



CSLA/AAPC
BOARD OF GOVERNORS MEETING
Minutes
May 25, 2005

Jim Paterson, CSLA President
Rick Moore, President-elect
Fran Pauzé, CSLA Executive Director
Bob Halfyard, NLALA,
John Zuck, APALA
Chantal de Menezes, AAPQ

Cynthia Cohlmeier, MALA
Eduardo Villafranca, MALA
Roger Green, SALA
Cathy Sears, AALA
Liane McKenna, BCSLA
Alex Borowiecka, NWTALA

Regrets: Richard Wyma, NUALA; Jim Vafiades, OALA

1. **Call to Order**

The President, Jim Paterson called the meeting to order and welcomed the new representative from MALA, Eduardo Villafranca.

2. **Approval of Agenda**

MOTION 2005-3-1

Moved by McKenna and seconded by Green, “that the agenda be approved as presented.”

Motion carried

3. **Approval of Minutes of Previous meeting**

The Minutes from the March, 2005 meeting of the CSLA Board were missing information as to who proposed and who seconded Motions 2005-2-5; 2005-2-6 and 2005-2-7. The Minutes were revised to include this information.

MOTION 2005-3-2

Moved by Sears and seconded by de Menezes “that the Minutes be approved as amended.”

Motion carried.

4. **Review of Action items**

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

The Executive Director outlined progress on Action items in her report. As well, the following items were discussed.

CSLA Awards of Excellence

The CSLA Board established 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.

March ACTIONS

- Pauzé and Green will examine how the program connects to the CSLA communications policy.
ONGOING
- Each component will be asked if they wish to nominate a representative to participate on the Task Force.

Green reported that he will contact the component Presidents to request that they nominate a representative to assist the Task force. He noted that Margot Long has been nominated by BCSLA,

Green stated that the Task Force will wish to examine the objective of the CSLA Awards of Excellence program; whether it is to promote the profession or to recognize excellence or both. A statement of purpose for presentation for the Task Force will be created. Zuck noted that any time the Board appoints a committee there should be a statement of mandate.

5. President's report

The President reported that he participated in two very good meetings in Ottawa, on Monday May 2, 2005.

With Fran Pauzé, Marc Lalonde (AAPQ), he met with Minister John Godfrey, Minister of State (Infrastructure and Communities), as well as Senior Policy Staff from the Federation of Canadian Municipalities (FCM). The CSLA presented a PowerPoint Presentation as well as a Position Brief for both the Minister and the FCM.

Highlights of the meeting with Minister Godfrey and David Morley (Departmental Senior Policy Advisor)

- CSLA message was in alignment with much of the Federal position (they refer to as their 4 Pillars including social, economy, environment, and culture)
- The Minister expressed interest in an Infrastructure Beautification Movement.
- The Minister mentioned the Sheltair Group / Sebastian Moffat (www.sheltair.com) Cities Plus Movement (that members of the BCSLA have been involved with).
- The Minister liked the notions of "systems thinking" - he mentioned Integrated Community Sustainable Planning.
- The Minister stated that the Federal Government can only encourage the Provinces and the municipalities to balance their infrastructure expenditures across their 4 pillars (i.e. there is no conditionality to the Federal Funds- municipalities just want the funding so that they can best decide how to use it).
- The CSLA therefore needs to advance a similar position with provinces and municipalities.

Highlights of the meeting with the FCM; Michael Buda, (Policy Analyst -Policy Advocacy and Communications Department) and David Ewart- (Senior Policy Analyst- Economic and Fiscal Policy).

- The CSLA should look at the Union of BC Municipalities Tri-partite Agreement (5% of budget identified for capacity building) - perhaps the CSLA could be involved in that exercise.
- Cities and Communities gas-tax funding in BC will be administered by the Union.
- They also mentioned the notion of Integrated Community Sustainable Planning (Sheltair vocabulary).
- The CSLA should familiarize themselves with the "Quality of Life Reporting Systems" (22 indicators) - we should review and consider recommendations for broadening the number of indicators.
- The CSLA needs to develop a Business case for "green infrastructure".
- The FCM would like our input on a National Policy for Urban Forests.
- The FCM has 3 Committees and they would invite us to speak to 2 of them (Infrastructure and Sustainable Development and Environment)
- The CSLA has been invited to make presentations at future Board Meetings in Charlottetown (in September 2005) / or Montreal (in December 2005).

Next Steps: The committee will continue to develop the PowerPoint Presentation and the Position Brief as well as to tailor the message depending upon the audience (i.e. Federal Government, FCM, Provincial Ministers, or Municipalities). A series of PowerPoint Presentations will be developed as well as a CSLA "Green Infrastructure" Brochure. These products will be posted to the CSLA Website this summer.

Discussion

The Board expressed appreciation to Paterson for his work on the Urban agenda brief and presentation as well as for his persistence in advancing this important initiative. Moore noted that this is an ongoing project and he and Sara Gruetzner wish to continue with Paterson's work.

ACTION 1

Pauzé will post Power Point to FTP site.

Paterson will outline important next moves and strategies for the future to provide to his successors

6. Executive Director report

The Executive Director presented a written report providing information on Communications, L-P and other issues. Some of the major subjects currently are:

Website

Richard Wyma has agreed to work directly with Brad Steele to oversee the new website development. Using the Site map developed by Myke and Cindy, and reviewed by the committee, they will develop a timeline with a view to having the site launched at Congress 2005.

Student Awards Program

The new certificates are being printed and once done, will be forwarded to the calligrapher, for input of the 2004 and 2005 student recipient's names. They will then be sent directly to the students. The 2005 certificates will be accompanied by a cheque in the amount of \$500.

Annual Report

The report is being created by Brad Steele, who is also the website designer. Preparation of the report is in its final stages, and the report will be available in electronic and print form in time for Congress. It will also be posted to the CSLA website as in previous years.

L-P

The Spring issue is now complete and will soon be in the mail to CSLA members. CSLA again managed and produced an insert providing translation which will be stapled in to the Spring issue.

Work has begun on the next issue focusing on the CSLA Awards, due to come out immediately before the CSLA Congress. The guest editor is Hanita Koblents of APALA. The theme for the final issue for the year is Seniors and the guest editor is Ryan James of OALA. It is due to be sent out in November.

In April Pauzé met with David Long, Naylor Publisher, to discuss some of the problems we encountered on the Winter / AAPQ issue. There was a problem with cover weight and Naylor has now agreed to provide a heavier stock for the cover. Naylor has also recently notified me that they are encountering difficulties obtaining advertisers for the third issue this year. They have requested that CSLA allow greater flexibility as to ad placement. I have agreed to this for the next two issues in order to assist them and noted that we must discuss this further.

As well Pauzé and Lord participated in a post mortem teleconference with the Naylor editor, Naylor graphic designer and staff. This was very helpful in bringing all of the players to the table to discuss how best to maximize the potential of the magazine and how to improve the collaboration for future issues. Naylor has agreed to continue these teleconference discussions for coming issues.

Discussion

de Menezes reported that the AAPQ had difficulty with the production of the winter L-P issue.

They stated that it was hard to work on the issue in conference calls and there were many limitations- one of the main ones being limited pages available.

Pauzé noted that we have only 24 pages for editorial for each issue and some of these are necessarily used for the cover, table of contents, and editorial page. Pauzé also noted that this was the first issue produced by Naylor and as such it was difficult to begin this new relationship with the production of a component issue- something that had not been done before. Many of the problems experienced with Naylor have now been addressed.

Paterson thanked the Executive Director for her report and noted that the method of reporting has improved greatly.

7. 2005 Financial report

The Year to date statement was forwarded to the Board. All expenses and revenues are in line with budget.

The budget does not currently have an item for the Growing the Profession initiative and an allocation should be made for this.

In March Pauzé obtained a GIC in the amount of \$22,000 for 3 years (March 31, 2008) at a rate of 3%. This brings the total Reserve Fund amount to \$76,110.

As well, Pauzé took out a GIC in the amount of \$55,000 at a rate of 2%. This GIC utilizes unneeded funds and is cashable at any time. The bank balance will be maintained at approximately \$25,000 as recommended by Warren Snelling.

8. President- elect report -Strategic Plan update and Operating Plan

Moore outlined his plans for 2005-2006. He stated that the challenge for the CSLA is to become vital to the profession in Canada. The organization must strive to be the most relevant and dynamic source of information

and inspiration for Landscape Architecture and we must encourage members, students, academics, and colleagues in allied professions and the public to know, respect and rely on the CSLA.

Moore noted that the CSLA can work towards this status by proactively taking on projects that go beyond the normal administration and operations of the CSLA.

He recommended that CSLA focus on four key projects for 2005 – 2006. These projects are all related with the results of one reinforcing the other. These projects are:

1. **Growing the Profession 2005-2015**
2. **Influencing Our Urban Future**
3. **Strengthening Ties with Students and the Universities**
4. **Developing the CSLA Resource Centre**

Moore noted that the Strategic Plan is a dynamic document which should be revised annually. A report will be provided to members in a future issue of the Bulletin or as an insert in L-P.

ACTION 2

Pauzé will forward Moore's report from the CSLA 2004 Annual report to the Board.

9. Governance Task Force

Sears presented the final version of the draft Bylaws to the Board.

Discussion

- The new election policy must reconcile with the proposed Bylaws and recommended policy format.
- Clarification is sought as to term of office for the President and President Elect.
- A General meeting can be held outside Canada with membership approval according to the terms set up by Industry Canada.
- Regarding Section 8.5 Removal of Officers-it is suggested that 8.5.2 be changed to read "may be removed by a super majority vote of voting members at a members meeting called for that purpose."This will be reviewed.
- Life membership had previously been granted by CSLA without component input- Life members should be recommended by the component but the Board still needs some control in granting those memberships..
- Life members do not pay CSLA dues-nor does the component do so on their behalf, however, special levies apply to all CSLA members including Life members.

The Board expressed its appreciation to Cathy for the excellent work done in moving this project forward.

ACTION 3

Sears will input all requested changes.

The amended Bylaws will be translated, printed and sent by mail to all CSLA members. They must be sent by June 17.

de Menezes left the meeting at 2 PM.

10. National Recognition Awards

Moore presented the CSLA Awards and recognitions report which describes the process and frequency of the various CSLA awards and recognitions. As well it explains who eligible recipients are and outlines the award criteria.

Discussion:

- The report should indicate who is responsible for determining recipient for each award.
- A description of the College of Fellows should be included.
- A description of the process for Honourary membership is required.
- Number of awards for each category is needed.

ACTION 4

Fran Pauzé will make noted changes to the report and circulate to Board.
Board will provide feedback to Fran Pauzé prior to Winnipeg meeting in order that it may be approved at that meeting. Once finalized the chart will be posted to the CSLA website.

MOTION 2005-3-3

**Moved by Moore and seconded by Zuck” that the CSLA Board approves in principle the proposed new CSLA Awards: The CSLA/AAPC teaching Medal and the CSLA/AAPC Lifetime Achievement Award”
Motion carried.**

11. Congress 2005 Update

Ute Holweger, Co-chair of the organizing committee, joined the call and provided an update on the CSLA 2005 Congress.

- The committee has organized a full agenda of paper presentations and activities.
- She informed the Board that due to circumstances, the Keynote speaker- Lloyd Axworthy has cancelled and the committee is now focusing on finding a replacement.
- There will be pre-Congress education sessions.
- Solicitation for Sponsorship has received modest support.
- Trade show is full
- Registrations are currently low although with early bird deadline approaching (June 1) this should change.

Ute noted that she welcomes all questions from Board members. Should there be concerns it is important to work out details before the Congress.

ACTION 5

Pauzé will forward Gunter’s Congress notebook to BCSLA

12. Community Service Awards

Paterson informed the Board members of the MALA proposal to recognise Sylvia Todaschuk (nomination prepared by Susan Russell, MALA) and Alan Barkman (nomination prepared by Alan Tate, MALA) with a CSLA Community Service Award.

13. AGM Agenda

Moore reviewed Industry Canada’s requirements for the annual meeting.

Specifically the organization must present its Financial Statements, announce the results of the election, approve the Minutes of the Previous Annual meeting, present the annual budget and receive reports from the Executive committee. These items should be undertaken at the beginning of the meeting.

At the 2005 AGM, the CSLA must obtain approval for the new Bylaws and correct presentation is important in order to have success.

ACTION 6

Moore will work with Excom to create an agenda and ensure that reports and Financial statements are available for members.

14. Growing the Profession

McKenna reported that the Request for Proposals was sent out and two proposals received. She will review the proposals with Fran Pauzé and her committee and once a decision is made, award the contract.

MOTION 2005-3-4

**Moved by McKenna and seconded by Green ” that the CSLA allocate \$5500 to the 2005 budget under Membership Services to cover the consultant fees for the Strategic Research report on the future of the profession.
Motion carried**

ACTION 7

Fran Pauzé will forward the proposals to Paterson and Moore.

Fran Pauzé will post the Terms of Reference to the FTP site.

15. Proposed application for NGO status

McKenna presented a proposal and draft letter for CSLA to apply for NGO status.

From the UN website:

Non-governmental, non-profit public or voluntary organizations may be admitted into a mutually beneficial working relationship with the United Nations by attaining consultative status with the Economic and Social Council (ECOSOC). The rights and privileges enumerated in resolution 1996/31, enable such organizations to serve as technical experts, advisers and consultants to governments and Secretariat. In concrete terms this entails their participation in ECOSOC. In addition, organizations qualifying for General Category consultative status, may propose new items for consideration by the ECOSOC. Organizations granted status are also invited to attend international conferences called by the U.N., General Assembly special sessions, and other intergovernmental bodies.”

An organization must send a letter of intent to the NGO Section of the Department of Economic and Social Affairs.

ACTION 8

Fran Pauzé will forward the letter to the UN.

16. Communities in Bloom

Marc Lalonde forwarded a report seeking to increase CSLA's participation in Communities in Bloom which was circulated to the BoG.

Discussion:

- Although the CSLA budget is limited, this is a good project and CSLA should try to participate.
- CSLA should form a committee with a clear mandate to move ahead.

ACTION 9

De Menezes will review Lalonde report and make a recommendation to BoG at the August meeting. She will collaborate with Lalonde to increase CSLA's role.

17. Congress 2006 update

McKenna provided a brief report on CSLA Congress 2006:

- The tentative theme is “Shifting Ground”.
- Dates are June 14 to 17, 2006
- The organizing committee has reached an agreement with the Hyatt Regency Hotel on Burrard St.
- Plans are going ahead to hold a joint session with the Planners and Architects on Sat., June 17

18. Adjournment

MOTION 2005-3-5

Moved by McKenna “that the May 2005 meeting of the CSLA BoG is adjourned.”