



**Canadian Society of Landscape Architects
L'Association des architectes paysagistes du Canada**

**Minutes
November 14 & 15, 2003**

Present:

Colleen Mercer Clarke, CSLA President
Jim Paterson, CSLA President-elect
Cathy Sears, AALA
Myke Hodgins, AAPQ
Peter Klynstra, APALA
Adrienne Brown, BCSLA
Cynthia Cohlmeier, MALA

Jim Floyd, NLALA
Richard Wyma, NUALA
Alex Borowiecka, NWTALA
David Leinster, OALA
Cam Patterson, SALA
Fran Pauzé, CSLA Executive Director

FRIDAY, NOVEMBER 14, 2003

1. Call to Order; Welcome & Introductions

The President welcomed Cathy Sears as the new BoG member representing AALA.

2. Approval of Agenda

Two additions were made under Other Business- the archive project, and This Land.

MOTION 2003-4-1

Moved by Myke Hodgins and seconded by Jim Floyd, “that the agenda for the November 14 & 15 meeting of the CSLA Board of Governors be accepted as revised.”

Motion carried

3. Approval of Minutes of Previous Meeting Sept. 24, 2003

MOTION 2003-4-2

Moved by Myke Hodgins, and seconded by David Leinster, “that the Minutes of the September 24, 2003 of the CSLA BoG be accepted as presented.”

Motion carried

4. Review of Action Items

The Action items from the previous meeting were reviewed. Actions items were completed and those covered on the agenda were deferred.

5. President’s Report

The President presented a review of recent activities (Items on the BoG Agenda were deferred to later in the meeting). Highlights included:



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- Presentation to the ASLA Board of Trustees at the recent ASLA Congress.
- CSLA proposal to ASLA to host the 2008 ASLA Annual meeting jointly with AAPQ.
- Mercer Clarke noted that the Executive Director of AAPQ also attended the ASLA Congress.
- Creation of the President's Roundtable.
- The advantages associated with new categories of CSLA Awards as an outreach of the profession.

Points Arising During Discussion

- CSLA should inquire as to the feasibility of obtaining cancellation insurance should the proposed 2008 Congress go ahead, and should consider the formation of an advance Task Force to assess risk.
- The plans and organization for the previous joint congress (2001) should be reviewed and updated.
- CSLA should move forward with plans for the UN World Urban Forum for 2006.

6. Executive Director's Report

The Executive Director presented a written report. She noted recent progress in our request to the Governor General's office for the creation of a CSLA Award.

ACTIONS

- **Pauzé will forward a check list of reports circulated to the BoG members prior to BoG meetings.**
- **Pauzé will work on the creation of a CD Rom to include background information on the CSLA for new BoG members.**
- **Pauzé will research and forward information of interest to BoG obtained through the CSAE.**

7. 2003 Financial Report

Pauzé provided year to date statements and a report outlining details of variances.

8. IFLA Congress Finances

Cathy Sears provided a brief report on the IFLA Congress. A final report is expected by the end of November. At this time the anticipated surplus is approximately \$50,000. The AALA has proposed to donate a portion of the surplus to the LACF.

9. Landscapes/Paysages

Pauzé provided an update on recent developments with the magazine that included:

- In October, 2003, the publisher MediaEdge, canceled the contracts for publishing the magazine and the directory, citing difficulties obtaining advertising. This situation was in part attributed to the late delivery of editorial material for the second issue for 2003.
- EXCOM has worked to reopen discussions with the publisher, and is in receipt of a proposal from Media Edge that would revise the previous contract such that CSLA would now pay Media Edge a monetary subsidy for



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each issue (\$4000), but could in turn receive a portion of advertising revenues (\$300 per page for any additional advertising in excess of ten pages per issue).

- MediaEdge has requested similar revisions to the contract for the directory, including a subsidy of \$6000.

Mercer Clarke noted that the magazine has largely survived in its current form due to the untiring volunteer efforts of the Chair of the Editorial Board, Cecelia Paine, and noted that the membership of the CSLA owes to Ms. Paine a considerable debt of gratitude for her work. However, it is apparent to all connected with the magazine that, for it to meet publishing deadlines and achieve the level of content that is expected by the membership, the CSLA will have to work towards changes in the Magazine organization that will include the hiring of an Editor-in-Chief. Diane Jutras has been identified as an excellent candidate for that post, and the EXCOM has moved to put an agreement with Ms. Jutras in place.

MOTION 2003-4-3

Moved by Myke Hodgins and seconded by Cam Patterson “that the CSLA BoG authorizes the CSLA EXCOM to proceed with negotiations on the revised conditions to the contract with the publisher of the magazine L-P, MediaEdge for publication of three issues for 2004.”

Motion carried

ACTION

- **EXCOM will finalize the new contract for the magazine.**
- **EXCOM will reexamine the options for the CSLA directory.**
- **EXCOM will complete the hiring of the L-P Editor-in-Chief Jutras.**
- **EXCOM will draft an organizational structure for the LP.**

Discussion

- Hodgins noted that AAPQ wishes to produce an annual issue of L-P focused on Québec.
- The roster contract should be treated differently as it has been profitable in the last 2 years.
- CSLA should enter the new agreement for L-P for a term of one year and should then re-assess.
- CSLA should determine if a printed roster is needed.
- An annual publication should be considered if this new arrangement fails.
- Naylor publications has provided material for review by the EXCOM, towards potentially undertaking the CSLA roster and/or LP.

10. Reciprocity Committee

Brown and Floyd submitted a report on the Committee's work to date, and a proposed Mutual Recognition Agreement (MRA) for signature by all Component Associations. The Committee met with representatives of HRDC on Thursday, Nov. 13 to review the factors in the Internal Trade agreement, and to discuss possible funding



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opportunities to permit CSLA to work together to reconcile the differences to achieving reciprocity. HRDC will cost share for travel and reimburse participants for time and expenses.

Discussion

- CSLA should work to establish a common code of ethics and professional standards (i.e. Continuing Education) for the profession in Canada.
- Responsibility to next generation of LA's requires immediate action.
- Must determine common criteria for senior membership (10+ years?).
- Senior members should be exempt from written exams, and there is a need to define what is meant by a "Senior's Exam".
- Concern was expressed that the proposed MRA still does not provide for full mobility, but requires that existing provincial requirements be met within a defined time period (i.e. within 18 months). It would appear that the largest gain is in the immediate recognition of a members standing, which would allow practice in different provinces in the short term (i.e. it would allow CSLA members from other components to undertake work immediately in Whistler / Vancouver in support of the Vancouver Olympics).

Mercer Clarke thanked the Reciprocity Committee for their presentation and encouraged the BoG members to obtain feedback from their Component Associations.

11. Growth of Profession

Mercer Clarke spoke of the challenges ahead for the profession in Canada. Recent demographic information on the profession in Canada has presented the BoG with the disturbing potential for a dramatic loss of numbers in the near future; largely as a result of the combination of an aging profession moving towards retirement, and relatively poor recruitment numbers, as compared with earlier years. There is a concern that a growing number of graduates from the five Canadian Programs may not be seeking licensing and thus membership in the CSLA. To this end she feels that:

- CSLA must determine how best to assist the components in developing strategies to broaden the membership.
- CSLA needs openness and inclusivity to ensure that all graduates of Landscape Architecture programs feel valued by the profession, no matter what their job description.
- The issues of CSLA restructuring, reciprocity, education and communication currently being addressed by the Board are all inter-related and critical to addressing what is considered by many to be a crisis in the profession.

12. BoG Governance Structure and Policy

On behalf of the former CSLA Governance Committee, Barry Yanchyshyn presented a report. He observed that the adoption of a new governance policy (and consequently, a new organizational and operational structure) was critical to the future success of CSLA. Yanchyshyn noted that it is essential that all BoG members recognize that their first priority at the BoG is to work for national issues. Yanchyshyn recommended the formation of a CSLA Task Force to



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develop the final draft of the Governance Policy for approval by the BoG in February 2004, and also to draft necessary Bylaw changes. He agreed to assist the Task force with this work.

EXCOM Structure

The structure of the EXCOM, including the options of adding the Past President and or a Member at Large from the BoG, was discussed. Points considered include:

- The Past President would provide valuable continuity and corporate memory.
- An additional member would broaden the EXCOM resources.
- The President Elect would retain the role as Treasurer of the BoG.
- There are monetary ramifications to the addition of a member to the EXCOM - largely related to travel to EXCOM Meetings.

The BoG agreed to changes to the CSLA governance structure that would allow the Past President, should he/she agree, to sit during their term of office as a non-voting member of EXCOM.

CSLA Committee Structures

Yanchyshyn's report also outlined the need for three types of CSLA committees that include:

- Statutory (Standing) Committees - described in the Bylaws, and responsible for specific ongoing activities of the CSLA. Chairs would not necessarily be required to be a member of the BoG.
- Task Forces - Comprised only of members of the BoG and charged with research or planning on specific items with a specific timeline.
- Working Groups - Comprised of Members of the CSLA and responsible for specific operations of CSLA that are ongoing (e.g. Awards Program Working Group).

BoG Succession Plan

It was also noted that as the BoG faces a significant turnover of members in the spring of 2004, in order to function more efficiently the BoG should develop and propose a succession plan to the Component Organizations to ensure that in future, not all members change at once.

ACTION

Paupé will develop a schedule for BoG changeover which will be sent to BoG representatives and component Presidents for their input.

ACTION

Mercer Clarke established the Governance Task force and appointed Cathy Sears as Chair.



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MOTION 2003-4-4

Moved by David Leinster and seconded by Cynthia Cohlmeier, “that the Governance Task Force will redraft the Governance policy with changes and will forward this to the BoG by mid-January, 2004 with proposed Bylaw changes”.

Motion carried

MOTION 2003-4-5

Moved by Jim Paterson and seconded by Jim Floyd “that the CSLA formally recognizes the change to the role and responsibilities of the Executive Director and the title for the position is changed to that of Chief Operating Officer. “

Motion carried

13. Strategic Plan

Paterson presented a draft of the 2003-2004 Strategic Plan. He indicated that direction was taken from the CSLA BoG Workshop held in Banff in the spring, and that guidance also was derived from the draft Strategic Plan developed by Mercer Clarke. There were four main areas of focus:

- Governance & Administration
- Communication,
- Professional Development , and
- Member and External outreach

Discussion:

- CSLA could obtain greater visibility through the creation of new award categories.
- Restructuring of L-P should recognize the need for sustainability of volunteer resources as well as staff and financial resources.
- The CSLA should meet with the directors of LA programs of education in Canada.
- The CSLA should work to engage students currently enrolled within those programs.
- The CSLA could assist the Components in the dissemination of information on continuing education but Components must administer their own programs.
- Communication, including coordination of all CSLA tools, must be a high priority of the BoG.

ACTION

Mercer Clarke established the Communication Task force and volunteered to serve as Chair. Hodgins and Cohlmeier agreed to assist. The Task Force will develop a Communications Plan to include all CSLA communication tools, and will report back to BoG early in the new year with its recommendations.

ACTION

Pauzé will contact Brown to obtain “Just in time” information pieces for inclusion in the CSLA Bulletin.



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14. Recap of Discussions on Governance and Reciprocity

Points discussed included

- The MRA provides some degree of progress, but still does not allow full recognition of members who move between component associations. Although eight of the component associations now offer full reciprocity, two Components (BCSLA and OALA) still have requirements for further examination of both full Members (0-9+ years experience) and Senior Members (10+ years). The new MRA would only change the situation in the latter two Components, providing the opportunity for members from other Component organizations to practice within these provinces for a *period of grace (estimated at some 18- 24 months)* before all examination requirements would have to be met.
- The CSLA hopes that the MRA as written will promote dialogue and encourage the further development of common standards across Canada.

MOTION 2003-4-6

Moved by Adrienne Brown and seconded by Jim Floyd: " Whereas the Board of Governors has received a proposal from the CSLA Reciprocity Task Force, and whereas the Board would like to establish support for future negotiations of a Mutual Recognition Agreement based on this proposal; it is resolved that the Directors present the proposal for mutual recognition to their component association Board or Council as follows:

- **That they require prospective members to write a common professional practice exam such as section A of the LARE exam as part of their requirements for membership from the time the agreement is put into place.**
- **That each provincial component association offer a reciprocity policy for members transferring to a host jurisdiction from another province or territory within Canada, and that this policy would state that applicant shall be offered full members status.**
- **In provinces where additional criteria for membership applicants applies, such requirements would be outlined on a reciprocity waiver.**
- **This waiver would have a stipulated time period (likely 18 months – 2 years), and would not be renewable, meaning that if the requirements were not satisfied within this time, membership would no longer remain in place.**
- **Senior practitioners would be exempt from the above conditions as per existing component association bylaws and policies.**
- **And further, that the agreement be evaluated 3 years after adoption."**

Motion carried



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ACTION

Each BoG member will present the MRA to the Board of their Component Organization and report back to the CSLA BoG by mid-January, 2004

15. Component reports

Written reports were provided by all of the CSLA component associations with the exception of NUALA.

Richard Wyma noted that the NUALA is working to develop governing policies. They have five full Members and one Honourary Member.

Membership Categories

Cam Patterson presented a report on membership requirements outlining the similarities and differences throughout the CSLA component associations.

ACTION

Updated membership information is needed from OALA.

16. Congress 2004 Update (June 16-20, St. John's Newfoundland and Labrador)

Jim Floyd gave a brief report on planning for CSLA Congress 2004 - St. John's Newfoundland which included an outline and a budget. Other points of note included:

- An all-inclusive registration is being prepared.
- Registration fees will include two days of education sessions as well as one day of tours.
- The estimated break-even will occur at approximately 85 delegates registered.
- The committee is considering the options for a trade show.

ACTIONS

a) Pauzé will work with the Congress Organizing Committee to establish and organize the specific CSLA events.

b) Pauzé will contact Gunter Schoch to obtain previously developed guidelines and organizational plans for Congresses.

17. Future CSLA meetings & teleconferences

EXCOM TeleCon; December 2, 2003.

EXCOM TeleCon: TBA Early January, 2004

Board of Governors: TeleCon: TBA Early January, 2004;

EXCOM; Feb 26, 2004. Winnipeg, Man

Board of Governors: Feb. 27- 28, 2004; Winnipeg, Man (to coincide with the jurying of the CSLA Awards Program applicants).

EXCOM TeleCon: TBA Early March, 2004.



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Board of Governors: TeleCon TBA Early April, 2004;
EXCOM: April 24, 2004, Ottawa.
CSLA Awards GALA: April 24, 2004, Ottawa.
EXCOM TeleCon: TBA Late May, 2004.
EXCOM: June 14, 2004, location TBA NL
Board of Governors: June 15 - 16, 2004; location TBA NL (to coincide with Congress 2004).
President's Roundtable: TBA June 16- 20, 2004; location TBA NL
Annual General Meeting: June 16, 2004; St. John's NL (to coincide with Congress 2004).
EXCOM TeleCon; TBA July, 2004.
EXCOM TeleCon; TBA August, 2004.
EXCOM TeleCon; TBA September, 2004.
Board of Governors: TeleCon: TBA Early September, 2004;
EXCOM TeleCon; TBA October, 2004.
Board of Governors: October - November, 2004; location TBA.
EXCOM TeleCon; TBA December, 2004.

Possible venues for the Fall Board of Governors meeting were suggested as Regina or Saskatoon; Victoria and Guelph.

ACTION

Cam Patterson will inquire whether SALA members in Regina would be interested in hosting BoG in October- November, 2004. He will report back to BoG at the January teleconference.

18. Strategic Plan Recap

ACTION

In keeping with the principles of the proposed new governance policy, Mercer Clarke established the Professional Development Task Force and James Paterson volunteered to serve as Chair. Members include Adrienne Brown, Jim Floyd, and Cam Patterson. The Task Group will address a range of issues related to Outreach and Mobility. Also under this Task Force, the former Reciprocity Committee has been transformed into the National Policy and Professional Standards Working Group and will be chaired by Adrienne Brown.

19. 2004 Budget

Paterson / Pauzé presented the Draft 2004 budget. Revenue includes the proceeds from the IFLA World Congress which will permit the development of several initiatives including advancement of CSLA initiatives on the Urban Agenda. The budget also shows a carry forward from 2003 of Communication tasks and their allocation, to include



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the preparation of a CSLA Communications Plan, as well as tasks associated with Landscapes-Paysages. It is the intent of the BoG that carry forward items be completed in the first quarter of 2004.

MOTION 2003-4-7

Moved by Cam Patterson and seconded by Cynthia Cohlmeier “that the CSLA BoG approves in principle the budget as presented as a working budget for 2004.”

ACTION

Taking into consideration the feedback received from the BoG with regard to the Strategic Plan and the 2004 Budget, Paterson will formalize the 2004 / 2005 Strategic Plan and the 2004 CSLA Budget for the consideration of the BoG at their January 2004 teleconference.

20. Other Business

This Land

The President noted that CSLA had not yet received from the This Land Committee, the documentation requested in our letter of July 2003. Jim Floyd provided several documents as referred to the Board by the Committee, which may include all the information requested to date, as well as an update on the current standing of the project. The EXCOM will review the material provided and advise the Board of its potential for exposure and liability.

Library Archives

Myke Hodgins reported that he has developed a framework for the proposed archive and will forward an electronic copy to the COO. He agreed to continue with the project following his term with the BoG.

ACTIONS

BoG members will review the proposal.

Hodgins & Pauzé will research possible funding through the Canada Council.

21. Adjournment

MOTION 2003-4-8

Moved by Peter Klynstra “that the November 14 & 15 meeting of the CSLA Board of Governors is adjourned.”