



CSLA/AAPC
BOARD OF DIRECTORS TELECONFERENCE MEETING

Minutes
March 18, 2009
Teleconference

Attendees:

Cathy Sears, President,
Linda Irvine, President-elect

Peter Briggs, NWTALA
Arnis Budrevics, OALA
Carol Craig, AALA
Chris Grosset, NuALA

Jim Floyd, NLALA
Pawel Gradowski, BCLA
Claude Potvin, AAPQ
Gordon Smith APALA
Laureen Snook, SALA
Dean Spearman, MALA

Paulette Vinette, Executive Director

ACTIONS

(Including items carried forward from prior meetings)

1. (Item 5) It was agreed that both Mumby and XL/Hub be invited to submit a proposal on why this practice should be continued, and discussed at the Board's next meeting. Vinette
2. (Item 7.1) Spearman agreed to raise concerns expressed by members about the substance of juror's comments during the scheduled program post mortem and report to the next Board meeting. Spearman
3. (Item 8.1) The Executive Director was invited to bring any new recommendations regarding future Membership Directory publishing to the next Board in-person meeting. Vinette
4. (Item 8.2) It was agreed that we should have Naylor print the maximum number of spring issues of L/P and that the Executive Director should work with the Editorial Board Chair, Don Hester to ensure that the copies of the L/P 75th Anniversary issue are strategically delivered. Vinette
5. (Item 8.3) The Executive Director was invited to bring recommendations regarding alternate publishers for the L/P Magazine to the next Board meeting. Vinette
6. (Item 9.1) Directors are invited to submit Board Manual updates to the Executive Director, who will also make needed edits. Board/Vinette
7. (Item 9.3) It was agreed that we should strive to maintain 1/3rd of operating expenses in reserve and develop a Board policy on the matter. Vinette
8. (Item 10.3) Snook and Gradowski agreed to work with Smith to work on advocacy. Smith
9. (Item 11) An article on the Accreditation Council's work will be prepared for the next CSLA/AAPC **Bulletin**. Vinette
10. (Item 12.1) The Executive Director will bring a recommendation to the Board on how to transition to charging for web-site job postings at the next meeting. Vinette
11. (Item 12.1) Snook to work with the Executive Director to develop a Speakers' Bureau program that the Board could review at their next meeting. Snook
12. (Item 12.4) The Executive Director was asked to draft translation guidelines. Vinette
13. (Item 12.6) Grosset reported that a post-event evaluation on-line survey will be sent to Components to help plan for next year's April is World LA Month program. Grosset
14. (Item 13) It was agreed that the Board would plan time at its Vancouver in-person meeting to discuss how the AIT implementation will affect members and bring in a government expert (Cindy Williams). Sears
15. (Item 14) Craig and Executive Director to work on a national sponsorship program proposal. Vinette



1. Call to Order

The President, Cathy Sears, called the meeting to order.

2. Approval of Agenda

MOTION 2009-3-1

Motion to accept the agenda.

Moved by Sears and seconded by Gradowski “that the agenda be approved”. Motion carried.

3. Approval of Minutes

MOTION 2009-3-2

Moved by Budrevics and seconded by Craig “that the Minutes of the January 28, 2009 meetings of the CSLA Board of Directors are approved as presented.” Motion carried.

The President thanked the Executive Director for providing the meeting documents on our new FTP site.

4. Review of Action Items from the January 28, 2009 meetings

The President reviewed the status of actions items from the previous meeting.

- 4.1 In response to Craig’s question (re item 6), Sears confirmed that the President’s Council meeting may be in Edmonton during the CSLA Congress in 2010; it would require a one-day meeting room for 15 – 18 people
- 4.2 Sears commented that updates re the Sustainable Sites Initiative will be reported on in the CSLA/AAPC *Bulletin*
- 4.3 Re item 8 introducing an Emeritus membership category (full rights after 25 years), Grosset suggested this could occur at this year’s Congress; it will be discussed at the Board’s next in-person meeting

5. President’s Report

The Board discussed the two insurance programs being promoted as CSLA programs (Mumby and XL/Hub). It was agreed that both firms be invited to submit a proposal on why this practice should be continued, and discussed at the Board’s next meeting.

6. Executive Director’s Report

No discussion

7. CSLA Awards Update

7.1 Awards of Excellence:

It was reported that some members have expressed concern about the lack of sufficient juror’s comments they received. Spearman agreed to raise concerns expressed by members about the substance of juror’s comments during the scheduled program post mortem and report to the next Board meeting. Spearman

7.2 Recognition Awards

Grosset reported that the Recognition Awards program is on schedule; deadlines are March 31st and for the Community Service and Honorary Member nominations, three months before the Congress.

8. Publications

8.1 CSLA/AAPC 2009 Membership Directory

The Executive Director reported several delays are causing the March publication date of the 2009 Membership Directory to be moved. She mentioned that other providers have approached CSLA. The Executive Director was



invited to bring any new recommendations regarding future Membership Directory publishing to the next Board in-person meeting.

8.2 L/P Spring 75th Anniversary Issue Magazine

It was agreed that we should have Naylor print the maximum number of spring issues of L/P and that the Executive Director should work with the Editorial Board Chair, Don Hester to ensure that the copies of the L/P 75th Anniversary issue are strategically delivered. Vinette

8.3 Alternate Publisher

As per the earlier discussion regarding the publisher of the Membership Directory, the Executive Director was invited to bring recommendations regarding alternate publishers for the L/P Magazine to the next Board meeting.

9. Governance

9.1 Board Manual

The Board Manual has been placed on the new Board FTP site. Directors are invited to submit Board Manual updates to the Executive Director, who will also make needed edits.

9.2 Board Policies

The Executive Director is working on suggesting upgrades to the current Board policies. Vinette

9.3 2008 Year-End and 2009 Budget

Budrevics reported that he is working with staff and the auditors to confirm the 2008 year-end financials.

The ExCom presented a draft 2009 break-even CSLA Budget (V13).

MOTION 2009-3-3

Moved by Budrevics and seconded by Gradowski “that the 2009 CSLA/AAPC Budget (V13) be approved as presented.” Motion carried.

A discussion followed about CSLA’s reserve. It was agreed that we should strive to maintain 1/3rd of operating expenses in reserve and develop a Board policy on the matter.

9.4 Nominating Committee

MOTION 2009-3-4

Moved by Floyd and seconded by Gradowski “that Liane McKenna be ratified as a member of the CSLA/AAPC Nominating Committee.” Motion carried.

9.5 Executive Director’s Contract

The Executive Committee reported that it had approved and the President had signed the Executive Director’s two-year contract, however the Auditor asked for Board approval of same.

MOTION 2009-3-5

Moved by Gradowski and seconded by Smith “that the 2009 CSLA/AAPC Executive Director’s two-year contract which was approved by the Executive Committee and signed by the President be approved.” Motion carried.

10. Advocacy/Leadership

10.1 Dalhousie Assessment ToR



Smith reported that they have selected a consultant from Halifax to conduct research related to the development of a program in Landscape Architecture at an Atlantic Canadian Institution, and will be contacting the Component Organizations for assistance.

10.2 2009 Congress Update

Thirty-four delegates have taken advantage of the early-bird \$475 registration fee to-date; 40% of the exhibit/sponsorship targets have been reached.

Irvine is chairing a 75th Anniversary Legacy Task Force to focus on recognizing this milestone throughout the Congress.

10.3 CSLA Advocacy

It was agreed that we need a working group to frame our advocacy targets and draft an initial approach to communicating with Federal Ministers working up to an “ask”. We also need position papers. Snook and Gradowski agreed to work with Smith to work on advocacy.

11. CSLA Accreditation Council

Irvine reported that the Accreditation Council will be naming a Chair at its next meeting (April 30th). An article on the Accreditation Council’s work will be prepared for the next CSLA/AAPC *Bulletin*.

12. Website and Communications

12.1 Web Job Posting Charges

The Executive Director will bring a recommendation to the Board on how to transition to charging for web-site job postings at the next meeting.

12.2 Speakers’ Bureau

Snook to work with the Executive Director to develop a Speakers’ Bureau program that the Board could review at their next meeting.

12.3 Board of Directors’ ftp site

The Board ftp site exists: www.csla.ca/files; user name: files; password: 4CSLAFiles! There is also a site for Components to access CSLA resources <http://csla.ca/components> u: Components; p: rRr75r!2, and another for posting information that Guests can access (e.g. Awards materials) <http://csla.ca/guest/> u:Guest; p: Pp#at54.

12.4 Translation Guidelines

The Executive Director was asked to draft translation guidelines.

12.5 CSLA/AAPC bi-monthly, bilingual Bulletin

The Executive Director reported that the new format for the Bulletin (links on e-version; PDF on website) has not generated any complaints.

12.6 April is World LA Month

Grosset reviewed the work to-date and reported that a press release announcing the celebration would now go out, highlighting some of the events being planned across Canada. Grosset reported that a post-event evaluation on-line survey will be sent to Components to help plan for next year’s April is World LA Month program.

12.7 You Tube



Briggs reported that he is drafting the rules for the You Tube contest. It was agreed that we would not translate submissions. The contest deadline will be July 31st.

13. Reciprocity

It was agreed that the Board would plan time at its Vancouver in-person meeting to discuss how the AIT implementation will affect members and bring in a government expert (Cindy Williams).

14. National Sponsorship

Craig and Executive Director to work on a national sponsorship program proposal. Craig reported that her research into interest to purchase hard covers for the Anniversary issue of L/P did not generate interest.

15. Adjournment

MOTION 2009-1-4

Moved by Snook “that the March 18, 2009 meeting of the CSLA Board of Directors is adjourned.”