

MINUTES: CSLA Board of Directors

Thursday, March 30th, 2017, Lord Elgin Hotel, Ottawa

Present: Chris Grosset, Margaret Ferguson, Jonathan Sagi, Monica Giesbrecht, Lois Ross, Michelle Legault, Gordon Smith, Vincent Asselin, Sarah Culp, Dan Glenn, Jean Landry, Nastaran Moradinejad, Raquel Penalosa

Regrets: Trevor Tumach, Cameron DeLong, Arnis Budrevics, Robert Norman

No.:	Item:
1	<p>Call to Order and Welcome</p> <p>Gordon Smith called the meeting to order and thanked the CSLA's volunteers.</p>
2	<p>Approval of Proposed Agenda</p> <p>MOTION 2017-3-1: Moved by Vincent Asselin and seconded by Sarah Culp to approve the agenda as proposed. Motion unanimously approved.</p>
3	<p>Approval of the Minutes of the Last Meetings</p> <p>MOTION 2017-3-2: Moved by Margaret Ferguson and seconded by Jonathan Sagi to approve the minutes of the November 25-26, 2017, CSLA Board meeting as presented. Motion unanimously approved.</p> <p>MOTION 2017-3-3: Moved by Jean Landry and seconded by Monica Giesbrecht to approve the minutes of the January 9th and January 11th meetings as presented. Motion unanimously approved.</p>
4	<p>President's Report</p> <p>Gordon Smith thanked Michelle Legault and members of the Board for their support. He reported on the President's Council meetings in Washington DC, noting that it was a great opportunity to build relationships and share information with organizations with larger resources. He expressed that the CSLA is viewed as equal collaborator with the ASLA and encouraged the further development of the relationships. The theme of the meetings was growing and diversifying the profession, and the CSLA has done a great job grooming people and initiating programs to respond to the theme. They also focused on broadening the definition of landscape architecture, and how it relates to diverse communities. A consultant was also brought in to discuss the idea of a grand challenge, something a group of organizations could agree on and work towards. Carol Craig is stepping down as chair of the Advocacy Task Force, and we will discuss her replacement today. He also reported that Nastaran Moradinejad won the election for the 2017-18 president-elect. Gordon recognized the work of Michelle and Lois in maintaining the CSLA's systems, and ensuring that all the behind the scenes work carries on. Michelle will also be working with the President's Council members to have the IFLA Americas delegate included in future meetings.</p>
5	<p>Component Updates</p> <p>a) APALA: Dan Glenn reported that APALA has 50 members, and 16 full out of province members. They are working hard to develop the student membership and recruit students at Dalhousie University. Updates on the fee schedule, a marketing and communications plan and essay competition are all in the works. A draft advocacy grant policy has also been drafted. The AGM will be held in the Fall at Dalhousie</p>

	<p>University. The MLA program is ahead of schedule at Dalhousie University, and fundraising is in the works for the landscape technician program. The CLS will be sent to a list of municipalities as a gift from APALA. Struggling still with name act recognition and engagement of the members.</p> <p>b) AAPQ: Membership in the association is growing steadily with 491 members. Student members are very motivated to join the association, and many are coming from abroad. Membership requirements will be normalized and brought in line with other components'. Jean also expressed the AAPQ members' increased support for the CSLA. The AAPQ has also worked towards a closer relationship to the Université de Montréal, in response to their loss of accreditation for the BA program. The AAPQ now has a balanced budget and streamlined its operations.</p> <p>c) OALA: The OALA has focused on practice legislation and AGM and 2017 conference. Practice legislation has gained much momentum in in the past few months in the form of letters of support and meetings with MPPs. The OALA will celebrate its 50th anniversary year in 2018 and has struck a task force to help plan and guide the celebrations. Sean Kelley, OALA, CSLA, a professor at the University of Guelph, has been named the director of the School of Environmental Design and Rural Development (SERD) where landscape architecture resides at the University. One of his first objectives in his new role was to establish an alumni advisory committee between university professors and professionals, such as landscape designers, landscape architects, and others.</p> <p>d) MALA: Monica Giesbrecht reported that name Act legislation is moving ahead and MALA is doing a lot of provincial lobbying since the change in government, including taking MLAs on tours. MALA is working to create closer linkages with engineers, interior designers, architects and planners. The University of Manitoba has made changes to the leadership of the architecture faculty dean. An interim dean from engineering was brought in as a replacement of the architecture dean and was confirmed permanently in that position. This has caused much concern, because a school of landscape architecture and architecture is now being led by an engineer. MALA is also losing Valerie Lindberg, Executive Director, to retirement and will job share for a year with her replacement. The fee guidelines are also under review.</p> <p>e) AALA: Jonathan Sagi reported that Todd Reade was hired as AALA Executive Director, giving full-time management to the association. There are approximately 400 members and dues are approximately 800\$.</p> <p>f) BCSLA: Nastaran Moradinejad reported that the BCSLA hired a consultant to help draft the strategic plan. It is targeted around educators and researchers, professional associations, members, government and the public, and identifies relationships and services to each. The updated fee guide was also finalized and is available on the BCSLA website. The BCSLA has purchased space in the Union of BC Municipalities exhibit and is working on the content of the display. The BCSLA is experiencing a lot of energy and volunteer motivation. BCSLA has 650 members, of which 400 are full members and growing student membership.</p> <p>g) NuALA: Chris Grosset reported that the membership has been stagnant for many years. In Nunavut, all operations are under a land claim agreement, meaning that employment will be representational of the population (85% Inuit), where job descriptions would be altered and requirements removed. For example, a degree in landscape architecture could no longer be a requirement for several jobs in the territory. This will have an impact on NuALA bylaws in regards to equivalencies.</p> <p>h) NWTALA: Margaret Ferguson reported that the membership is at 5 members, and objectives for this year include a CE program. The Northern Research Bursary Fund at LACF most recently received a 10,000\$ donation, which may encourage further research in the north by leveraging donations.</p>
6	<p>Executive Director's Report, Review of the CSLA Website and Review of the March 2017 Evergreen Action List</p> <p>Michelle Legault reviewed the Evergreen Action List for March 2017.</p> <ul style="list-style-type: none"> o Canadian Landscape Standard: Michelle reported on the CLS financials and explained the future of the CLS, including the inclusion of the Canadian Nursery Stock Standard and the development of the second

	<p>edition. Marketing for the CLS continues in collaboration with the CNLA.</p> <ul style="list-style-type: none"> o Fall 2018 and 2019 CSLA Board Meetings: Ottawa: Michelle reported that, following an ExCom meeting, it was decided to hold the fall 2018 and 2019 Board meetings in Ottawa. o Sponsorship for Awards of Excellence Program: Michelle inquired to the Board whether there was any interest in finding a corporate sponsor for the Awards of Excellence. Members discussed how a sponsor would be recognized, i.e. “brought to you by” instead of the name of the award, and criteria would have to be set whereby the sponsor should be in line with the CSLA’s values. IFLA has developed a corporate sponsorship category with criteria. Would it affect jurying, i.e. if the products were in winning submissions? We could also explore tax relief for a potential sponsor through the LACF. Michelle should also explore other models. Or an endowment fund through the LACF? o Measuring the growth (and that of our component association) over the past 10 years: collecting membership data: Members endorsed this initiative.
7	<p>Finance Committee Report – Review of current financials and adjustment of 2017 budget</p> <p>Michelle provided an overview of the current financials and stated that everything was in good order.</p> <ul style="list-style-type: none"> a) Approval of the revised Congress Policy MOTION 2017-3-4: Moved by Jean Landry and seconded by Dan Glenn to add the following to the Congress policy: Any profits should be paid out to the partner component organization as follows: 75% once Congress bookkeeping is finalized, and the balance remitted once CSLA’s audited financial statements are approved. Motion unanimously approved.
8	<p>Advocacy Task Force</p> <ul style="list-style-type: none"> a) Update on activities: Michelle provided an update on the task force’s activities. b) Chair to replace Carol Craig: Members are asked to submit names of potential chairs to Michelle Legault for potential discussion at ExCom. c) Update on the Canadian Landscape Charter and Portfolio: Jean Landry provided an update on the CLP and indicated that Instagram will be used to further promote the portfolio and invite submissions for the third edition of “dreamed landscapes”.
9	<p>Congress 2017 and IFLA Update</p> <p>Raquel Penalosa reported on the IFLA fee schedules development to resolve IFLA’s financial issues and provide the regions with funding. Raquel will put together a committee and bring forward a recommendation to the CSLA Board.</p> <p>In 2006, 5 associations, including the CSLA, came back to IFLA dependent on a cap of dues. Raquel is suggesting that IFLA may propose removing that cap in the future.</p> <p>Members discussed the reporting from IFLA and that the fee discussion should be made on a longer term. Members suggested that Michelle and Raquel put together a plan for regular reporting.</p> <p>Raquel Penalosa reported on the achievements of the 2017 Congress plans, including the first call for proposals, for which we received 130 landscape architecture proposals (half were retained). The second call for proposals, currently open, is based on the 18 landscape architecture topics, as opposed to the more general themes. There is a concerted effort currently to reach potential speakers who may not traditionally participate and board members are asked to participate. Keynote speakers were recently announced, and further keynotes will be identified.</p> <p>Michelle reported on logistical progress, including:</p> <ul style="list-style-type: none"> o Early bird registration will be available until early May and hotels are currently being negotiated o Tours in development and Jean Landry is leading that committee. The purchase of tours will be done directly via the CSLA’s website, so that funds are deposited directly into our accounts. We are purposely

	<p>keeping the tour administration separate from the WDSO.</p> <ul style="list-style-type: none"> o The announcement of keynote speakers o A reduction in the WDSO's budget from 11 to 9 million for the event o A reduction in the "festivals" component of special events, which results in increased pressure on the CSLA and the AAPQ to bring value added to the event. o Communications are a struggle o The CSLA will launch a registration and information campaign recently <p>Michelle also reported on trade show criteria which were recently established</p> <p>MOTION 2017-3-5: Moved by Jean Landry and seconded by Nastaran Moradinejad that the CSLA write a letter to the WDSO insisting that:</p> <p>No retroactive refusals for existing contracts be enacted</p> <p>Any application, for future exhibitors, of the EXPO criteria or refusal of exhibitors contracted by CSLA or AAPQ require approval of the CSLA and AAPQ Executive Directors.</p> <p>Full support will be given to any AAPQ or CSLA exhibitor</p> <p>Motion unanimously approved.</p>
10	<p>Climate Change Task Force</p> <p>Colleen Mercer Clarke reported that the US is pulling back on climate change, while the Canadian government is taking that place and holding firm on the Paris Accord. Monica Giesbrecht also suggested to the task force that communicating with the components directly would yield better results.</p> <p>a) Revised Climate Change Position Paper: The task force developed a position paper in 2014, and it was updated to reflect new science, positioning and graphics, including clear messaging on climate change. It commits us on having policy on climate. The revised paper is positive in outlook, and provides messaging on how to plan for the future. In the next six months, in support of the position paper, further documentation will be made available to provide clarity, context and goals for sustainable development, a checklist, modifying the Canadian Landscape Standard, and including a primer developed by Colleen Mercer Clarke. Members suggested that the task force could also evaluate where national funds may become available for landscape architecture.</p> <p>MOTION 2017-3-6: Moved by Vincent Asselin and seconded by Margaret Ferguson to endorse the March 2017 Climate Change Position Paper as presented. Motion unanimously approved.</p> <p>b) Canadian Public Health Association: This item was deferred to the next meeting.</p> <p>c) IFLA Americas Accord: Colleen Mercer Clarke and Hope Parnham are co-chairing the IFLA Climate Change Working Group. They have proposed an IFLA Americas Accord to gain the endorsement of landscape architecture professionals and associations, and other allied or interested parties, to use these principles when they make decisions. The ASLA is also asking to be part of this working group.</p> <p>MOTION: Moved by Margaret Ferguson and seconded by Monica Giesbrecht that the CSLA endorse in principle the IFLA Americas Accord. Motion unanimously approved.</p>
11	<p>Government Relations Task Force: Update</p> <p>Michelle reported on the activities of the task force since the November Board meeting. Several meetings of the task force were held and an emphasis was made on:</p> <ul style="list-style-type: none"> o Producing documents and takeaways for meetings with MPs o Drafting key messages, based on the November workshop o Preparing MP meetings and a budget brief.

	<p>Lois Ross reported that she wrote a strategy regarding “points of insertion” for parliamentarians. The strategy was then to approach MPs by constituency, and 15 letters requesting meetings were circulated to MPs. Several meetings are pending and documents are prepared for Board members, which include trigger questions for discussions with MPs.</p> <p>Gordon reported on his recent meeting with his MP and used the handouts. He indicated that using the budget brief to strengthen relationships is also of great benefit. Board members are encouraged to meet with their MPs or senior policy makers annually.</p> <p>Michelle also indicated that a portal on the website would be created featuring the documents and the speaking notes.</p>
12	<p>Indigenous Issues Task Force</p> <p>Chris Grosset presented the task force's discussion document and recommended action plan. Members expressed their support for this initiative and encouraged discussion at the World Design Summit and reaching out to allied organizations to pool resources and research on the issue. Members also suggested broadening the membership of the task force.</p> <p>MOTION 2017-3-: Moved by Jean Landry and seconded by Nastaran Moradinejad to endorse the Indigenous Issues Task Force Discussion Document and extend the mandate of the task force for the tasks number 3 and 4 as detailed in the “next steps” section of discussion document. Motion unanimously approved.</p>
13	<p>Fee Cutting</p> <p>Dan Glenn reported on the issue of fee cutting, noting that it is important to the health of our profession. He noted that, in Atlantic Canada, large multi-disciplinary firms were coming to the region and using landscape architecture as a lost leader. Clients are becoming accustomed to seeing fees for landscape architecture lower and lower. As a professional organization, we should be active in ensuring the health of our profession. This includes maintaining fee levels that support our ability to responsibly serve our clients and the public. He noted that fee cutting does a disservice to our profession and threatens our ability to grow to meet the opportunities that we should be leading. Reciprocity should mean following the guidelines as set out by the local component – this isn't always happening. In addition, large multi-disciplinary firms are using landscape architects as a foot in the door and treating their landscape architects as lost leaders to get to greater rewards during implementation. Cutting established threshold budgets by 10-20% is becoming a typical ploy to gain entry to a market or overcome experience deficits. As specialists on multi-disciplinary teams, landscape architects are often charging equivalent to junior and technical staff of the other disciplines.</p> <p>Members discussed the CSLA producing a report every two years which is a comparison of all component's fee guides, with an emphasis on common definitions and nomenclature, such as year of experience range. Members also discussed the value of CSLA promoting qualifications-based pricing, and the possibility of the CSLA advising procurement departments of correct pricing.</p> <p>MOTION 2017-3-: Moved by Sarah Culp and seconded by Jonathan Sagi to task the Executive Director to strike a committee with the objective of drafting a report on fee guides for the component associations' reference every two years, beginning in 2018. Motion unanimously approved.</p> <p>MOTION 2017-3-: Moved by Monica Giesbrecht and seconded by Nastaran Moradinejad that the CSLA strike a task force to advocate for the promotion of qualifications-based procurement in all jurisdictions of Canada. Motion unanimously approved.</p>
14	<p>2018-2021 CSLA Strategic Plan: Process, Planning, Volunteer</p> <p>This item was deferred to the next meeting.</p>
15	<p>Budget Review and Setting of Fees for 2018</p> <p>MOTION 2017-3-: Moved by Jean Landry and seconded by Nastran Moradinejad to set the membership fees</p>

	<p>for 2018 at \$175. Motion unanimously approved.</p> <p>MOTION 2017-3- : Moved by Jonathan Sagi and seconded by Vincent Asselin to approve the 2017-18-19 budget as presented. Motion unanimously approved.</p>
16	<p>Participation on working group with CCIS and CNLA to remove known invasive crop plants from the industry</p> <p>This item was deferred to the next meeting.</p>
17	<p>Adjournment</p> <p>The meeting adjourned at 4 p.m.</p>