



CSLA/AAPC
BOARD OF GOVERNORS MEETING
Minutes
March 11 & 12, 2005

Jim Paterson, CSLA President
Fran Pauzé, CSLA Executive Director
Rick Moore, President-elect
John Zuck, APALA
Chantal de Menezes, AAPQ
James Vafiades, OALA
Cynthia Cohlmeier, MALA
Roger Green, SALA
Cathy Sears, AALA
Liane McKenna, BCSLA

Regrets: Alexandra Borowiecka, NWTALA; Richard Wyma, NUALA; Bob Halfyard, NLALA

1. Call to Order

The President, Jim Paterson called the meeting to order and welcomed the new representative from SALA, Roger Green.

2. Approval of Agenda

Three items were added to the agenda under other business: Cecelia Paine's book proposal, a report from the President's Council meeting and the CSLA Awards of Excellence.

MOTION 2005-2-1

Moved by de Menezes and seconded by Green, "that the agenda be approved as amended."
Motion carried

3. Approval of Minutes of Previous meeting

MOTION 2005-2-2

Moved by Cohlmeier and seconded by Sears "that the Minutes be approved as presented."
Motion carried.

4. Review of Action items

The President reviewed the Action items from the January BoG meeting and noted that those items which were not completed were included on the agenda.

Regarding the item for the LABOK study the Minutes from the January meeting indicated that a task force would be established and that John Zuck would be asked to chair. Zuck indicated that he was not able to take this on.

MOTION 2005-2-3

Moved by Green and seconded by de Menezes "that the LABOK study was received as information and is not CSLA policy."
Motion carried.

ACTIONS 1

Fran Pauzé will draft a statement indicating the Board's position on the LABOK study and will post this to the website with the report.
Fran Pauzé will follow up with the groups seeking feedback recommended by Paine.

5. President's report

The President presented a written report outlining activities:

The President attended and represented the CSLA at the Awards of Excellence held at the U of Manitoba on Saturday Feb. 26, 2005.

He noted:

- The jury's recommendation to disqualify (on the grounds of not having their submissions anonymous throughout) 6 Submissions.
- There were very few National Award winning entries (six)
- The decision to cancel the CSLA Awards Presentation in Ottawa and to re-link with the Annual Congress in Winnipeg
- CSLA received a letter from APALA Member Letter (C. Vollick) indicating his displeasure with the Awards Programme.

The Urban Agenda

Pauzé confirmed meetings with both John Godfrey, Federal Minister of State (Infrastructure and Communities) and the FCM on Monday May 2nd, 2005 in Ottawa. This will be discussed further under item 10 on the agenda.

6. Executive Director report

The Executive Director presented a written report providing information on CSLA activities.

- Work on the Roster is proceeding on schedule.
- The Handbook draft was sent out to BoG in late January with a request for feedback.
- A report on L-P and Communications are included on the agenda.

7. 2005 Financial report

The report was presented indicating that all expenses and revenues are currently in line with budget.

As well, Pauze noted that the draft Financial statements have been received for 2004. The recommendations from the accountant were read to the board and Pauzé will request the noted changes in wording from W. Snelling.

ACTIONS 2

Pauzé will follow up with J. Taylor regarding the CSLA's rate for IFLA dues.

Pauzé will add an explanation for the asterisks in the footnotes of the Year to date statement.

Pauzé will forward the draft 2004 Financial statements to BoG.

8. L-P

Pauzé reported to the board that the issue of *Landscapes- Paysages* (Vol. 7/ No.1) which was created by members of AAPQ was complete, and although there were a few problems with the first magazine from our new Publisher, Naylor sought to remedy these problems immediately.

The Editorial Board will meet later in March to review the latest issue.

Pauzé will work with the Editor in Chief to obtain more graphic design templates thus creating a standard "look" for the magazine.

The insert with translation was provided for the first time for this issue and the BoG agrees to continue with this practice for the next issues due to financial and legibility practicalities.

As well, CSLA will provide a yearly update to members of the Operations Plan, in print, to be inserted at the end of each year.

Mailing lists for L-P

Components were reminded that they could forward a list of external recipients for the magazine. It was agreed that external recipients should be for strategic communication purposes.

9. CSLA Awards of Excellence

The recent concerns with the program (APALA Member Letter) were discussed as noted above. The discussion focused on how best to address this.

Discussion:

- The program is mainly used to promote the profession.

- The Awards policy must be clarified if the goal is to recognize the “best of the best.”
- Submission requirements need changes to streamline the process.
- Consider the option to allocate awards by region or by category with number of winners relative to number of submissions received.
- Jurors note that they often do not have enough information but requirements stipulate 200 words only.
- Process of review for the jury is needed.
- Jury guidelines and adjudication process
- Guidelines for Jurors representing components needs to be considered.
- Anonymity may not be necessary.
- Entrants must adhere to rules.
- Administrators of program could ensure that all entries qualify and then notify entrants if identifying marks are visible so that they can re-submit if needed.

The Board established a Task Force with a goal to review the guidelines, submission requirements, and the criteria for selecting winning submissions.

MOTION 2005-2-4

Moved by Moore and seconded by McKenna, “that the CSLA Board will establish a Task Force, to review the CSLA Awards of Excellence process and objectives and to report back to the Board at its August 2005 meeting.”

Motion carried.

ACTIONS 3

Green will chair the Task Force and will begin the process of assessment.
 Pauzé will forward all Awards information including past jury recommendations to Green.
 Pauzé and Green will examine how the program connects to the CSLA communications policy.
 Each component will be asked if they wish to nominate a representative to participate on the Task Force.

10. Urban Agenda

Paterson presented the draft version of the Power Point presentation for the Urban agenda initiative. The presentation highlights how LA’s are active in cities and communities in both the public and private sectors. This Power Point CD ROM will be used to further the CSLA’s advocacy regarding securing additional funding for Canadian municipalities to address “green infrastructure”. The presentation will be made available to CSLA components upon completion.

ACTION 4

Paterson will input suggestions from the Board and report back at the May teleconference.

11. CSLA Election report

The Chair of the Nominating committee, Mercer Clarke reported that the Nominating Committee has only one candidate for President of the CSLA for the term 2006-2007 to refer to the Board of Governors, and this candidate may thus be elected by acclamation.

Ms. Sara-Jane Gruetzner of the Alberta Association of Landscape Architects meets the criteria for President of the CSLA and is qualified to serve the Society in this capacity.

While acknowledging the strength of the candidate and her comfort with the BoG only presenting one candidate for consideration, the chair strongly recommended that a review of the procedures for election of CSLA President- elect be undertaken. There is a need to improve upon the current situation, provide greater opportunities for members to participate in the nomination process, and make transparent the process of identification, screening and eventual election of the President.

The CSLA BoG should also review the process of alternating the Presidency from west to east (thereby limiting participation from potential candidates from outside those regions). It would be of interest as well to examine the opportunities and constraints associated with publishing a request for nominations from general membership - which could be published through the CSLA Bulletin.

ACTION 5

Mercer Clarke volunteered to work with the Executive Committee to develop a draft policy and procedure for nomination of candidates for President Elect, to be presented to the Board for ratification.

12. Congress agreement

The draft agreement was presented to both the BCSLA and the MALA Boards for their review.

ACTIONS 6

Fran Pauzé will forward the draft agreement to BoG members.
Cohlmeyer will ask the MALA committee to sign the agreement.

13. Governance Task Force

Sears recapped discussions and actions determined from Jan 19 teleconference call. Sears proposed the work since Jan 19 and governance information be reviewed as follows;

1. Proposed Amendments to Bylaws/Rational
2. ACLA proposal and potential student category
3. Communications Strategy
4. Next Steps

The following documents were provided to the Board for review in advance and for reference in the meeting.:

Draft Proposed Bylaw amendments

The Bylaw Rational Matrix cross referencing changes to existing bylaw

Draft #1 Special Bulletin for members

Draft Letter to Members - Governance Communications plan

1. Bylaws and Rational

Board members provided comments on the bylaws and rational matrix. Committee is to make changes as noted for final Board approval on the next teleconference meeting and email clarification related to approvals process to Board members.

2. ACLA (Academic Council of Landscape Architects) and Student Membership

ACLA membership - As follow up to the ACLA proposal for CSLA to adapt membership category, ACLA representative was contacted by governance consultant. ACLA is seeking recognition, connection with the LA profession and seeking a voice "at the table". The governance committee reported there is value for the CSLA to consider membership participation in that this new membership category does substantially influence future members, equivalent professional status, ACLA are advocates for the profession and professional membership and participation adds a dimension to school accreditation.

Committee recommended regular membership include "members of recognized affiliate organizations "in the bylaw. By including recognized affiliate organizations this give future flexibility for the CSLA. Changes to the amendments need to include how recognized affiliates are defined. CSLA would also retain the right to refusal to accept new members as a result of membership criteria changes within the affiliate organizations. CSLA would collect dues and ACLA would have representative on the Board of Directors and equivalent "rights".

Committee suggested that the membership be available to members in ACLA who are full time academics teaching full time in landscape architecture programs at accredited schools. Board requested Committee to make the appropriate changes to include in the regular member description, members from recognized affiliate organizations.

Student membership - Committee and Board discussed implications of student membership category. This put into question why interns then would not be considered for membership. The discussion raised additional issues and specifically the need for the CSLA to understand if it is the membership we want or just a better relationship and communications with the students. It was agreed that student membership would not be considered part of the current governance task force initiative.

3. Communications Strategy

The proposed Communications strategy was supported by the Board as presented. Final draft of #1 and letter would be forwarded to the Board for final comments.

4. Next Steps

Confirmed Policy development would be ready in draft for the AGM

Recommended AXI contract include legal liaison - agreed

Recommended AXI attend AGM to field questions related to bylaw amendments – Committee to obtain cost

Recommended AXI facilitate a session for Board members to add value to attendance at the AGM – Committee to obtain incremental cost and recommend topics to be covered during the proposed session

The Board further discussed Life and Honourary Membership in the context of Governance and the bylaw amendments.

Life and Honourary Membership

MOTION 2005-2-5

Moved by John Zuck and seconded by Cathy Sears “that CSLA Life members are those retired landscape architects, who are recommended by the component association to be recognized as Life members. CSLA does not create Life membership independently”

Motion carried.

MOTION 2005-2-6

Moved by Rick Moore and seconded by Liane McKenna “that CSLA shall appoint Honourary Members, who shall be persons who have performed notable service in advancing the cause of landscape architecture. “

Motion carried

(Note- the CSLA may choose to infer Honorary Member status independently from the components).

MOTION 2005-2-7

Moved by Zuck and seconded by Liane McKenna “that the CSLA supports in principle that the regular membership category in the proposed amendments include members from the establishment of a recognized affiliate organization and asks the committee to finalize the bylaw to accommodate the same for (ACLA) Academic Council of Landscape Architects” recognition.

Motion carried.

14. Congress 2007

Serge Poitras, President of AAPQ joined the meeting at 4:00 and he and Jim Vafiades presented a report on the proposed CSLA Congress in Havana Cuba.

Highlights of the report:

Important to forge links between Canada and Cuba.

Excellent opportunity for International outreach for CSLA.

Possible change in politics would create opportunities for Canadian landscape architects.

OALA and AAPQ would jointly host the Congress.

Discussion

Receipt of a formal invitation to CSLA to hold the Congress in Cuba would facilitate obtaining funding and establishing credibility for the event.

A Cuban organization, *Oficina del Historiador* is a possible sponsor and may consider holding a joint congress.

Vafiades requested that BoG consider this so committee can move forward with next step.

MOTION 2005-2-8

Moved by Rick Moore and seconded by Cohlmeier “that the CSLA endorses the activities of the committee and asks them to prepare more details and report back to the BoG at the May teleconference in order that a decision can be made by August 2005.”

Motion carried.

The Committee was asked to consider the cost and the practical implications of having the Cuba Congress overlap with Spring Break. Poitras left the meeting at 4:50

ACTION 7

The committee will prepare more details on the proposed Congress 2007 as well as research possible funding.

SATURDAY MARCH 12, 2005

15. National Standards & Membership

Vafiades reported on the current status with the OALA's efforts to alter membership requirements. The Task Force was formed in August 2004 with a mandate to present the OALA Council and the OALA membership with options for membership entrance requirements.

A survey of all members was conducted. A public meeting was held to give members an opportunity to participate.

From September 2004 to March 2005, regular Bulletins were distributed updating members of progress and findings.

As the Task Force reviewed its findings and developed options, a key focus was to determine a membership entrance option that would allow the OALA to move forward with strength and purpose.

The Task Force findings indicate strong support for education criteria within the membership entry requirements. Concern was expressed, however, about the decrease in graduates from Landscape Architecture programs because of the loss of Landscape Architecture programs in universities.

The Task Force presented three options for change for the Council's consideration.

Canadian exam

This option consists of developing, administering and marking, in conjunction with CSLA, a written examination that reflects the body of knowledge of Landscape Architects in Ontario and in Canada.

Variable use of seal

This option changes the prescribed examination to one Section LARE "A" (Legal and Administrative Aspects of Practice) as the requirement for full membership creating one category of Full Members, all of whom could vote on OALA matters and call themselves "Landscape Architects."

Current Membership Entrance Requirements with Modifications

The Task Force also examined an Option 3, modifying the "Seniors" Option. This Option was developed originally to recognize seasoned practitioners in traditional or non-traditional practice. The intent of the modification is to capture seasoned practitioners with alternate areas of practice beyond traditional landscape architecture, and those who have difficulty with written exams.

OALA Council will meet on Monday March 14 to determine which of the three options they will adopt.

16. Congress 2005

Cohlmeyer reported that the committee is proceeding with plans for Congress 2005 in Winnipeg. Lloyd Axworthy will be a keynote speaker and the preliminary program brochure will be available soon to forward to members.

Paterson noted that Excom recommended that CSLA consider making funds available to host committees to assist with the cost of obtaining professional administrative help in the coordination of the annual Congresses.

MOTION 2005-2-9

Moved by Moore and seconded by Sears “that the CSLA will provide \$2000 to MALA specifically to assist with Congress administration and planning.”

Motion carried.

ACTION 8

Pauzé will research the costs of services of meeting planners to provide guidelines for future budgets in terms of the allocation for Congress administrative support.

17. Congress 2006

McKenna reported that the University of British Columbia received a request from CELA to hold their 2006 Congress in Vancouver. This event would be held jointly with the CSLA Congress prior to the World Urban Forum in June 2006. A joint Congress with CELA would double the number of delegates and permit collaboration on speakers. This will also increase research capabilities.

MOTION 2005-2-10

Moved by McKenna and seconded by Cohlmeyer “that the CSLA endorses the joint Congress with the Council of Educators in Landscape Architecture (CELA), to take place in Vancouver in June 2006.

BCSLA has researched venue availability and the date selected for the CSLA Congress is tentatively June 14 to 17.

As well, McKenna and Pauzé recently participated in a teleconference to continue discussions with the Canadian Institute of Planners (CIP) and the Royal Architectural In (RAIC) regarding holding a joint one day event. This event would include educational sessions and end with a social event.

18. CSLA Growth Model

McKenna provided background information as to the CSLA's concerns. Specifically there is a lack of growth in the membership, and many current members will retire in the next 20 years which could decrease membership substantially. As well, there are fewer graduates entering the profession from the university programs.

At the November BoG meeting, McKenna was asked to chair a task force to look into this problem and draft a Terms of Reference in order to engage a consultant to study this.

Discussion

CSLA could organize the data collection for the project which should assist with costs.

A salary survey should be considered as an integral part of the study.

MOTION 2005-2-11

Moved by Rick Moore and seconded by McKenna “that the CSLA supports the initiative and asks the Executive Director to explore all opportunities for funding from federal government programs and other sources.”

Motion carried.

MOTION 2005-2-12

Moved by McKenna and seconded by Cohlmeier “that the CSLA will form a Working group to move forward, with a budget allocation of \$5000. Further the Working group is mandated to define the data and scope of research and define the deliverables to report back to the BoG in August 2005.”

Motion carried

ACTION 9

McKenna will make revisions to the ToR as discussed with an initial fee indicated. She will then send the ToR out for proposals.

BoG members are encouraged to participate and CSLA members proposed to be invited to assist with the Working Group are: Sara Gruetzner, David Leinster and Carey Vollick.

19. Communications Task force

Pauzé reported that since the BoG teleconference, the communications committee has reviewed the proposals received and selected Fe Aling as the graphic designer. Fe forwarded a proposal with three options. The committee again met by teleconference and Option 2 was selected. This option provided a design for stationery, brochure, Power point template and the rationale and splash pages for the Website.

The first portion of the project is proceeding well. Printing of the stationery, business card etc. will take place in the next few weeks. The PowerPoint template is also being utilized for the Urban Agenda initiative.

Fe has also submitted a design for the 2005 Roster cover and we are currently working on revamping the template for the Bulletin too.

The committee is working on selection of images and once this is done it will develop the brochure. This will be followed by the preliminary work on the new Website- due to be completed by August. All of the elements of the project are on target to be completed as per the timeline.

The proposed new stationery and business card were presented to the Board.

Feedback

There is concern as to the quality and legibility when photo copying the colour and grey print.

The BoG wished to see the editorial copy for the brochure.

BoG agrees that images should come from Canadian projects.

ACTIONS 10

Pauzé will launch the new look with the April Bulletin if possible

Pauzé and the committee will develop an implementation strategy and identify the target market for the brochure.

Pauzé will ask Fe Aling to create new CSLA certificates, including Member certificates, Awards etc.

Website

Cohlmeier reported that she has solicited recommendations for website contents from the university programs and the component associations. To date there has been little response.

She noted that the Website must provide easy access to information and must be regularly updated.

CSLA needs a resource person to supply information.

20. National Recognition Awards

Moore reported that he had worked with Mercer Clarke to revise the proposed Awards and at this time wish to make a recommendation that 3 awards be implemented in 2005.

The National Recognition Awards are intended to recognize the excellence of the contribution of individuals and organizations in one or more of the following categories:

- service to the profession;
- service to education or research;
- service to the community; and/or
- service to the environment.

Moore and Mercer Clarke recommended that the President's Award be re-named the Schwabenbauer Award in recognition of his dedicated service at an extremely difficult time in his life, and proposed 2 new awards:

- The CSLA-AAPC Medal for a landscape architect whose lifetime achievements and contributions to the profession have had a unique and lasting impact on the welfare of the public and on the environment.
- The CSLA-AAPC Teaching Medal for an individual who has made a substantial and significant contribution to landscape architecture education.

MOTION 2005-2-13

Moved by Zuck and seconded by de Menezes "that the name of the President's Award will be renamed the Schwabenbauer Medal."

Motion carried.

ACTIONS 11

Pauzé will develop a document which outlines the criteria for all of the CSLA awards.
Pauzé will contact Mercer Clarke and request that she notify Andre's family of the change of names.
Pauzé will research creation of medals.

21. Student Awards

The CSLA Student award will include a certificate and cheque in the amount of \$500. for each program. Creation of a graphic link between the certificate and the previous Silver Medal will be considered. Further, CSLA will obtain the dates of the awards from each of the programs and will endeavour to have a CSLA representative present each award.

ACTIONS 12

The communications committee will develop the wording for the certificate noting that it is the highest honour the CSLA accords to a student in a landscape architecture program in Canada.

Pauzé will request that Fe Aling create the new Student Award certificates and once done will forward the certificates to the 2004 winners.

22. Future meetings

The next meeting will be a teleconference on May 25, followed by face to face meeting in Winnipeg, August 16 & 17.

This will be followed by a teleconference in October and a face to face meeting in early February to be held in Guelph, ON.

23. C. Paine Book proposal

Paine was approached by a Chinese publisher to work with them in developing a book on Canadian landscape architecture, to be published in Chinese and English. The book is intended to add to the body of information available to planners and designers on the role of landscape architecture in enhancing environmental quality and to showcase the work of Canadian landscape architects.

Paine wished to inform the CSLA Board of Governors of this project, to ask for CSLA's endorsement of this initiative, and to request support for the title she is considering using: *Canadian Impressions: Landscape Architecture in Canada*.

MOTION 2005-2-14

Moved by Vafiades and seconded by de Menezes "that the CSLA endorses Paine's initiative and allows her to use the title and she is permitted to use the CD material"

ACTIONS 13

Pauzé will draft a response to Paine in which CSLA will request the donation of copies for its future use
Pauzé will inquire if this is the same book that Vincent Asselin was previously working on.

24. President's Council

Moore reported the he and Pauzé attended the meeting in Miami Beach in early February.

The meeting was attended by the Presidents and Executive Directors of ASLA, CELA, LAF, LAAB and CLARB.

He noted that one of the Actions from the meeting will assist CSLA greatly with the Growth of the profession strategy by providing valuable information.

ASLA will compile existing information from each of the organizations on the size and demographics of the profession.

Specific areas of interest included:

Number of jobs created each year

Number of LA graduates each year

Tracking LA graduates

- In LA firms
- In other areas (construction/ non-profit)

Number of LA professionals retiring each year

Projected number of graduates necessary to cover increasing attrition within LA profession.

After discussion about improving communication between Presidents' Council organizations, the following ideas were suggested for voluntary implementation by individual organizations:

Extend invitations to annual and other meetings and provide complimentary registrations for representatives

Share lists of officers and directors

Maintain regular communication between staff executives

Copy general communications, newsletters, and/or press releases to other organizations' presidents, presidents elect and executive directors

ACTION 14

Pauzé will seek to obtain a copy of the Visions 2000 report from ASLA

25. Operating Plan

Moore presented the 2005 plan and noted that it was included in the February Bulletin to members.

Discussion

BoG should simplify the process of revising the work operating plan.

It should be used to measure against the original plan and presented at the Annual meeting.

At year end the Plan should again be provided to member- perhaps as an insert in L-P.

26. Component reports

AALA is actively preparing the application for registration through POARA (Professional and Occupational Associations Registration Act)

BCSLA recently participated in the BC Land Summit. The component has increased membership with 7 new members and 25 new interns.

Dues increased this year as a result of a huge increase in their premium for D & O insurance.

APALA is participating in the committee that is preparing for a competition for rebuilding Point Pleasant Park following Hurricane Juan.

APALA also organized and staffed a public workshop to explore issues and community wishes for the future of Point Pleasant Park. The results of the workshop were reported to the competition committee to inform the terms of reference for the competition.

APALA is working on organizing a seminar on Rainwater Harvesting, scheduled for late May. The speaker will be provided by CMHC; sponsorship will include the Centre for Water Resource Studies at Dalhousie University.

AAPQ is celebrating its 40th anniversary this year.

The Council recently held a workshop in which they determined to take a role of leadership in Quebec. As a leader of landscape they plan to develop a communications strategy to announce this larger role.

The main focus for **OALA** recently has been entrance requirements. As well, Ontario has recently passed Bill 124 which involves changes to the building code. OALA is advising members to research requirement as to certification. The Bill primarily affects architects and engineers.

CNLA (Canadian Nursery Landscape Association) announced its "Certified Landscape Designer" program in November 2004. OALA believes that the proposed designation may cause confusion between landscape architects and landscape designers.

The authority to "certify" "qualified" landscape designers and give them a professional stamp was given to OALA in 1984 by the Legislature of the Province of Ontario. George Antoniuk, President of OALA wrote to the CNLA in December requesting that they immediately stop all conduct that infringes OALA's authority and causes public confusion to the detriment of OALA, its members and the public of Ontario. This would include the taking of all steps necessary to terminate the program, revoke any purported certifications and delete any reference to such program in marketing and advertising materials.

OALA members received 10 Awards at the 2005 Canada Blooms Show in Toronto.

MALA reported that organizing for CSLA 2005 Congress continues. A boat trip on the river, a field trip to Whiteshell Provincial Park, and guest speaker, Lloyd Axworthy, are among highlights planned.

There are currently 46 Full members. MALA supported an exhibition of professional and student work held in conjunction with the Department of Landscape Architecture's renewed *Manitoba Landscapes Photography Competition*.

SALA announced that its membership is stable although there is some concern as many of the members reside out of the province. The SALA scholarship was awarded to Lillith Brook, a student of 2nd year Guelph master's program

27. Other Business

Clarification of the CSLA Handbook was requested.

Two documents will be developed:

The Board Orientation Manual and the CSLA Handbook.

The Manual will include:

Contact information

CSLA Bylaws

Governing Policies

Operating Policies

Current and prior year's Budgets

Annual Operating Plan

The CSLA Handbook will include:

CSLA Bylaws

Descriptions of all Programs and activities

Governing Policies

Operating Policies

CSLA Mandate

Organizational Structure

A binder hard copy and an electronic copy will be created for the Board document and it will be posted to the FTP site.

28. Adjournment

MOTION 2005-2-15

Moved by McKenna "that the March 2005 meeting of the CSLA BoG is adjourned."