



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

June 14, 2006

**Rick Moore, President
Sara-Jane Gruetzner, President-elect
Fran Pauzé, CSLA Executive Director
Alex Borowiecka, NWTALA,
Eduardo Villafranca, MALA
Laureen Snook, SALA
Liane McKenna, BCSLA
Cathy Sears, AALA**

**Rob Leblanc, APALA
Jim Vafiades, OALA,
Chantal de Menezes, AAPQ**

**Guests: Myke Hodgins, CSLA,
Dennis Carmichael, ASLA President,
Nancy Somerville, ASLA EVP**

Regrets: Chris Grosset, NuALA, Gerhard Weiland, NLALA

ACTION ITEMS from June 14, 2006 meeting

1. Excom will review the Dues report and will present the revised report to the Board prior to the September meeting.
2. CSLA will establish a professional approach to admittance of Affiliate members in order to be prepared for possible proposals.
3. Sears and Pauzé will draft a response to ACLA for the President's signature with the board's comments.
4. McKenna will forward the Growth Strategy report to the Board and will work with the committee to clearly define the next steps.
5. Pauzé will request that the component associations provide new membership details with their dues remittance.
6. Pauzé will revise the Board Orientation Handbook and will present the next draft in a binder to facilitate maintenance.
7. Excom will contact Gerald Lajeunesse of the NCC seeking to formalize the agreement between CSLA and NCC that permits all CSLA members to work on NCC projects.

MINUTES

1. Call to Order

The President, Rick Moore called the meeting to order and welcomed guests, Dennis Carmichael, President, ASLA and Nancy Somerville, EVP, ASLA.

2. Approval of Agenda

MOTION 2006-4-1

Moved by Leblanc and seconded by Vafiades "that the agenda be approved as presented."

Motion carried



3. Approval of Minutes from June 1, 2006 meeting

MOTION 2006-4-2

Moved by Snook and seconded by Villafranca “that the Minutes of the June 1, 2006 meeting be approved as presented.”

Motion carried

4. CSLA election announcement

The President informed the Board that Myke Hodgins had received the majority of votes in the recent CSLA election.

5. CSLA Strategy for Growth

McKenna requested that the item be deferred to the afternoon session.

6. CSLA 2007 AGM and Awards of Excellence

Vafiades reported that OALA has concerns with the Board’s decision not to hold the AGM in conjunction with the Cuba Congress in Feb. 2007. This decision was made on the advice of Wayne Amundsen, the governance consultant who worked with the committee to revise the CSLA Bylaws in 2005. The new Bylaws state that there must be 9 months minimum between CSLA AGMs. Amundsen proposed that the CSLA consider holding an open forum Town Hall style meeting with the Congress, which would permit all members present to pose questions or discuss items of concern.

7. CSLA Dues & IFLA dues

Excom presented a report and proposal for an increase to CSLA dues in the amount of \$50.00 per member per year.

The report indicates that there had been no dues increase since 2001 and at that time it was in the amount of \$5.00 per member per year.

McKenna stated that she was opposed to the increase as there was no credibility for an increase of 45% at this time. She suggested that a smaller increase be considered and that this increase take place every two years.

The President inquired how the ASLA approached the subject.

Somerville replied that the ASLA has a regular modest increase (\$20.00) every two years,

The ASLA Finance and Membership committees make a recommendation to the Trustees based on the cost of programs and the cost of living.

CSLA should consider a communication to members regarding the need for a dues increase and should include the increased IFLA dues and inflation as considerations.

As well the communication should identify programs that can change or develop with increased resources. Gruetzner noted that with no increase programs and services may decrease. The surplus realized from Congress 2003 will soon be depleted and the current 2006 approved Budget is a deficit budget.

This item needs more back up and documentation and will be reviewed at the September 2006 teleconference meeting.

ACTION

Excom will review the Dues report and will present the revised report to the Board prior to the September meeting.

8. Governance update

Membership categories

Sears stated that this item makes reference to a concern expressed by OALA president, Linda Irvine at the 2005 AGM regarding the proposed Affiliate category of membership included in the new CSLA Bylaws. At that time Irvine stated that OALA was concerned that:

- The By-law wording of the new Section 4.1.1 is too broad
- The wording does not define what type of group may join



- It may allow members of any organization, such as a trade association, to become members of CSLA
- A non-landscape architect could be elected President of CSLA

Sears noted that a response to the letter had been approved by the board following the June 1, 2006 teleconference meeting and that this response has been forward to OALA.

Sears also noted that prior to passing the Bylaws at the 2005 AGM; all members were advised of the changes and given ample opportunity to pose any questions. She said that the governance committee is committed to working with the component associations to address any concerns.

Vafiades reported that the response was received and that at the OALA Council meeting on June 12, 2006 it was discussed and OALA will respond to CSLA.

ACTION

CSLA will establish a professional approach to admittance of Affiliate members in order to be prepared for possible proposals.

9. ACLA Proposal

The board discussed the recent proposal form ACLA (the Academic Council of landscape architects) to become an affiliate member of CSLA under the new Bylaws.

There was general support from the board which noted that the CSLA must establish criteria for affiliate status.

All proposals should include Bylaws and definition of membership categories. At this item the board noted that it supports the proposal in principle and encourages the Council to establish Bylaws and membership criteria.

ACTION

Sears & Pauzé will draft a response to ACLA for the President's signature with the board's comments.

10. ASLA President, Dennis Carmichael

Carmichael thanked the board for its invitation to attend the Congress and meetings and provided a brief report on ASLA.

ASLA's current membership is 16,500 which is an increase of 5- 7 % per year. Retention rate is 95%. This year ASLA received 550 submissions to its Awards program (for 30-40 awards), which is the result of heavy promotion for the program and collaboration with other design professions. The residential garden award is partnered with the magazine Garden design. The ASLA provides all award winners with a promo pack to help promote their projects.

New graduates have an average starting salary of \$40,000/year (45,000 in some markets).

The ASLA website receives approximately 6 million hits per year, 150,000 unique users and the ASLA concentrates much of its communications activities on the public section of the site. The job link is the most visited section of their site and also produces substantial revenue. Each job posted is charged \$200 for a 30 day listing.

The ASLA also conducts Lobby Day in the spring to which Chapter presidents are invited to attend session on government lobbying. This event is in conjunction with landscape architect month.

The ASLA does an evaluation/review of their strategic planning goals every year plus the chapter presidents are also asked to do a priority ranking of the strategic planning goals. They also meet annually at the AGM.

11. Strategy for Growth

McKenna presented the final report from the Mustel group on the recent CSLA survey. For a total of 1684 survey sent. The response rate was 55%. The survey was designed to determine issues for growth in the future and gave information as to retirement expectations of members.

The second part of the survey was research with students. Of the five programs only two responded. McKenna suggested that the next steps should be to:



- Continue to request that the component s collect birth date information to enable CSLA to and maintain demographic information
- Compare the data with the first report done by Tim Stutt. The CSLA can then determine priorities and create a timeframe for achieving them.
- Prepare focused communications to members for this work to develop strategies and targets.

LACF has indicated that they will support the continuation of the project to get information to membership.

ACTIONS

McKenna will forward the Growth Strategy report to the Board and will work with the committee to clearly define the next steps

Pauzé will request that the component associations provide new membership details with their dues remittance.

12. CSLA Strategic Planning session preparation

Gruetzner gave an overview of expectations for the Strategic planning session on Thursday. She indicated that the CSLA should focus on what it can do realistically and should publish the results of the session.

Gruetzner believes the plan should be reviewed yearly to will guide the creation of a yearly Work plan for CSLA. Further The Strategic plan should be updated every five years and should include a statement of strategic objectives.

An annual assessment should include a priority ranking to judge the effectiveness of programs that support the objectives. CSLA would then shift resources to address priorities.

13. Super Saturday Legacy Proposal

This item was reviewed at the June 1 meeting and received support at that time. Some concerns were expressed regarding text and CSLA will advise the CIP and RAIC of modifications requested.

CSLA will appoint three members to participate and will allocate funds for this purpose.

Villafranca, Leblanc indicated their interest in participating and Mark Vaughan will be contacted to determine his interest.

14. Board Orientation Handbook

Pauzé presented the draft copy of the Orientation Handbook to the Board. Members noted that it will be very useful and noted changes needed for contact information.

ACTION

Pauzé will revise the Board Orientation Handbook and will present the next draft in a binder to facilitate maintenance.

15. Reciprocity

Excom presented a brief report on the history of this initiative. The Board agreed to table the report until the September teleconference meeting.

16. Mutual Recognition Agreement

De Menezes inquired as to the status of a verbal agreement with the NCC that permits all members of CSLA to work on NCC projects. She suggested that this agreement should be formalized.

Villafranca reported that Public Works has recently enacted a Memorandum of Understanding with the RAIC and the Engineers Association as to requirements in proposals from these professionals.

He suggested that CSLA should consider pursuing a similar agreement for CSLA as there are now limits as to who they will accept proposals from.



ACTION

Excom will write to Gerald Lajeunesse of the NCC seeking to formalize the agreement between CSLA and NCC that permits all CSLA members to work on NCC projects.

17. Congress 2006 & 2007 updates

McKenna provided a brief report on registration numbers and sessions for Congress 2006.

Vafiades provided a report on progress for the 2007 Congress in Cuba. The committees are working to schedule sessions for the mornings and tours for the afternoons of the three day Congress.

18. 2006 AGM and CSLA Awards presentations

This item will be reviewed by Excom and a recommendation will be presented at the September Board teleconference.

19. Adjournment

As there was no other business, the meeting was adjourned.

MOTION 2006-4-3

Moved by Cathy Sears “that the June 14, 2006 meeting of the CSLA Board of Directors is adjourned.”