocacy/ leadership session.
29. Briggs will consider participation on CLARB communications committee. Sears to forward information package.
30. Pauzé will post information on the Urban Design Awards to the CSLA website and follow up and report on CSLA's exposure in collateral pieces and media.
31. Pauzé will forward Congress reports to Grosset from past CSLA Congresses.
32. Grosset will further explore a 2011 Conference hosted by NuALA.
33. Pauzé will add link to IFLA Conference to the CSLA website.

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### **1. Call to Order**

The President, Hodgins called the meeting to order.

### **2. Approval of Agenda**

#### **MOTION 2008-2-1**

**Moved by Robert Murphy and seconded by Laureen Snook “that the agenda is approved as presented.”  
Motion carried.**

### **3. Approval of Minutes**

#### **MOTION 2008-2-2**

**Moved by Jim Floyd and seconded by Laureen Snook “that the Minutes of the January 30, 2008 meeting of the CSLA Board of Directors are approved as presented.”  
Motion carried.**

#### **4. Review Action Items from January meeting**

Action items were reviewed and those items that were incomplete were carried forward to the next meeting. Progress on items is included under specific agenda items.

#### **5. President's report**

The President reported that he had participated in the jurying for the Jardin se Métis recently. While there he spoke with Alex Reford regarding the new Student award competition as to what role CSLA will take in the competition which will begin in fall 2008.

As well, Hodgins reported that the new CSLA Landscape Architecture Month poster competition had received 17 entries and that the competition was juried by Grosset, Briggs and Snook. The winner was presented with a cheque for \$500. from CSLA and the poster will be translated and printed in order to be ready for LA month in April 2008.

The President announced that the new CSLA Landmark Award would be presented for the first time in Quebec City. This award, modelled after the ASLA awards of the same name will be presented to the Commission de Champ de Bataille- the Plains of Abraham historic site at the CSLA banquet.

#### **MOTION 2008-2-3**

**Moved by Linda Irvine and seconded by Robert Murphy “ that the CSLA Board acknowledges the first presentation and establishment of the new CSLA Landmark Award at CSLA Congress 2008, and asks the Recognition Awards committee to research and develop criteria and prepare a proposal for the board. “**  
**Motion carried, none opposed.**

#### **ACTION**

- The Recognition Awards Committee will develop criteria for the new Landmark Award to be presented to the board at the June 2008 meeting.
- The Committee will also research the new Frederick Todd sculpture and requirements.

Hodgins also participated in the jurying for the CSLA Awards of Excellence. There were 57 submissions this year and 11 national and 15 regional awards were given. The National awards will be presented at the CSLA Awards of Excellence lunch on Fri Feb. 29.

Jurors for this year included:

Jim Melvin, OALA, Juliette Patterson, AAPQ, Blake Roberts, APALA, Doug Carlyle, AALA and Cynthia Girling, BCSLA.

As well, this year for the first time there was a juror from the media- Lisa Rochon, architecture critic for the Globe ad Mail was the guest media juror.

Hodgins noted that the new residential category requires that specific criteria be developed and he recommended that CSLA consider a partnership with Canadian Gardening to publicize and promote these awards.

Hodgins also reported that he and Sears attended the closing ceremony of LABash which was sponsored by CSLA in Guelph.

#### **6. Executive Director report**

Pauzé presented a written report outlining the current status of several CSLA programs. She proposed revisions to the submission requirements for the CSLA Awards of Excellence which have been requested by members. As well, Pauzé suggested increasing the budget for the awards to maximise media coverage.

The report included the following recommendations:

- Substantial revisions to the Submission procedures for the CSLA Awards of Excellence ,
- Create an information brochure for the CSLA Awards of Excellence that is circulated to CSLA members and to architects, planners and other affiliated professions,
- Increase 2009 budget for L-P to permit an enhanced publication of CSLA Awards of Excellence retrospective,
- Engage consultant to oversee distribution of this publication to a larger audience,
- Increase mailings to members including Awards brochure,
- Engage consultant to re-design and administer CSLA website,
- Mail an annual President's letter to each member in place of the Annual report,
- Increase CSLA Awards of Excellence budget to hire public relations professional.

#### **MOTION 2008-2-4**

**Moved by Lauren Snook and seconded by Gordon Smith “that the CSLA established a Task Force of Spearman and Floyd to review and analyse CSLA Awards of Excellence in terms of the cost to the association, the cost of submissions linked to the submission requirement and taking into consideration the current submission requirements, the recent juror’s recommendations and the 2005 CSLA Awards of Excellence Task Force’s report.**

**Motion carried, none opposed.**

#### **ACTIONS**

- The CSLA Awards of Excellence Task force (Floyd and Spearman) will present a draft report at the June CSLA Board of Directors meeting.
- Pauze will ask the CSLA Editorial board, chaired by Don Hester, to report back to the CSLA board with specific parameters and requirements for the L-P Special CSLA Awards of Excellence Retrospective issue which will be guest edited by Doug Clark and Doug Paterson.
- The CSLA Communications Committee will continue its review of the communications tools to ensure that they are efficient and effective.
- Pauzé will research Annual reports with related organizations to determine if they print and mail the report to their membership. She will report back on how CSLA at the June meeting.

#### **7. Consent Agenda**

The reports contained in the Consent agenda were presented.

#### **MOTION 2008-2-5**

**Moved by Craig and seconded by Floyd “that the reports included in the Consent Agenda were received by the Board.”**

**Motion carried**

#### **8. Revenue Generation**

Craig submitted a written report. She noted that they are researching what activities and events can be sponsored for CSLA, and what recognition potential sponsors will receive. Most sponsors want to be associated with a product and CSLA will have to determine if we want logos on the website. They will start with specific areas for sponsorship and will develop and increase these opportunities with time in order to maintain continuity. Craig recommended that the CSLA consider hiring a consultant once the board has determine what can be sponsored and what the related benefits are.

#### **ACTIONS**

- The Revenue Generation task force and Communications Committee (Craig, Spearman, Murphy, Smith and Snook) will jointly research the creation of an RFP for a communications and fund raising consultant.
- They will also ask each committee to review their programs to determine what vehicles are in place to earn revenue for CSLA.
- Pauzé will follow up with Murphy regarding revenue for CSLA from Congress 2008.
- Murphy will discuss options fro Revenue generation with Craig for 2009.

#### **9. Accreditation**

Craig noted that she met with Ron Middleton who gave her several boxes of files. He noted that it has been difficult in the past to recruit Council members. As well, the landscape architect schools are not submitting their annual reports to CSLA which is a requirement of Accreditation. The schools are not always receptive to the recommendations contained in the reports. Irvine and Craig noted that they plan to develop a clear sense of the expectations and may consider outsourcing this activity or seeking a partnership with LAAB.

#### **ACTION**

- Irvine and Craig will report on Terms of Reference for the future Accreditation Council at the next Board meeting.

#### **10. CSLA Policy Development & Board Manual**

#### **ACTIONS**

- Sears & Pauzé will forward all updates to the **Board Manual** by email.
- Pauzé will update the Board calendar including the AGMs of all components, conferences etc.

## **11. Communications**

Snook reported on communications

The new job page for the website is almost complete.

The Forum on the site will be broken down and the information contained therein will be distributed to other pages on the site. Snook reported on the proposed Speakers Bureau which will provide a searchable database that will contain names and information on people who have expertise in areas relevant to the profession and who are willing to speak on these topics. She noted that it will be necessary to establish credentials for the speakers as the quality is important. She proposed that CSLA give priority to landscape architects for listings to begin.

Snook also proposed the creation of a photo gallery to contain images of projects, details, plans etc that would be interesting and relevant to members. These images could also be used to help promote the profession, educate clients, the public and government leaders.

### **ACTION**

- The committee will report back to the Board at the June meeting with work programs and budgets for development of the Speakers Bureau and Photo Gallery.
- The committee will research permission requirements for photos to be used on the web site.

## **Landscape Architecture Month**

Snook reported that the project, approved at the November 2007 Board meeting, was proceeding well and that the consultant had developed a list of activities. The committee was currently reviewing how best to put the tools into operation. They will request that Alpha create a draft media release.

The winning poster will be used to announce landscape architect Month. It will be sent to each component so that they can distribute it.

### **ACTION**

- The committee will finalize the activity list for Landscape Architecture Month and develop a distribution list for the poster.

## **CSLA Bulletin**

Sears inquired if there was a policy regarding Bulletin contents. She noted that CSLA received announcements for many conferences and suggested that guidelines should be developed regarding what gets posted both to the Bulletin and to the website.

### **ACTION**

- Pauzé will request guidelines from Tara Culham of BCSLA for their e-Bulletin .

## **12. Growing the Profession- Dalhousie**

Smith reported that John Zuck had resigned as Chair of the committee and that the Terms of reference haven not been developed. Smith noted that there will be a new Dean of the program next year so the committee hopes to meet with him / her to determine if there is support to create the new program.

### **ACTION**

Smith will report further on the Dalhousie program at the April teleconference.

## **13. Reciprocity**

This item will be on the agenda for the President Roundtable meeting and participants will be asked if they see this as a priority for CSLA. Craig noted that the Govt. of Canada is working on a new act which may make reciprocity a requirement in the future.

### **ACTION**

- Spearman will research reciprocity legislation further and report to the Board at the April teleconference.

## **14. Growing the Profession- Membership Categories**

Sears reported that she reviewed the actions from the last meeting. She requested that those components that had not provided feedback at the November meeting do so now.

| Component | Student membership          | International                    |
|-----------|-----------------------------|----------------------------------|
| BCSLA     | Supported                   | Not supported                    |
| AALA      | Supported- add LAT category | Not supported                    |
| SALA      | Supported                   | Not supported - question purpose |
| AAPQ      | Supported                   | Not supported                    |
| APALA     | Supported - need more info  | Need more information            |
| NuALA     | Supported                   | Not supported                    |
| NWTALA    | Supported                   | Not supported                    |
| NLALA     | Supported                   | Need more information            |
| OALA      | Supported                   |                                  |
| MALA      | Supported                   | Not supported                    |

#### Discussion

The Board indicated consensus in looking further at establishing a CSLA Student membership. Grosset noted that this membership would come through the components. The next step will be to determine how to put it in place. As well CSLA needs to look at whether it will accept all levels of membership from the component including Associates. It is essential that CSLA not have too many categories of memberships

#### **ACTION**

- Sears will present an information piece on student and associate memberships at the June meeting.

#### **15. Growing the Profession- Code of Ethics**

Sears presented a discussion paper reviewing the CSLA's Code of Ethics by Wayne Amundsen. He recommended that CSLA consider call it a Code of Professional Conduct.

#### **Discussion**

The Code should be harmonized among the components  
Should be all encompassing and set minimum standards  
Draft should be more general not focused on private practice  
CSLA should take leadership but only the components can enforce it

#### **ACTION**

- Sears will obtain copies of the Codes of Ethics from each component and engage Axi to review and craft a Code of Conduct. This draft document will be presented to the Board at the June meeting.

#### **16. Component reports**

##### **BCSLA**

- Hired a media consultant which has been very successful as they have increased coverage.
- Are looking at Branding for the association

##### **APALA**

- Working on landscape architecture month
- Partnered with a Halifax Gallery to create a Family day event.

##### **OALA**

- 40<sup>th</sup> Anniversary conference in Kitchener- waterloo April 17-19
- Have 65 new members since Bylaw change
- Active CE program
- Surveyed membership recently
- Hired design firm to re-do OALA magazine

##### **AALA**

- Working on registration through POARA
- Working on hosting CSLA Congress 2010

## **AAPQ**

- AAPQ has been focused on organizing Congress
- Reviewing all marketing & communications activities
- Considering revenue generation from their website
- Working with Université de Laval to develop a new landscape architect program.

## **17. Congress 2009**

Irvine reported that a committee has been established but there is currently no chair. The dates are Jun 3, 4 & 5, 2009 and the venue will be the Westin Harbourfront. A Waterfront theme is being considered and the CSLA will celebrate its 75<sup>th</sup> anniversary.

CSLA Past President, Rick Moore has submitted a proposal to the College of Fellows to mark the anniversary. Pending the Fellows support of this proposal more detail on the initiative will be presented at the June meeting. His proposal included members identifying sites across Canada to highlight this anniversary. He proposes to engage all members by asking them to make a nomination. CSLA indicated while it supports the initiative to mark the anniversary with a special project, the Fellows must take responsibility for the initiative and deliver it.

## **ACTION**

- Excom will request details from the Fellows to further clarify what resources CSLA will commit to the Fellows 75<sup>th</sup> anniversary project. Floyd will be the liaison.

## **18. Executive Director review (in camera)**

*The results of the Board review were presented to the Executive Director verbally at the Excom meeting on March 6, 2008 and these will be provided to her in writing.*

## **Thursday, Feb. 28, 2008**

The Board convened at 8:30 AM at which time the President introduced the President of ASLA, Perry Howard, and Nancy Somerville, EVP of ASLA.

## **19. Continuing Education**

Irvine presented the status of the LACES initiative. Nancy Somerville provided additional details. Somerville reported that the project had begun in 2007 to encourage member organizations of the Presidents Council to work together to develop guidelines and standards for continuing education programs and to put in place a system whereby each of the organizations could approve course content following those guidelines. A joint program would have a number of significant benefits to the profession as well as to the individual organizations, including: ensuring that no one organization has to bear the burden—or has a monopoly on—course approval and/or record keeping; and encouraging development and availability of a wide variety of continuing education offerings.

She noted that CSLA's participation is welcomed and valuable to all participants.

Somerville stated that guidelines had been developed and they anticipate being able to launch the program in mid- April. The goal is to keep costs down and they will create a web based data base of all approved courses. LACES will be the approving body and they will be able to track what courses members have taken.

It will also be a requirement of the providers that they maintain this information by number or name. The cost for the program is covered mainly by ASLA at this time but the fees for the courses will help defray the expense.

## **20. Advocacy/Strategic Alliances**

Sears noted that strategic alliances with other organizations are essential to the development of CSLA. It is important to negotiate and look carefully at alignment in order to get the best visibility.

As well, it is necessary to determine the goals for these relationships. Sears suggested that each request should be dealt with on its own merit. Sears suggested that CSLA develop a plan and clear priorities.

## **Communities in Bloom**

Sears reported that communications had been received from Communities in Bloom (CiB) seeking to formalize the relationship. CiB had asked for a partnership but the Board at that time did not support this.

CSLA should determine at what level it wants to interact with CiB. Currently we circulate requests for jurors to all components and they follow up directly with CiB.

**ACTION**

- Smith and Grosset will research holding an advocacy/ leadership session.

**CLARB**

CLARB has requested that CSLA participate on a communications committee. This should be considered as this is a strategic relationship. Somerville noted that ASLA has a participant on this committee and encouraged CSLA to consider the request seriously.

**ACTION**

- Briggs will represent CSLA on CLARB Communications Committee. Sears will forward information package.

**Urban Design Awards**

Pauzé reported that CSLA will again partner with RAIC and CIP in the presentation of the Urban Design Awards which were presented for the first time in Vancouver in 2006. At this time the date of the presentation is to be decided. Gerry Lajeunesse is representing CSLA on the jury. Pauzé reported that RAIC will create a publication to announce these awards.

**ACTION**

- Pauzé will post information on the Urban Design Awards to the CSLA website and follow up on CSLA’s exposure in collateral pieces and media.

**21. President Council Meeting, Tempe Arizona**

Hodgins and Sears attended the meeting on Jan 25 and noted that there was valuable discussion about various initiatives including the CE Task Force, Licensure and Accreditation standards. They noted that following the normal rotation for hosting, CSLA will host this meeting in 2010.

**22. Future Meetings and Congresses**

| Date         | Meeting              | Venue                            | Information |
|--------------|----------------------|----------------------------------|-------------|
| April 23     | teleconference       |                                  |             |
| June 6 & 7   | Board meeting        | Rafter’s Six,<br>Morley, Alberta |             |
| Sept. 17     | Board teleconference |                                  |             |
| Nov. 28 & 29 | Board meeting        | TBA                              |             |

NuALA is considering hosting the CSLA Congress in 2011. Registration would necessarily be limited to 50 to 80 people. The Board discussed the possibility of holding video conferencing.

**ACTION**

- Pauzé will forward Congress reports from past CSLA Congresses to Grosset for further exploration of a 2011 Conference hosted by NuALA.

**23. ASLA President,**

Perry Howard reported to the Board on many of the activities and initiatives being undertaken by ASLA.

He invited all CSLA members to attend the 2008 ASLA Congress in Philadelphia, Oct. 3 to 7, 2008.

Howard said that ASLA is focusing on Green Infrastructure and there will be over 100 sessions.

He noted that ASLA is using its website to target school age children working through the Career Discovery program. He also said that ASLA staff is using Face Book and has created a page for the President to communicate with students and youth.

ASLA recently held Lobby Day in which members are invited to meet with legislators in Washington.

Howard noted the increased readership for Landscape Architecture magazine which is now earning revenue for ASLA.

Both he and Somerville stated that ASLA’s strategic alliances are primarily advocacy or business community related. With the increased interaction with outside organizations they are receiving more exposure.



ASLA is also developing position papers drawn from the Body of Public Policies. These papers are approved by the Board of Trustees.

#### **24. IFLA Report**

Jim Taylor joined the meeting to provide a report on IFLA activities including:

The IFLA Africa Forum:

A five year plan for the development of the profession in Africa was approved by World Council in 2007 and includes educational assistance, professional development, capacity building and the establishment of a network of African landscape architects. The first milestone in the plan was to hold an African Forum to engage the leadership from the field of landscape architecture representing the various regions of Africa to explore issues, opportunities, needs and a potential plan for action. The Forum was held in January 2008 in Dubai, UAE and was attended by over 20 landscape architects. This was a historic event and input was received from South Africa, Malawi, Uganda, Kenya, Nigeria and North Africa. A more detailed plan of action is being developed and an article is proposed for the fall issue of Landscapes/Paysages. I

#### **GLADAC**

A conference was held related to Gulf States and Middle Eastern landscape architecture concurrently with the African Forum. Over 100 attendees were present from the region and other parts of the world. International speakers presented perspectives from the Middle East (Jordan and Lebanon), Korea, USA, Russia, Kenya, and the United Kingdom. Representatives from UNESCO and the International Society of City and Regional Planners gave presentations.

The 44<sup>th</sup> World Congress was held in Kuala Lumpur, Malaysia from August 27-31, 2007. The next Congress will be held in Apeldoorn, The Netherlands in June 30 –July 3, 2008.

#### **ACTION**

- Pauzé will add link to IFLA Conference to the CSLA website.

#### **25. Adjournment**

##### **MOTION 2008-2-6**

**Moved by Gordon Smith “that the February 27 and 28, 2008 meeting of the CSLA Board of Directors is adjourned.”**

## **CSLA Committees and Task Forces**

**Revenue Generation Task Force:** Chair Craig, Spearman, Murphy,

**President Roundtable Task Force:** McKenna, Sears

**Communications Committee:** Chair Snook, Rob Norman, Briggs

**Governance Task Force:** Sears

**Reciprocity Task Force:** Chair McKenna, Spearman, Briggs

**Accreditation Task Force:** Irvine, Craig

**CSLA Recognition Awards Committee:** Grosset, Smith

**CSLA Awards of Excellence Task Force:** Floyd, Spearman