



CSLA/AAPC
BOARD OF DIRECTORS TELECONFERENCE MEETING

Minutes
May 1 and 2, 2009
Vancouver Westin Bayshore Hotel

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

Guest: Ron Middleton, AALA (Special Presentation)
Cindy Williams (Special Presentation)

ACTIONS

(No items to carry forward from prior meetings)

1. (Item 4) Sears to confirm whether the President's Council meeting will held in Edmonton in 2010. Sears
2. **(Item 6.2) Reserve fund to be increased to \$100,000 Vinette**
3. (Item 6.3) Budrevics and Gradowski to pursue agreements with insurance carriers. Budrevics
4. (Item 7.2) Irvine to revised draft Reciprocity Agreement document and circulate to Board. Irvine
(AGENDA ITEM)
5. **(Item 7.3) Budrevics/Vinette to get professional advice re CSLA charging GST to Components re dues/LP fees. Vinette**
6. **(Item 7.4) Vinette to publish nominations for President-Elect. Vinette**
7. (Item 7.5) Gradowski and Potvin to move the Sponsorship program forward. Gradowski
8. **(Item 7.6) Vinette to explore Pay Pal as vehicle to charge for job posting. Vinette**
9. **(Item 7.7) Obtain Component input on existing Emeritus membership categories. Sears**
10. (Item 7.8) Vinette to work on Board Policies review in June. Vinette
11. **(Item 7.9) Vinette to issue a Bulletin online survey in May. Vinette**
12. (Item 8.2) Irvine, Craig and Potvin to work on final agenda and meeting elements for Presidents' Round Table meeting. Irvine **(AGENDA ITEM)**
13. (Item 8.3) CSLA website server to be transferred. Vinette
14. (Item 8.4) Snook to revisit Communications Plan and report on next steps. Snook
15. (Item 9.1) Grosset to evaluate WLAM 09 program; Board to identify new WLAM Chair.
Grosset/Board
16. **(Item 9.2) Briggs to confirm You Tube™ program jurors. Briggs**
17. (Item 9.3) Snook to further develop Speaker's Program as discussed. Snook **(AGENDA ITEM)**
18. **(Item 9.5) Smith to work with CSLA to get bilingual, member survey out re Atlantic university program. Smith**
19. (Item 9.5) Smith to work on getting the Accreditation Council and CSLA Board to write official statements of support for Atlantic program. Smith
20. (Item 10.1) CSLA to develop an Awards of Excellence Protocol Manual. Spearman
21. (Item 10.1) CSLA to develop an Awards of Excellence Policies and Procedures Manual. Vinette
22. (Item 10.1) CSLA to change the presentation of Awards of Excellence at the Congress. Vinette
23. (Item 10.1) Grosset to conduct a Recognition Awards evaluation for August meeting. Grosset
24. (Item 10.2) CSLA to develop a 2010 Recognition Awards work plan. Grosset
25. (Item 10.4) CSLA to explore enhancing our return on Naylor contracts. Budrevics/Vinette



26. (Item 10.7) Irvine to pursue LA CES registration. Irvine (AGENDA ITEM)
 27. (Item 10.7) Irvine to ensure 75th Anniversary Legacy Task Force plans appropriate Congress recognition. Irvine (AGENDA ITEM)
 28. (Item 10.9) Grosset to establish benchmarks and a critical path for proposed 2011 Iqaluit Congress. Grosset
 29. (Item 11) CSLA to partner with RAIC and CIP for the 2010 National Urban Design Awards. Vinette
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1. Call to Order

The President, Cathy Sears, called the meeting to order. She explained that we would welcome guests at 10:15 a.m. to discuss AIT & Reciprocity. She stated she was pleased to report that both Chris Grosset and Lauren Snook had received extended mandates to serve on the CSLA/AAPC Board and therefore this would not be their last meeting.

2. Approval of Agenda

The Chair reminded the Board that while we are working with a consent agenda, any questions can be dealt with under Agenda item 6.

MOTION 2009-5-1

Motion to accept the agenda

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

The Chair then received two requests to move agenda items 1 (Sponsorship) and 2 (Communications) to Saturday’s agenda. The Board agreed.

MOTION 2009-5-2

Motion to accept a revised agenda

Moved by Craig and seconded by Grosset that the revised agenda be accepted. Motion carried.

3. Approval of Minutes

MOTION 2009-5-3

Motion to approve the minutes

Moved by Gradowski and seconded by Grosset “that the Minutes of the March 18, 2009 teleconference meeting of the CSLA Board of Directors are approved as presented.” Motion carried.

4. Review of Action Items from the March 18, 2009 Teleconference Meeting

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

In response to Craig’s question (re item 6), Sears confirmed that the President’s Council meeting may be held Edmonton during the CSLA Congress in 2010; it would require a one-day meeting room for 15 – 18 people.

5. Consent Agenda

MOTION 2009-5-4

Motion to accept the consent agenda

Moved by Potvin and seconded by Gradowski that the reports included in the consent agenda were received by the Board. Motion carried.

6. Business Arising from the Consent Agenda

MOTION 2009-5-5

Motion to discussion three items arising from the consent agenda

Moved by Smith and seconded by Briggs that the following items be discussed: 1) AAPQ Feedback; 2) CSLA’s Reserve Fund & Audited Financial Statement review and 3) Executive Director’s Report. Motion carried.



6.1 AAPQ Feedback

Claude Potvin reported that the AAPQ has some concerns around CSLA's fee increase process and proportional representation governance structure. He indicated a written summary of this feedback would be forthcoming. During the discussion, it was clarified that CSLA's governance model is not a federation model. Sears listed the many membership services CSLA offers for its annual fee and it was suggested that this information be published and presented at our Annual General Meeting to remind members of the value they receive. It was also suggested that CSLA consider doing a member satisfaction survey. Board members were reminded that they need to be a vocal champion of CSLA's value in their Component Organization.

6.2 CSLA Reserve Fund & Audited Financial Statement

Arnis Budrevics reported that CSLA owns \$121,000 in net assets and earned a net revenue of \$2,600 in 2008 according to the Audited Financial Statements.

MOTION 2009-5-6

Motion to recommend the presentation of the Audited Financial Statements to the members at the Annual General Meeting

Moved by Budrevics and seconded by Irvine that the 2008 Audited Financial Statements be approved by the Board for presentation to the members at AGM. Motion carried.

Budrevics reported that the special projects fund, which had its own bank account, was abolished and remaining funds were rolled into CSLA's general funds.

Budrevics reported that CSLA's reserve fund is currently at \$85,000 and that he recommends we increase it to \$100,000 in order to represent one-third of our operating budget (best practices). He reminded the Board that it would require Board approval to spend these funds.

MOTION 2009-5-7

Motion to increase Reserve Fund balance

Moved by Budrevics and seconded by Spearman that the CSLA Reserve Fund be increased to \$100,000. Motion carried.

MOTION 2009-5-8

Friendly Amendment to the Motion

Moved by Briggs and seconded by Budrevics that increasing the CSLA Reserve Fund to \$100,000 be approved with the understanding that any request to spend any of the Fund must be accompanied by a written replenishment plan. Motion carried.

6.3 Executive Director's Report

The Board discussed section 2.10 of Vinette's written report which explained that ProForm/XL – Hub International and Mumby Insurance both have CSLA policies that have not been formally endorsed by CSLA. The Board would like an agreement drawn up and Budrevics and Gradowski agreed to pursue this.

7. Governance & Administration

7.1 Accreditation Council Report

The Board welcomed Ron Middleton. Irvine reported that the new Accreditation Council had met April 30th with Ron Middleton chairing and was bringing forth three motions. Ron Buchko was selected as the new Chair for a three-year term, and five members were appointed to serve a five-year term (with the exception of the non-LA member who will serve a three-year term).



MOTION 2009-5-9

Motion to appoint a Strategic Advisor to the Accreditation Council

Moved by Irvin, seconded by Floyd that the position of Strategic Advisor to the Accreditation Council be created for a three-year term and that this member participate on CSLA's Accreditation Council Task Force. Motion Carried.

MOTION 2009-5-10

Friendly amendment to the previous motion

Moved by Gradowski and seconded by Irvine that the person named to the newly created position of Strategic Advisor assist the newly constituted Accreditation Council through the Accreditation Council Chair in their responsibilities as defined in the by-laws. Motion carried.

MOTION 2009-5-11

Motion to name the Strategic Advisor to the Accreditation Council

Moved by Floyd and seconded by Irvine that the CSLA Board approve the appointment of Ron Middleton as Strategic Advisor to the Accreditation Council for a three-year term (2009 – 2012). Motion carried.

7.2 AIT & Reciprocity

SPECIAL PRESENTATION

The Board welcomed guest Cindy Williams, Director, Agreement on Internal Trade (Labour Mobility) of the Ministry of Advanced Education and Labour Market Development, Government of British Columbia. Ron Middleton gave a presentation on the relevant elements to landscape architects of the implementation of the Agreement on Internal Trade in Canada and a question/answer period ensued.

The Chair thanked our guests and the Board recessed at 12:00 noon for lunch, and resumed their meeting at 1:50 p.m.

A lengthy discussion on the elements of a Reciprocity Agreement took place and concluded with a motion;

MOTION 2009-5-12

Motion to draft a CSLA Reciprocity Agreement position statement

Moved by Spearman and seconded by Smith that Irvine write up a draft Reciprocity Agreement position statement and send it to the Board for consideration and feedback. Motion carried.

7.3 CSLA Charging GST and CO Obligations

Budrevics explained that in February 2009, the new Executive Director was directed to charge GST on Component Organization fee and L/P subscription fee invoices because CSLA has a GST registration number. Component leaders were not accustomed to being charged GST by CSLA and had sent out their membership renewal invoices without including GST on the CSLA portions. It was agreed that Budrevics and Vinette consult a professional tax advisor for advice.

Budrevics explained that the CSLA is losing by not charging and remitting GST, and that CSLA may want to charge GST in 2010 and if this is the case, it is important that significant notice be given to the Component Organizations.

7.4 Nominating Committee Report

The 2009 CSLA Nominating Committee, chaired by Past President Myke Hodgins, recommended two members as candidates for President-Elect.

MOTION 2009-5-13

Motion to approve candidates for President-Elect

Moved by Budrevics and seconded by Briggs that Neil Dawe, NLALA and Chris Grosset, NuALA be approved as candidates for the 2009 President-Elect position. Motion carried. Grosset abstained from the vote.



7.5 Sponsorship Program Review

Craig spoke to her written report distributed at the meeting and reminded the Board that there is a \$5,000 revenue line item in the 2009 budget for sponsorship revenue. She asked that someone take over the project. Gradowski and Potvin agreed to move the Sponsorship Development program forward.

7.6 Charging for CSLA Job Postings

The Executive Director stated that further to the Board's previous decision, she was moving forward to plan to charge for job postings on the CSLA website and suggested members call in their credit card information with their order because online collection was cost-prohibitive. She was asked to explore the Pay Pal option again.

7.7 New Emeritus Membership Category

The group discussed the merits of the 70 or 75-year formula for awarding a full CSLA Emeritus membership category. It was agreed that we should get Component Organization input on their existing programs.

7.8 CSLA Board Policies Review Report

The Executive Director reported this work was scheduled for June 2009.

8. Communications

8.1 Bi-monthly Bulletin Review

The Executive Director reported that a mini-online survey will be included in the May issue of the *CSLA Bulletin*.

8.2 Presidents' Round Table Plans

The group agreed that the August 12th Presidents' Round Table meeting needs to verify the implementation of the CSLA Strategic Plan. It was agreed that the theme for this year's meeting should be on two-way Communication with CSLA. Irvine, Craig and Potvin agreed to work on the final agenda and meeting elements.

8.3 Website Upgrades and Costs

The Executive Director reported that we have transitioned to a new Toronto-based webmaster who needs to transfer the website to his server. She explained that start up costs are surpassing budget and we hope to stabilize expenses in the second half of the year.

8.4 Communications Plan

Snook reported that we do have a formal Plan that is scheduled for review. She added that we are working the elements of the Plan (e.g. the CSLA Bulletin, the website, e-blasts). During the discussion it was suggested that we need input from the Components and members, and that we should consider doing a member needs survey after the 2009 Congress. We also need to review our media outreach approach.

9 Growth of the Profession

9.1 April is World LA Month (WLAM)

Grosset reported that the WLAM program has enjoyed exponential growth in its second year. Looking forward he suggests we need to:

- Evaluate 2009 results by asking Components how to improve in 2010
- Expand the coverage and content CSLA provides, particularly the website coverage
- Develop a theme/brand, work plan and budget for 2010

Grosset invited Board members to come forward to chair the program.



9.2 You Tube™ Video Initiative

Briggs explained that he is finalizing details of the initiative posted on the CSLA website and will now be confirming jurors for the contest.

9.3 Speaker's Bureau Update

Snook talked to her written report distributed at the meeting about her concept of asking members to register as a potential speaker on specific topics; it was clarified that speakers would not be speaking on behalf of CSLA. It was suggested she approach Jim Melvin, Chair of the College of Fellows.

9.4 Youth Outreach Activity Update

Actions outlined in the Strategic Plan are underway.

9.5 University Program Development Update

Smith reported that the consultant has produced a member survey that needs to be translated and e-blasted by CSLA by the end of May. It was suggested the Accreditation Council and the CSLA Board Should be asked to develop official statements in support of creating a new LA academic program in Atlantic Canada; and that a draft for each be made available for their August meetings.

The Board recessed at 5:00 p.m. and resumed the meeting at 8:30 a.m. Saturday, May 2nd

10. Programs/Activities/ Professional Development

10.1 Awards of Excellence Program Review

Spearman spoke to his written report distributed prior to the meeting and reported that the AoE Committee have a number of recommendations to work on before next year as outlined in his report; they include:

1. Revamp website coverage (show who won and why/significance)
2. Create a detailed timeline and work plan in advance
3. Review the form format
4. Explore providing a cash "float" for expense reimbursement

It was suggested that we should create an "Awards Protocol Manual" that provides guidance to the jurors (e.g. sample comments). Spearman suggested we also need to develop an "Awards Policies and Procedures Manual" for approval by the August Board meeting. It should also address how to respond to complaints about the Award program execution.

The Board discussed the presentation of the Awards at the Congress; it was agreed that the CSLA President would present the Awards and that the Committee Chair would stand with her and the recipient for the photo. Budrevics will create and narrate the script.

10.2 Recognition Awards Program Review

Grosset spoke to his written report distributed prior to the meeting and reported that the program was underway and that an evaluation of how it ran in 2009 would be conducted and reported on at the August meeting. He added that we need to develop a work plan for 2010 and ensure that we can recognize past winners for all CSLA Awards on our website.

10.3 Student of Merit/Scholarship

Grosset reported that this program would be part of the Recognition Awards review.



10.4 L/P & 2009 Membership Directory Update

Budrevics explained that our current contractual arrangements with Naylor provide little incentive for us to promote advertising support and we are not actively doing so. He and the Executive Director will pursue ways to enhance our return.

10.5 College of Fellows Update

Budrevics reported that the deadline to nominate a Fellow was May 1st.

10.6 LACF Update

No discussion was held.

10.7 2009 Congress Update

Budrevics reported that we have 75 registrants, leaving us in a good position at this early date. Irvine reporting that we are pursuing a LA CES registration. Irvine also reported that she is chairing a 75th Anniversary Legacy Task Force charged with ensuring that appropriate recognition of CSLA's anniversary occurs during the Congress.

10.8 2010 Congress Report

Craig reported that work has begun for the August Congress in Edmonton.

10.9 2011 Congress Update

Grosset distributed a written proposal and draft budget outlining the framework for an Iqaluit Congress. It showed that NuALA would need \$25,000 in 2010 and \$10,000 in 2011 as seed money. Grosset further outlined conference attendance budget scenarios; one scenario is a \$23,000 profit and the minimum target scenario is break-even. The Board discussed \$12,000 may be at risk and agreed that such an expense could be justified as an "extraordinary event" with residual value. A potential theme could be "Exploration of Cultural Landscapes" focused on climate change, sovereignty and development. Grosset said he hoped we could schedule it in July or August 2011 and that a next step would be to establish benchmarks and a critical path.

MOTION 2009.5.14

Motion to support Nunavit Congress in principle

Moved by Craig and seconded by Floyd that CSLA supports holding the 2011 CSLA Congress in Nunavit as proposed, in principle. Motion carried.

11. Advocacy

Smith reported that he is working on an Advocacy work plan for CSLA to execute.

The Executive Director spoke to her recommendation (R.1) in her written report, suggesting that the CSLA accept an invitation to become an equal partner with the Royal Architectural Institute of Canada (RAIC) and the Canadian Institute of Planners (CIP) for the National Urban Design Awards in 2010. She added the partnership is being designed to be self-financing.

MOTION: 2009-5-15

Motion to partner with RAIC and CIP to deliver the 2010 Urban Design Awards

Moved by Smith and seconded by Floyd that CSLA will be an equal partner to the Royal Architectural Institute of Canada (RAIC) and the Canadian Institute of Planners (CIP) to deliver the National Urban Design Awards in 2011. Motion carried.

The group also discussed the merits of collaborating with these organizations on events, and the collaboration some Components have enjoyed with the landscape nursery organizations.



On the subject of our input to the Sustainable Sites Initiative, it was reported that no next steps have been identified. The public comments, including the CSLA's, are posted on the SSI website.

12. New/Other Business

Briggs asked if there would be any conflict if he were to join the ASLA Board – none was identified.

13. Adjournment

On a motion made by Floyd, the meeting was adjourned at 5:15 p.m.

pv: 18.06.09