



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

**Draft Minutes
October 20, 2010**

Participants:

| | | |
|--|------------------------------------|----------------|
| Neil Dawe, NLALA, CSLA, ASLA | CSLA/AAPC President | √ |
| Liane McKenna, BCSLA, CSLA | CSLA President-Elect | |
| Linda Irvine, OALA, CSLA, ASLA | CSLA/AAPC Past President | √ |
| Gordon Smith APALA, CSLA | APALA | |
| Jim Floyd, NLALA, CSLA | NLALA | √ |
| Chris Grosset, NUALA, CSLA | NUALA | √ |
| Peter Briggs, NWTALA, CSLA | NWTALA | √ |
| Claude Potvin AAPQ, AAPC | AAPQ | √ |
| Lawrence Stasiuk, OALA, CSLA | OALA | *see note |
| Glen Manning, MALA, CSLA | MALA | √ |
| Trevor Tumach, SALA, CSLA | SALA | √ |
| Carol Craig, AALA, CSLA | AALA | √ |
| Pavel Gradowski, BCSLA, CSLA | BCSLA | √ |
| Paulette Vinette, CAE | CSLA Executive Director -Recording | √ |
| Guest : Arnis Budrevics, OALA , FCSLA | Chair, Finance Committee | partial |

*** Due to an administrative error, the OALA Representative was not notified of the October 20, 2010 Board meeting and, therefore, the OALA did not participate in the discussions or decisions summarized in these minutes.**

ACTIONS – See Separate CSLA Evergreen Action List

1. Call to Order

New President Neil Dawe called the meeting to order at 12:35 EST and welcomed Trevor Tumach from SALA, and everyone to the teleconference. He pledged to do his best in his role as Chair.

2. Approval of Proposed Agenda

MOTION 2010.10.1

Motion to accept the agenda

Moved and seconded that the agenda be accepted. Motion carried.

3. Approval of Minutes

MOTION 2010.10.2

Motion to approve the minutes

Moved and seconded that the minutes of the August 17 and 18, 2010 Board minutes be approved. Motion Carried.



4. Review of Action Items from previous meeting

The President reviewed the action items from the previous meeting. The following are the action reports:

1. Awaiting IFLA Terms of Reference for CSLA rep.
2. Neil has appointed Past President Sara-Jane Gruetzner to chair a Task Force to develop recommendations on future CSLA congress strategies.
3. Glen reported that he spoke with Alan Tate about the Board's suggestions to increase the Awards of Excellence application fees and start the promotion as early as possible.

MOTION 2010.10.3

Motion to approve an application fee increase for the Awards of Excellence

Moved and seconded that the Awards of Excellence application fee be increased from \$288.75 to \$295.00 plus applicable taxes. Motion Carried.

4. MOTION 2010.10.4

Motion to approve the Awards of Excellence Committee's External Juror

Moved and seconded that the Board approve the appointment of Sarah Scott who was recommended by Canadian Geographic's Editor in Chief Eric Harris. Motion Carried.

5. Glen reported that Dean Spearman is going to help update the application forms again this year. It was also agreed that staff would follow the Committee's direction on the order the Awards should be presented in.
6. On the subject of Paulette contacting the Components to ensure that CSLA is communicating with their Emeritus members, it was agreed that she should communicate with the Component Presidents (copying their Board representative) so that they can direct their staff on what information to provide CSLA.
7. Gordon is still looking for new members for the Advocacy Committee and seeks the Board's assistance.
8. Pawel spoke to his written report distributed earlier that day providing an updated RFP for a website enhancement supplier. Minor changes were suggested.

MOTION 2010.10.5

Motion to Approve an RFP for Website Enhancement

Moved and seconded that the RFP drafted by Pawel be approved (with minor changes) and issued. Motion Carried.

9. Peter, Chris and Neil will continue to work on enhancing our Facebook page. Neil agreed to work on a President's blog, along with the support of others.
10. Peter reported that the L/P budget that was presented to the Board in August is the L/P budget.
11. Neil will be representing CSLA at the Canadian Urban Design Awards in Halifax on October 21st.
12. Chris reported that the 2011 WLAM poster contest prize is now \$1,000 (increased from \$500) and that this has been communicated to the Universities.
13. Paulette reported that she has not heard from OALA re their needs of CSLA to make the salary survey national.
14. Paulette reported that Past President Cathy Sears will develop recommendations regarding the Code of Ethics and new membership categories for the December 1 Board meeting.



15. Neil asked the Board members to carefully read the critique of the CSLA Marketing and Communications Plan that had been circulated and send their comments to the Executive Director. Chris suggested that numerous suggestions had been offered during the 2009 Presidents' Roundtable meeting and Neil agreed to study them.

5. Review of Actions Recorded in the ExCom September 21, 2010 Minutes

The Executive Director reviewed the action items from the ExCom meeting:

1. Linda agreed to send the revised draft Reciprocity Agreement to the ExCom by November 5, 2010 and then send to the Board for their comments, with the goal of sending a final version to the Component Presidents by the end of November.
2. Liane will work with Paulette to finalize the CSLA Board policies and submit them for Board approval on December 1, 2010.
3. Neil and Paulette will explore what the relationship between LACF and CSLA needs to be and report back to the Board.
4. The ExCom, with the help of the Chair of the Finance Committee, are finalizing the 2011 Iqaluit Congress Agreement.

6. Financial Items

a) Discussion of Year-End Forecast

Finance Committee Chair Arnis Budrevics reported that the Executive Director is forecasting an \$18,000 year end surplus, based on performance to date. He commented that this reflects programs and activities that did not take place as foreseen. He reminded the Board that if we do accumulate a year-end surplus, we cannot carry it forward for the expenses that were earmarked in 2010. He also reminded the Board that the \$20,000 expense for the 2011 Iqaluit Congress is a loan, expected to be repaid in 2011.

b) Approval of Revised 2011 Budget

Arnis reported that the ExCom reallocated some budget items with the same net result that we are budgeting to use close to \$32,000 from our unallocated assets to balance the 2011 budget.

MOTION 2010.10.6

Motion to Approve the Revised CSLA 2011 Budget

Moved and seconded that the Board approve the revised 2011 budget as per the Executive's recommendation. Motion Carried.

c) Decision re Draft Finance Committee Terms of Reference

The Board discussed the proposed terms of reference for the new CSLA Finance Committee. They agreed to amend the terms to expand the term of membership to two years, to allow for staggering membership.

MOTION 2010.10.7

Motion to Approve the Finance Committee Terms of Reference

Moved and seconded that the Board approve the Finance Committee's Terms of Reference as amended.



d) Other Financial Issues

Linda Irvine reported that ExCom had approved a \$2,000 expenditure to support an oral history documentary that features Cornelia Oberlander, OC, FCSLA, FASLA.

MOTION 2010.10.8

Motion to approve the \$2,000 for the Oral History Project

Moved and seconded that the Board approve spending \$2,000 to support the oral history project and this should be taken from the 2010 Legacy Session Transcription budget item. Motion Carried.

Arnis concluded his report by stating that he and Chris Grosset had recently gone over the budget for the 2011 Iqaluit Congress and that he is satisfied.

7. Decision re ExCom Terms of Reference

MOTION 2010.10.9

Motion to Approve the ExCom Terms of Reference

Moved and seconded that the Board approve the ExCom Terms of Reference. Motion Carried.

8. Discussion on Proposed Strategy/Focus of Board Meetings

Neil spoke to his one-pager outlining the importance of using the Board's time strategically. He is asking Board members to use a one-page report template (sample attached) and send them to the Executive Director in advance of the meetings so that Board members can be prepared to discuss key items and not use meeting time to learn about activities/issues. The Board agreed to try this approach

9. Discussion re Approach to Developing a New Strategic Plan

The Executive Director explained that it would be ideal if the Board could meet face-to-face early in 2011 for a Strategic Planning workshop which she volunteered to facilitate. Concern was expressed at the financial burden on Components and it was agreed to use video/webinar technology for the workshop which would be a good test of how to use it for the 2011 AGM.

The Board discussed the Board/CO President Satisfaction Survey results which suggested three key themes:

1. CSLA needs to invest in effective communication (internal/external)
2. CSLA needs to be a strong advocate of the profession and its members
3. CSLA's work needs to contribute to the growth of the profession.

It was acknowledged that the survey sample size is small. Chris Grosset stated that the WLAM and Poster initiatives need to have a strategic plan which can come out of the Strategic Planning workshop.

10. Discussion of Proposed Student Outreach

Neil spoke to a one-pager outlining the work he envisions to enhance CSLA's Student Outreach. Concern was expressed about CSLA's ability to invite a student to serve (non-voting) on our Board due to our by-laws. Neil reported that he will be facilitating student workshops with the Universities of Guelph and Toronto the last week of October. Neil emphasized that these meetings may help to identify what students want, which is key.



It was agreed that if we develop a CSLA Student Membership Category we could mail them L/P at no charge. Paulette reminded the Board that a new membership category would require the AGM's approval and this could only happen next July (unless a special members' meeting is called). Everyone agreed CSLA student outreach initiatives need the Components' support.

11. Discussion of NUALA 2011 Congress Contract

Chris reported that we have 60 registered for the 2011 Iqaluit Congress. He stated that he has a program framework and will be issuing a call for presentations in December. Chris will work with Linda to make every effort to have the Congress 2011 program meet the LA CES requirements. He also has a sponsorship package ready to go at the end of October.

Chris reported that Board members need to arrive on the noon flight on Wednesday, July 13; lunch will be served and then the Board meeting will begin and continue the next morning. The Presidents' Roundtable meeting will be held within that timeframe.

12. Cost of Transcribing Legacy Session Tapes

Linda reported that she had received an unsolicited proposal to transcribe the legacy tapes, and had directed the person to apply to LACF for a grant.

13. Dates of Board Teleconferences at 12:30 EST: December 1, 2010, February 8, 2011, April 5, 2011

Everyone agreed to these dates.

14. New/Other Business

Jim Floyd announced that he has asked NLALA to find a replacement for the NLALA CSLA Board member.

15. Adjournment

Neil thanked everyone for their contributions. He reminded Board members of the importance of being familiar with the minutes and reports submitted prior to the meetings so that the Board could focus on strategic discussions. He thanked those who devoted their time and talents to create these advance reports.



Appendix A

CSLA BOARD REPORT FOR:
(insert meeting date)

YOUR NAME:

POSITION:

1. ACCOMPLISHMENTS SINCE LAST MEEETING

2. ISSUES REQUIRING BOARD DISCUSSION, INCLUDING ISSUE BACKGROUND

3. ISSUES REQUIRING BOARD DECISION & IMPLICATIONS

4. FOR INFORMATION ONLY