

**CSLA/AAPC  
BOARD OF DIRECTORS MEETING TELECONFERENCE  
Draft Minutes  
March 21<sup>st</sup>, 2012 at 12h00 EST**

**Participants:**

|                              |  |                |
|------------------------------|--|----------------|
| Neil Dawe, NLALA, CSLA, ASLA | Past President, CSLA                                 | <b>Regrets</b> |
| Liane McKenna, BCSLA, CSLA   | President, CSLA                                      | <b>✓</b>       |
| Claude Potvin AAPQ, AAPC     | President Elect, CSLA                                | <b>✓</b>       |
| Ed Versteeg, APALA, CSLA     | APALA  | <b>✓</b>       |
| Julia Schwartz NLALA, CSLA   | NLALA  | <b>Regrets</b> |
| Peter Briggs, NWTALA, CSLA   | NWTALA   | <b>✓</b>       |
| Raquel Penalosa, AAPQ, CSLA  | AAPQ   | <b>Regrets</b> |
| Lawrence Stasiuk, OALA, CSLA | OALA   | <b>✓</b>       |
| Glen Manning, MALA, CSLA     | MALA   | <b>✓</b>       |
| Rob Marchak, AALA, CSLA      | AALA   | <b>✓</b>       |
| Trevor Tumach, SALA, CSLA    | SALA   | <b>Regrets</b> |
| Cameron DeLong NUALA, CSLA   | NUALA  | <b>✓</b>       |
| Pawel Gradowski, BCSLA, CSLA | BCSLA  | <b>✓</b>       |
| Arnis Budrevics, OALA, CSLA  | Chair, CSLA Finance Committee                        | <b>✓</b>       |
| Elizabeth Sharpe CAE         | Interim Executive Director, CSLA                     | <b>✓</b>       |
| Michelle Legault             | Executive Director, CSLA, and<br>Recording Secretary | <b>✓</b>       |

**1. Call to Order & Welcome**

The President, Liane McKenna, called the meeting to order and welcomed the Board of Directors. The meeting was called to order at 12h11 EST.

**2. Approval of the Agenda**

The agenda was reviewed and the following items were added:

- Landscape Architects without Borders
- Reciprocity Agreement – BCSLA Response
- WLAM Poster
- Social Media Policy
- Speakers' Bureau
- Web Atlas

**MOTION: 2012.03.21 - 1**

**Moved by Rob Marchak and seconded by Cameron De Long that the agenda be**

approved as modified. Motion unanimously approved.

### **3. Approval of Minutes of the Meeting**

#### **MOTION 2012.03.21 - 2**

Moved by Ed Versteeg and seconded by Pawel Gradowski that the minutes of the meeting of January 25<sup>th</sup>, 2012, be approved as presented. Motion unanimously approved.

### **4. Approval of Minutes of the Special Meeting**

#### **MOTION 2012.03.21 - 4**

Moved by Ed Versteeg and seconded by Cameron DeLong that the minutes of the special meeting of February 17<sup>th</sup>, 2012, be approved as presented. Motion unanimously approved.

### **5. Review of the Evergreen Action List**

The Board of Directors reviewed the Evergreen List for March 2012.

### **6. Finance Committee Report**

Arnis Budrevics, Chair of the Finance Committee, presented the financial statements. He reported that the statements are tracking to budget. He noted that for 2011, the CSLA was actually underspent by \$20,000 and for 2012 the CSLA has identified a \$30,000 deficit. Mr Budrevics noted that there were no outstanding receivables and that the CSLA's invoices to the components were sent the week of March 12<sup>th</sup>, 2012. He cautioned that \$5,700 has already been spent in the web design budget, on a total yearly budget of \$10,000. Members then discussed the contract with Luna Design. Mr Gradowski noted that we have \$600 left in the original contract, which spans over 2 years. The original contract included both set-up costs and costs for the yearly maintenance of the web site.

#### **MOTION 2012.03.21 – 5**

Moved by Ed Versteeg and seconded by Pawel Gradowski that the budget income and expense statement for March 2012 and the Balance Sheet as of 2.29.2012 be received. Motion unanimously approved.

### **7. Strategic Plan Activity – Status Update**

The President reported that there are four areas of the CSLA Strategic Plan which should be prioritized for 2012 – a) analysing the potential for a full-time ED, b) undertaking the member survey on the CSLA members' satisfaction with the governance model, c) assessing the CSLA programs' success against the budget, and

d) communicating the CSLA Strategic Plan. Ms McKenna also reported that the next steps for the Strategic Plan include formatting it for communication to the members before the June, 2012, Board of Directors meeting in Vancouver. The ED will follow up on work plans for each item.

## **8. Accreditation Council Update and Requests**

### **8.1 Increase in Accreditation Fees**

The Accreditation Council put forward a request to increase the Accreditation Fees to educational institutions by \$500 to ensure the appropriate experts could be brought in to undertake the accreditation work. Liane McKenna noted that the increase was endorsed by the Executive Committee.

#### **MOTION 2012.03.21 – 6**

**Moved by Pawel Gradowski and seconded by Robert Marchak that the Accreditation Council's accreditation fee be increased from \$1,000 to \$1,500. Motion unanimously approved.**

### **8.2 University of Guelph Report (2011)**

Alex Topps, a member of the CSLA Accreditation Council, joined the meeting for this item. Mr Topps presented the case of the University of Guelph's 3-year conditional accreditation, noting that this is a perilous time for the University of Guelph because of many external threats. Mr Topps explained that the Ontario Agricultural College (OAC) component of the University of Guelph is very costly and was cut by 42%, seriously hampering the OAC. In addition, the university is dealing with a 30% increase in its student body, with an expected doubling by next year. The student/teacher ratio of 15/1 for full accreditation was therefore not achieved. Mr Topps reiterated that, essentially, the University of Guelph program was understaff and underfunded. The Board of Directors noted that a written summary of the Accreditation Council's findings would be helpful, and asked how they could help the University of Guelph improve its program to meet the CSLA's accreditation standards in the future. Members discussed various advocacy strategies, including reaching MPPs and working with lobbyists, to ensure that university funding does not continue to erode in the future.

### **8.3 New Appointment to the Accreditation Council**

Members discussed Heather Cram's appointment to the Accreditation Council. Liane McKenna noted that the appointment was endorsed by the Executive Committee.

#### **MOTION 2012.03.21 – 7**

**Moved by Lawrence Stasiuk and seconded by Glen Manning, that Heather Cram,**

**MALA, be appointed to the Accreditation Council. Motion unanimously approved.**

**9. Letter From CELA Regarding ASLA's Changes to the Accreditation Process**

Liane McKenna reported that the ASLA is considering accrediting non-degree programs through a change in its by-laws in May, 2012. Ms McKenna noted that the Executive Committee had asked her to contact the President and Vice-President of ASLA to discuss the matter however; they were unavailable for a meeting with Ms McKenna before the Board of Directors meeting. Ms McKenna will circulate a task force report which informed the ASLA's decision to the Board of Directors. After discussion, the members decided to defer this discussion until all members had the opportunity to review the background information in this matter. Members were asked to send comments on the report to the ED. The President and ED will draft a position for discussion by the Board of Directors.

**10. CSLA Directory Contract**

Liane McKenna reported that the CSLA will carry out the terms of the contract with Naylor regarding the production of the 2012 CSLA Member Directory, and that, for this year, both a print and a digital version would be produced. Arnis Budrevics noted that Naylor will be presented with a \$1,800 invoice from Elizabeth Sharpe, BPI Consulting, for extra work related to the directory. To a question by Lawrence Stasiuk, Mr Budrevics explained that Naylor intends to fulfil their contractual obligations, that the CSLA has provided Naylor with membership lists and that a directory should be produced by the middle of May, at the latest. Members agreed that future relations with Naylor should be severed (for the production of the directory), but noted that we must maintain cordial relations with the company because they are contracted to produce Landscape/Paysages for at least another year. Ms. McKenna and Michelle Legault are meeting with Naylor by teleconference the week of March 25<sup>th</sup>, 2012. Members suggested that establishing a firmer contract with a new provider would be an acceptable solution for next year's member directory.

**11. Senior Editor, Landscape/Paysages Contract**

Peter Briggs reported that the Landscape/Paysages (L/P) Editorial Team wished to establish a contractual relationship with Judy Lord, the editor of L/P. Ms Lord's fee is increased in this contract and Mr Briggs explained that it would be offset by finding a publisher with lower production fees. To a question by Arnis Budrevics, Mr Briggs explained that the L/P budget was increased several years ago from \$40,000 to \$68,000, but is currently asking the board for an exception of \$4,000 to pay the Senior Editor, instead of reducing size of the next issue. Liane McKenna suggested that a 1-year contract would be preferable.

**MOTION 2012.3.21 – 8**

**Moved by Peter Briggs and seconded by Lawrence Stasiuk, that \$4,000 is added to the L/P budget for 2012 from the unrestricted net assets fund. Motion unanimously approved.**

Peter Briggs noted that the L/P budget for 2013 was appropriate, and that efficiencies would be found through the choice of publisher for the magazine. Mr Budrevics confirmed that \$4,000 would be added to the L/P budget and that the amounts in the contract with Ms Lord would be corrected, then signed.

## **12. Congress 2012 Update**

Ed Versteeg provided an update on the progress made with the APALA-hosted 2012 Congress plans. The venue has been selected – The Westin Hotel in Halifax and the dates of the congress are September 13, 14 and 15, 2012. The Congress 2012 website is live, a call for submissions is under way, and the group is currently considering possible keynote speakers. The Congress 2012 planning committee is currently preparing sponsorship information and an online registration platform. Michelle Legault noted that the contract with APALA was submitted signed by the President and that the \$5,000 in seed money was paid to APALA. Members asked Mr Versteeg to circulate hotel information.

## **13. Next Meetings**

May 16, 2012 – ExCom Meeting  
June 8 & 9, 2012 - Board Meeting in Vancouver  
June 27, 2012 - ExCom Meeting  
September 12, 13, 2012 – Board Meeting and Congress in Halifax

## **14. New/Other Business**

### **14.1 Landscape Architects without Borders**

Claude Potvin reported on the proposal submitted by Vincent Asselin to create an organization in Canada for Landscape Architects without Borders (to be linked to IFLA initiatives). Mr Potvin noted that Mr Asselin was seeking support from the CSLA to move ahead, undertake research and have a final report or proposal for the CSLA at the end of the year. The proposal includes the formation of an ad hoc committee, reviewing the proposal of work, informing members, conducting an analysis of similar organizations and proposing a structure for Canada. Members endorsed the proposal. Liane McKenna suggested that Mr Asselin use the committee already established for the preliminary work to formulate a report to the CSLA by June, 2012. Ms McKenna agreed to write a letter of encouragement to Mr Asselin on this matter.

### **14.2 Reciprocity Agreement – BCSLA Update**

Liane McKenna reported that the BCSLA responded to the CSLA's Reciprocity Agreement, concluding that they would not support the agreement. Peter Briggs has asked the BCSLA to provide further information about their position not to support the initiative. Lawrence Stasiuk requested a copy of the letter for consideration by the OALA.

### **14.3 Social Media Policy**

Peter Briggs reported that the social media policy was for the Board of Directors' review. All comments should be sent to Mr Briggs and to Michelle Legault.

### **14.4 World Landscape Architecture Month**

Peter Briggs reported that the winner of WLAM would be released on March 26<sup>th</sup>, 2012 and that posters were distributed to the components. Pawel Gradowski noted that the BCSLA preferred receiving a digital poster, and wondered if fewer copies should be printed next year. Elizabeth Sharpe responded that the same process and format was followed as in previous years, but that the BCSLA's request for a digital poster only was received late. Ms Sharpe suggested that the BCSLA distribute the posters at their upcoming conference. Mr Briggs emphasized that every year, the WLAM poster competition is criticized. Ed Versteeg noted that he was happy to receive the WLAM posters and will be circulating them in high schools, feeling that a digital poster is not as powerful as a printed one. Members noted that this was symptomatic of a disconnect between the components and the CSLA, which should be addressed in discussions around the CSLA's communications concerns.

### **14.5 Speakers' Bureau**

Lawrence Stasiuk reported that the Advocacy Task Force had completed the preparation of a Speakers Bureau Program Manual, March 15, 2012, and a Recommendation Report that was distributed to the Board members prior to the meeting. The proposal calls for the development of a web-based self-serve, speaker's connection service. Mr Stasiuk noted this manual documents the organisation and the content for the various pages of the web site and the guidelines for operating the program, as requested by the Board. He reported the initiative for a speakers' bureau was from the previous strategic plan and the approval for a CSLA Speakers' Bureau was authorised on Feb. 8, 2011 with the approval of the Program Strategy for Promotion to Allied Professionals. A progress report was presented to the Board on Nov. 17, 2011. This manual is the completion of the 1<sup>st</sup> step of a 4 step implementation strategy. The next steps included designing the web site, communicating the initiative to the members to propagate a database of speakers, then finally, promote to allied professionals. Claude Potvin noted that the AAPQ had a similar initiative and asked whether this would be a doubling of efforts. Mr Stasiuk responded that the CSLA

Speakers' Bureau was designed as a national program with access to speakers from other parts of Canada. After discussion, members suggested that Mr Potvin, Mr Stasiuk and Michelle Legault research the AAPQ initiative before the information was distributed to members.

**MOTION 2012.3.21 – 9**

**Moved by Lawrence Stasiuk and seconded by Pawel Gradowski, that the CSLA Board approve the Speakers Bureau Program Manual and authorize the Advocacy Task Force to implement the Speakers Bureau Program. Motion approved with 3 members opposed.**

Members then discussed the budget for the Speakers' Bureau, noting that the allocation for the initiative was presently at \$0, and that the one-time, maximum \$10,000 investment would be for the web site design. Members emphasized the need for a detailed contract with Luna, the web design provider.

**MOTION 2012.3.21 – 10**

**Moved by Lawrence Stasiuk and seconded by Pawel Gradowski, that a \$10,000.00 budget be approved for the creation of the web pages. Motion unanimously approved.**

**15. Adjournment**

Lawrence Stasiuk noted that this would be his last Board of Directors meeting, expressing his thanks and his pleasure at working with the CSLA Board of Directors. Arnis Budrevics then thanked Elizabeth Sharpe, CSLA Interim Executive Director, for her contributions to the management of the organization during its transition period. Ms Sharpe thanked the Board of Directors and expressed her enjoyment working with the CSLA.

The meeting adjourned at 14h14 EST.