

**CSLA/AAPC
BOARD OF DIRECTORS MEETING TELECONFERENCE
Draft Minutes
January 25, 2012 12h00 EST**

Participants:

Neil Dawe, NLALA, CSLA, ASLA	CSLA/AAPC Past President	✓
Liane McKenna, BCSLA, CSLA	CSLA President	✓
Claude Potvin AAPQ, AAPC	President Elect	✓
Ed Versteeg, APALA, CSLA	APALA	✓
Julia Schwartz NLALA, CSLA	NLALA	Regrets
Peter Briggs, NWTALA, CSLA	NWTALA	✓
Raquel Penalosa, AAPQ, CSLA	AAPQ	✓
Lawrence Stasiuk, OALA, CSLA	OALA	✓
Glen Manning, MALA, CSLA	MALA	✓
Rob Marchak, AALA, CSLA	AALA	✓
Trevor Tumach, SALA, CSLA	SALA	✓
Cameron DeLong NUALA, CSLA	NUALA	✓
Pawel Gradowski, BCSLA, CSLA	BCSLA	✓
Arnis Budrevics, OALA, CSLA	CSLA Treasurer	Regrets
Elizabeth Sharpe CAE	CSLA Interim Executive Director	✓

ACTIONS – See Separate CSLA Evergreen Action List January 2012 Version

1. Call to Order & Welcome

President, Liane McKenna called the meeting to order and welcomed the Board of Directors present. The meeting was called to order at 12h05 EST.

The President reviewed the order of the meeting

2. Approval of the Agenda

MOTION: 2012.01.25 - 1

Moved by Rob Marchak and seconded by Pawel Gradowski that the agenda be approved as presented.

Motion carried.

3. Approval of Minutes

MOTION 2012.01.25 - 2

Moved by Pawel Gradowski and seconded by Raquel that the minutes of the meeting of November 18,19, 2011 be approved as presented.

It was noted that there was a discussion at the November meeting regarding appointing a scribe for the Awards of Excellence jury. Also, comments with regard to the quality of jury comments and the need for more detail and direction. Glen Manning was to take these recommendations to the A of E Committee.

(Report from Glen Manning is attached to these minutes outlining the actions taken on this item and the outcomes.)

The minutes were approved with amendments. Motion Carried.

4. Component Reports

The President requested that the Component representatives comment on any new issues of importance since the last meeting. There were no comments.

5. Review of Action Items from the Evergreen Action List

The Evergreen Action List was reviewed and updated as per the attached list.

6. Report of the President's Council Meeting

The President reported on the activities that took place at the President's Council Meeting held in Monterey, CA in early January. The report from this meeting and the list of attendees are attached for review.

7. Strategic Plan – Next Steps

Liane McKenna reviewed the final draft of the Strategic Plan and asked for comments from the Board members. The following suggestions were made with regard to an appropriate communications strategy for the plan:

1. That an attractive format be designed for the plan for public display.
2. That the final version of the SP be posted on the CSLA website.
3. That the details of the process of the strategic planning exercise be shared through an e-blast to members in order to keep everyone informed.

Liane McKenna reviewed the action strategies for the year 2012 in order to

identify task leaders for each of the areas noted. The following identified task leaders will oversee the work to be accomplished in each area:

- 1. Explore need, requirements & opportunities for Full Time ED role.**
Liane McKenna as task leader with Executive Committee
- 2. Assess members satisfaction with CSLA Governance Model.**
Liane McKenna/ Elizabeth Sharpe as task leaders: Ed Versteeg, Pawel Gradowski, Claude Potvin, Lawrence Stasiuk
- 3. Assess existing programs/projects against priorities & budgets.**
Raquel Penalosa as task leader: Arnis Budrevics, Trevor Tumach.

It is requested that a detailed work plan be presented from each area by March 16, 2012. Liane asked that each group meet individually and report.

5. Financial Report

Elizabeth Sharpe presented the financials in the absence of the Treasurer. It was suggested that the final budget for 2012 be distributed to the Board for presentation to the Board members' component organizations for information. (CSLA 2012 Final Budget attached)

Raquel Penalosa commented that the AAPQ Treasurer had asked to see the 2012 budget. Elizabeth offered to talk to the Treasurer if he has any questions with regard to the budget.

The financial statements to December 31, 2011 were presented. It was explained that these are the unaudited 2012 statements and that the files are ready to be presented to the auditor for review over the next two months. Minor adjustments will be made for FY 2011 by the auditor but it appears that the finances have tracked to budget, noting activities that were planned but did not take place, as discussed in November at the face to face meeting in Toronto. It was noted that the finances appear to be in good order.

6. Reciprocity Agreement – Feedback from BCSLA

The President reported that CSLA sent feedback to BCSLA on the Reciprocity Agreement as presented in November by Linda Irvine at the Board of Directors Meeting.

Pawel Gradowski reported that BCSLA would consider signing the agreement, he explained to the Board what the intent of the agreement is and why the agreement will support the components collaboratively across the country. Pawel reported the BCSLA is ready to sign the agreement.

The main area of concern expressed by BCSLA is the area regarding “experienced professionals” and the difference between needing 10 years’ experience and 8 years’ experience. This appears to be the only obstacle. The BCSLA Board will meet again in February and Pawel is confident that the March meeting of CSLA will bring a very positive result.

Pawel agreed to call Linda Irvine to talk with her about this. Linda will present a new draft to the Board for further review.

10. Communications

10.1 Website Update: The Executive Director reported that the website is up and running. There are areas that still need attention and translations for the French website. All updates are being taken care of in the HQ office of CSLA and basic programming being done by our webmaster. The functionality needs adjustment and attention by the webmaster and we are working through those issues.

10.2 Social Media Policy: Peter Briggs has provided the electronic version of the Social Media Policy for review (attached).

11. CSLA Directory Contract

Elizabeth Sharpe reported that the CSLA digital version of the 2011 Membership Directory is now on-line. The process was not without its challenges and a recommendation to consider an alternative way to present this directory was reported. After much discussion regarding the contract in place with Naylor Publications and implications of cancelling the contract with Naylor, the following was decided:

MOTION 2012.01.25 - 3

Moved by Pawel Gradowski Seconded by Raquel Penalosa

That CSLA moves to a digital version of the CSLA Membership Directory in 2012.

Motion carried.

MOTION 2012.01.25 - 4

Moved by Lawrence Stasiuk and seconded by Pawel Gradowski that the CSLA Board of Directors authorize Arnis Budrevics and Elizabeth Sharpe to enter into discussions with Naylor Publication with the intent to cancel the directory contract for 2012. This process will take into consideration the sensitivities of an existing contract with Naylor for the production of Landscape Paysages and the legalities of the current contract for the directory.

Motion carried.

12. Congress 2012 Update

The President reported that the process in organizing the CSLA 2012 Congress in partnership with APALA is going well. Two meetings have been held to date and much has been accomplished. The theme of the Congress is Making Waves and it has been determined that the translation of this theme works very well in French. The Westin Hotel in Halifax has been contracted for the dates, September 13, 14 and 15, a website is being developed and publicity material being designed.

13. National Advocacy Committee Report

A teleconference was held regarding the initiatives being worked on through the Advocacy Committee:

Governor General's Medal: It appears that the GGs office has accepted the proposal to create a Governor General's medal for Landscape Architecture . Gordon Smith is moving forward with the details and will continue to report on the progress. The Board agreed that this is great news for CSLA!

Positions Papers: Pawel presented the position papers that he presented at the November BOD meeting in Toronto. He is moving forward with this initiative.

Speakers Bureau: This initiative is also underway and moving forward under the direction of Lawrence Stasiuk. The Committee requests feedback on the process of the Speakers Bureau. The question arose, would the Board like to review the materials before they are posted on the website or should they go directly to the web? It was agreed that the Board would like to review before posting.

FIRPAC: The Federal Industry Real Property Advisory Council invited CSLA to participate in a meeting in Ottawa in the fall of 2011. They have requested that a person be appointed to represent CSLA at all the meetings of the council. Claude Potvin is looking for a person to fill this role.

Promotion to Allied Forces: OALA prepared a paper and presented to CSLA. As President at the time, Neil Dawe invited the components to respond on this topic, set up communications and assign a person to represent this initiative on behalf of their component. There was then a second request made. To date, there has been no response to the request. Lawrence Stasiuk is going forward the information Raquel Penalosa for her presentation to AAPQ.

The National Advocacy Committee was led by Gordon Smith over the past year and he unfortunately had to step down from his duties. He has agreed to follow-through on the Governor General's Medal work. There is a need for a new Chair of the committee. The existing members are not able to take this on. However, Liane McKenna agreed to take this position on when her term as President is over. She requested that the current committee continue on as they currently are by each taking on a specific area of responsibility and reporting back regularly. She will take this on in October 2012. They agreed to this.

14. National Charter

Raquel Penalosa presented background on the formation of National Charters for the purpose of encouraging CSLA to consider creating a similar national charter. Raquel presented some examples of other charters that have been developed by other countries.

Raquel explained that the process is different than the traditional top down creation of regulatory type charters. Raquel will provide CSLA with a workplan for review. She noted that Africa is developing a charter currently and that Quebec has worked on the development of a Quebec Landscape Charter and implementation documents have been created.

Next Steps

It is suggested that CSLA create a task force of each provincial component. The component would identify people who would be interested in working on this.

The President thanked Raquel for her presentation and explained that strategically the CSLA has planned to look at other programs over the next year. If it is not possible to add this program to this year's plan, it might be added in the following year's initiatives for 2013.

The President asked Raquel to return to the Board to present in the fall on future initiatives. It was emphasized that we must keep in mind that this initiative will require commitment and time and there are concerns about the time requirements due to a history of finding it difficult to engage volunteers in new projects.

It was suggested that Raquel connect with the Congress 2012 committee about making a presentation on this subject at the Congress. In this way she might get people excited and engaged in this process. A face to face meeting on May 31st of the Board in Vancouver is being proposed. Raquel to provide an update at that time.

15. Next Meetings

March 21, 2012 Board Teleconference

May 31 – June 2, 2012 Board – In Person Meeting in Vancouver

September 12, 13, 2012 Board - In Person Meeting in Halifax

16. New/Other Business

Two items presented by Pawel. Links to these are:

Platform in Jasper issue

http://www.avaaz.org/en/jasper_development/

Pipeline issue

<http://wcel.org/resources/publication/enbridge-northern-gateway-pipeline-do-british-columbians-stand-gain>

Pawel asked that the Board review these sites and respond.

18. Adjournment

The meeting adjourned at 14h15 EST.