



**CSLA/AAPC
BOARD OF DIRECTORS MEETING
IQALUIT, NUNAVUT**

**Minutes
July 13/14, 2011
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	√
Julia Schwartz NLALA, CSLA	NLALA	
Peter Briggs, NWTALA, CSLA	NWTALA	√
Claude Potvin AAPQ, AAPC	AAPQ	√
Lawrence Stasiuk, OALA, CSLA	OALA	√
Glen Manning, MALA, CSLA	MALA	√
Trevor Tumach, SALA, CSLA	SALA	√
Rob Marchak, AALA, CSLA	AALA	√
Cameron DeLong NUALA, CSLA	NUALA	√
Pawel Gradowski, BCSLA, CSLA	BCSLA	√
Elizabeth Sharpe	CSLA Interim Executive Director – Recording	√

Guests:

**Richard Wyma, President of NuALA
Peter Alexander, President of AALA
Emeka Nnadi, President Elect MALA**

ACTIONS – See Separate CSLA Evergreen Action List June 1, 2011

1. Call to Order & Welcome

President Neil Dawe called the meeting to order and welcomed the Board and observing Component Presidents. The meeting was called to order at 13h30 Wed. July 13th, 2011. Neil reviewed the order of the meeting and introduced Chris Grosset to present on the activities of the 2011 Congress.

2. Approval of Proposed Agenda

MOTION 2011.07.13-1

Motion to accept the agenda

Moved by Pawel Gradowski and seconded by Linda Irvine that the agenda be accepted with the addition of reports re the 2012 Congress, New Award Suggestion and Scholarship. Motion carried.

3. Approval of Minutes

MOTION 2011.07.13-2

Moved by Gordon Smith and seconded by Pawel Gradowski that the minutes of the meeting of June 1, 2011 be accepted as presented.

It was pointed out that Glen Manning attended the June 1st meeting.



Accepted with amendments and the addition of Glen Manning to the attendance list of the minutes.

Motion carried.

4. Review of Action Items from the February 3, 2011 Evergreen Action List

Neil Dawe reviewed the action items as listed on the Evergreen Action List. The Board requested some amendments to the Evergreen Model. . It was suggested that consideration needs to be made to continuously include those ongoing projects so as not to lose track of them in the documented history. The ED indicated that she would provide a model to address the board member suggestions for their consideration.

5. Update on Congress Activities

Chris Grosset presented the Board with their conference materials, schedules etc. and reviewed the week's activities.

6. Reciprocity Agreement

Linda Irvine reported on the activities to date on the Reciprocity Agreement and reviewed some of the history for clarity and history for the newcomers. Linda noted that she will not be on the Board of Directors after this annual general meeting and asked for a volunteer champion for this committee. Liane will take on this role with Pawel, Claude and Linda (as a resource only) volunteered to assist with this responsibility.

**THE MEETING DISMISSED FOR THE PRESIDENTS' ROUNDTABLE PROCEEDINGS
Three additional Presidents attended the Presidents' Roundtable portion of the meeting by teleconference – Ed Versteeg, President of APALA, Yvan Lambert, President of AAPQ and Glenn O'Connor, President of OALA.**

The Board of Directors reconvened at 9h00 on July 14, 2011.

7. Advocacy Update (Attachment A)

Gordon Smith presented the attached Advocacy Update. It was suggested that those who are involved and have influence in Ottawa be engaged to participate on the Advocacy Committee.

A discussion took place regarding the possibility of CSLA holding a national government advocacy day in Ottawa. At this event, meetings would be convened with those on Parliament Hill who have influence in the issues of importance to CSLA.

Linda Irvine mentioned that in her introduction to Prince Charles at an event last year, there was some brief dialogue and interest expressed by Prince Charles regarding the work done by CSLA. "The Prince's Foundation for the Built Environment is an educational charity which exists to improve the quality of people's lives by teaching and practising timeless and ecological ways of planning, designing and building." The Board expressed an interest in pursuing this foundation's goals and objectives with a mind to soliciting project support for CSLA.

In the attached Advocacy report, there was a report on the results of the meetings held regarding the Governor General's Medal in Landscape architecture.



MOTION 2011.07.14-3

**Moved by Gordon Smith and seconded by Lawrence Stasiuk that the Committee continue discussions with the Governor General's office regarding the GG Medal for Landscape Architecture and to continue and follow up with the Prince Charles Foundation. It was also suggested that the Committee approach Jamie Nicholes, NDP representative who is a Landscape Architect for support.
Motion carried.**

IFLA Update

Following a formal application process, CSLA's new IFLA representative Raquel Penalosa, AAPQ was appointed. The Board discussed the process and agreed that a review is in order to ensure that the process is clear and understood by all. The most important aspects of the process review would include attention to acknowledgement of receipt of submissions, confidentiality and backup and archiving of materials held.

Discussion with Raquel Penalosa identified that her focus while serving as CSLA delegate to IFLA will be global issues, Landscape Architects Without Borders and the America's Committee. It was noted that Raquel represents CSLA and that communication should flow from CSLA to IFLA, carrying CSLA's issues of importance. The CSLA Board of Directors also must be kept informed of issues relating to IFLA. Raquel will be asked to keep in close touch with CSLA's Board regarding issues of importance. She will be invited to attend an upcoming meeting with the Board.

9. Website Update

Pawel reviewed the new website with the Board. The Board is in general agreement that the new site will be a great improvement.

The following two points were suggested:

1. A French/English entry page should be added to replicate the existing entry to the CSLA website.
2. When checking on the AAPC tab, the viewer would be automatically switched to the French site.
3. Speakers Bureau – It was suggested that this tab be hidden until it is fully populated and active.

The Awards page is being designed for ease of submission of awards nominations.

With regard to the Awards section, Pawel is looking for past winners and project files etc.

In finding historical data on awards/projects the following suggestions were made:

1. Hire a student to do research for the Committee
2. Highlight component awards as well as national
3. The site should be easily updated and it should be an ongoing process
4. Waivers should be signed by the award winners with disclaimers in order to be able to publish the project details.

Archiving

It was recommended that a separate review of the archiving process will take place to



ensure that all CSLA archival materials are held in a secure, accessible and confidential facility.

1. Important to maintain a digital library of archives
2. Need to develop processes and policies for general archiving of CSLA materials.
3. Website service provider does regular backup

10. Social Media/Landscapes Paysages

Social Media

Peter Briggs reported that he is developing a Social Media Policy. It contains the benefits of specific components of social media for CSLA. The static component of social media is the website, dynamic and informal – Blog, Facebook and quick and of the moment social media is Twitter.

1. Peter reported that he is aware that there needs to be something legally in place with controls on comments.
2. There will also have to be consideration regarding archiving.
3. CSLA may require, in the future, dedicated resources to tend to all of the social media in place as it is very resource demanding. An appointment of someone who could send postings in French and English from CSLA would be beneficial.
4. Translation is an on line issue with Facebook, Twitter and the CSLA Blog and need to be addressed.

Landscapes/Paysages

Peter Briggs reported that LP is working toward an improved format, graphics improvements and more content. There is a move to establishing relationships with other magazines, perhaps to identify component organizations to partner with.

Strategic Plan

During the Presidents' Roundtable, the President Elect of CSLA presented the status of the CSLA Strategic Plan and reviewed several draft strategies. The following points were discussed:

Overview: Strategy Development is key – “how do we do this” is important

Administration and Governance

- Financial dependence on Component Organizations- continue to look for other sources of revenue for CSLA
- CSLA governance model – consider what others have done
- full time Executive Director – restriction to work program because of resources
 - continuity of programs
- reduce CO/CSLA redundancies

Communications

- Consider amalgamating Advocacy/Communications
- develop better communications with student-focused messages
- develop key messages – who are we? for CSLA members, public, media,
- landscape architects to present positions on issues of importance

Growth of the Profession

- look to Components to lead, not CSLA



- expand existing programs, funding through CSLAI
- lobbying* governments and allied professions should be our priority
- others look good
- strategy to increase memberships is important – but this is the role of the component -
- clearly define “roles” – CSLA-CO

Programs and Professional Development

- Suggestion of one national, no Components conference – no duplication?
- share resources
- other approaches?
- ask membership – what will make you come? What would you like?
- attach CE credits.

12. Finance Report (Attachment B)

MOTION 2011.07.14-4

Moved by Pawel Gradowski. Seconded by Trevor Tumach.

That Lawrence Stasiuk be appointed as a signing officer for CSLA and that Linda Irvine be removed as a signing authority.

Motion carried.

MOTION 2011.07.14-5

Moved by Linda Irvine. Seconded by Claude Potvin

The Executive Director was directed to contact all companies with past due payments from 2010 and make efforts to collect them. It was agreed that Board members with contacts with the companies owing money to CSLA will approach them for payments.

Motion carried.

13. Dates of Board Teleconferences 2011-12

Suggested dates at 12h00 to 14h00:

Wed. September 21

Wed. November 16 (It was discussed whether this should be a face to face meeting to potentially be held in Toronto November 18 and 19. The Board requested that Lawrence Stasiuk OALA followup to determine whether this was possible.)

Wed. January 18

Wed. March 21

14. New/Other Business

Awards

Pawel presented that all awards being presented by CSLA are going to large corporations. He has been asked by his members to submit a request for the creation of a new award category that would address work for residential/multi-family dwelling developers.

The awards are to recognize new innovation and excellence not just good work. The awards would express the breadth of the profession not the specifics of the designer



(developer). It was identified that there is a category “residential” that would allow submission of projects by Landscape Architects on behalf of developers.

A suggestion was made that a proposal be presented to the Board of Directors formally to outline clearly what the request is. If there is a body of work category missing, it could be added. But it is up to the Board of Directors to review a proposal and up to the jury to define excellence. There needs to be clarification of the request.

Pawel agreed to deliver the message of the Board in this matter.

Peter Klynstra Scholarship

Gordon Smith reported that APALA has set up a scholarship in the name of Peter Klynstra. This was presented as information to CSLA to clarify that there is a desire to not take away from the Schwabenbauer Award in the creation of this scholarship. The Board thanked Gordon for sharing this information.

Congress 2012 .

Liane McKenna reported that she has approached BCSLA to partner in the delivery and hosting of the 2012 CSLA Congress. Many preliminary plans are in place, the hotel has been approached. The event is proposed to be held on April 12 – 14 at the Georgia Hotel in Vancouver, B.C. BCSLA has indicated they wish to receive 100% of all BC registration revenues. Contract details are to be negotiated.

MOTION 2011.07.14-6

**Moved by Linda Irvine. Seconded by Pawel Gradowski
That in good faith CSLA will proceed with partnership with BCSLA in the delivery of the 2012 CSLA Congress. The contract details are to be negotiated.
Motion carried.**

15. Adjournment

Lawrence Stasiuk moved to adjourn the meeting at 16h00.