

DRAFT MINUTES - CSLA Board of Directors Meeting
 12-2 pm, Tuesday, September 23rd, 2014 – by teleconference

Present: Cameron DeLong, Robert Norman, Michelle Legault, Gordon Kraushaar, Carol Craig, Margaret Ferguson, Jean Landry, Trevor Tumach, Peter Briggs, Joanne Moran, Peter Alexander, Bob Somers

Regrets: Nastaran Moradinejad, Arnis Budrevics

Guest: Alex Topps, Chair, LAAC

No.:	Item:
1	<p>Call to Order and Welcome</p> <p>Carol Craig welcomed members to the meeting and called the meeting to order.</p>
2	<p>Approval of Proposed Agenda</p> <p>MOTION 2014-9-1: Moved by Joanne Moran and seconded by Jean Landry that the agenda of the 23 September 2014 meeting be approved as presented. Motion unanimously approved.</p>
3	<p>Approval of the Minutes of the Meeting of 28-29 May 2014</p> <p>MOTION 2014-9-2: Moved by Robert Norman and seconded by Trevor Tumach that the minutes of the meeting of 28-29 May 2014 be approved as presented. Motion unanimously approved.</p>
4	<p>President's Report</p> <p>Carol Craig reported that she is pleased to be leading a strong group of board members and volunteers, reducing cross-over and providing more services to members. Advocacy and finding our voice are of utmost importance. We are also looking at updating the strategic plan, component agreements and other vital programs. She wanted to thank everyone for helping during her transition to the role of president. She expressed that the CSLA and the profession are on the cusp of greater things.</p>
5	<p>Executive Director's Report, Review of the CSLA Website and Review of the September 2014 Evergreen Action List</p> <p>Michelle Legault reviewed the Evergreen Action List for September 2014 and highlighted the new web content since the last meeting. She also reported that NWTALA had offered to host the Fall, 2015 Board meeting in Yellowknife.</p>
6	<p>Finance Committee Report</p>



	Michelle Legault provided an update on the CSLA financials.
7	Advocacy Task Force Update <ul style="list-style-type: none">a) Update<p>Carol Craig reported that the ATF had a very productive meeting with a great amount of work being accomplished during the summer. She also noted that a brochure is being produced to market and publicize the speakers' bureau. A list of position paper topics is currently being analyzed for potential authors. Finally, the ATF is turning its attention to whether the CSLA should have a climate change policy, a role into bringing allied professions into the discussion, or creating a better understanding of the process. The ATF questions how we can discuss the value of LAs as leaders in climate-conscious design, instead of using climate change as a banner. Finally, the ATF questions what the ultimate goal of a policy in this area would be. In addition, the ATF is providing comment on the Canadian Landscape Charter Initiative. Jean Landry notes that the CSLA should make a statement about climate change then ask "what can we do about it?"</p>b) Study on the Value of Landscape Architecture RFP<p>This RFP is currently in translation and will be circulated shortly.</p>c) Media Relations Kit<p>The kit is near completion and documents many opportunities for media relations. Next steps include developing templates and circulating the document to components for use in future marketing projects.</p>
8	Congress 2015 - Update <p>Michelle Legault reported that the Call for Abstracts and Call for Sponsors was circulated last week and asked all members to help promote these calls via their networks. A stand-alone logo which incorporates the CSLA brand was developed for the event and the next steps in the planning are to submit a final budget for the 2015 Congress at the November board meeting for approval, to organize the tours and the charrettes and open registration. Two keynote speakers have been secured and the provisional program posted on the website. Joanne Moran suggested that at the AGM, all board members should be seated at a head table. To a question by Gordon Kraushaar, Michelle Legault explained that the trade show would be again central to the event.</p>
9	Canadian Landscape Charter Initiative Update <p>Jean Landry reported that the CLCI team is working on the editing of the document - bringing together information from other charters and comments from the members. A final draft of the document, which will be reviewed by the Advocacy Task Force, will be submitted to the board for comment at the November meeting, to the component president's roundtable in December, and approval at the March 2015 meeting, with a launch and ceremonial signing by all component associations at the 2015 Congress in May. Carol Craig suggests that board members update the component boards on the timeline for this document. Joanne Moran suggests that the document should be circulated to the component Executive Committees before the boards along with a draft resolution expressing what the CLCI is hoping to achieve.</p>



10	<p>Code of Conduct for CSLA Members</p> <p>Carol Craig noted that this document was revised according to the board's comments in May. Margret Ferguson suggested that we make a statement on the membership being familiar with relevant CSLA documents in the general principles, such as the reciprocity agreement, mission statement, strategic plans, position papers, etc.</p> <p>MOTION 2014-9-3: Moved by Margaret Ferguson and seconded by Peter Alexander to approve the CSLA Code of Conduct as modified. Motion unanimously approved.</p>
11	<p>Fall, 2014 CSLA Board Meeting</p> <p>Michelle Legault reported that the schedule for the Denver board meeting is as follows: Thursday, November 20th, 2014, Room 108 of the Colorado Convention Centre 8 a.m. to 8:45 a.m. Breakfast served in meeting room 8:45 a.m. to 5 p.m. CSLA Board Meeting (Lunch and two breaks served in meeting room) 6:30 p.m. Board dinner at FIFTY Restaurant and Lounge, Sheraton Denver Downtown Hotel Friday, May 21st to Monday, May 24th ASLA Conference, Colorado Convention Centre</p>
12	<p>Strategic Plan Update</p> <p>Robert Norman reported that a meeting was held to refine the work from the workshop held in May. Looking back at those notes, many of the trends are identified: advocacy, communications, continuing education and relationships with components. In addition, the group is reviewing how the strategic plan can have clearly defined parameters with measurements for success. Background information in the current strategic plan will be maintained. He notes that in strategic planning, one item needs to stand above all, and that target should probably be advocacy/promoting the profession. Finally, a lead person or committee will be defined for each task, as will a timeline and methods of measurement for success: financial, internal business processes, learning and growth, customer satisfaction and sustainability. Michelle Legault reported that Nastaran Moradinejad, Joanne Moran and Cameron DeLong had volunteered to help and that they would be brought in to the strategic planning discussion once a preliminary draft was completed. The goal is to have a draft Strategic Plan for review in Denver.</p>
13	<p>CSLA Sustainability Declaration (2002)</p> <p>Carol Craig reported that this declaration was approved in 2002 but had languished since then. Members suggested that it should be re-vamped or included in the climate change discussion. Michelle Legault suggests that this document should be evaluated once the landscape charter is finalized and we can determine whether it is required. Members supported this action.</p>
14	<p>Tri-Council Research Funding</p>



	<p>Margaret Ferguson suggested that the Study on the Value of LA would help in educating the councils. Peter Alexander also notes that we should emphasize awards and the governor general's medal. A media kit with that information and a meeting with the councils would be supported by the CSLA and Michelle Legault will follow-up.</p>
15	<p>Climate Change Professional Statement/Policy for the CSLA</p> <p>Carol Craig reported that the ATF questions: should this be a CSLA banner or policy? Do we want to promote this issue? How can we advocate that LAs have an impact on and work within the parameters of climate? What is our ultimate goal? Michelle Legault noted that this topic came out of the discussions at the congress and members suggested further discussion at the board. Michelle Legault will prepare a discussion document for the November meeting.</p>
16	<p>Communications Policy – Board Volunteers</p> <p>Gordon Kraushaar and Peter Alexander volunteered to help Michelle Legault finalize the communications policy.</p>
17	<p>Component/Affiliate Advocacy Grant Program</p> <p>Michelle Legault reported on the proposed component advocacy grant program. Jean Landry endorsed the project and Bob Somers suggested adding how we are able to fund the projects. Michelle Legault suggested that in the yearly budget preparation, the board decides whether we can run the program. Carol Craig suggested that we further clarify the difference between small, medium and large components. Margaret Ferguson suggested a sliding scale may be a better use. Clarify that no financial commitment on behalf of the component is required to support an individual's project. Members suggested that the program should be component-based instead of open to individuals. Michelle Legault suggested revising the document for approval at the November meeting.</p>
18	<p>Université de Montréal – BLA and MLA program accreditation</p> <p>Alex Topps joined the meeting for this item. He noted that in the past several months there have been several inquiries about Université de Montréal students regarding the accreditation of their programs. He explained that the last time the U of Montreal was accredited was in 2006 and they declined to request accreditation in 2011, followed by a new program director and a student strike, then putting into place a MLA program. By 2013, the U of Montreal BLA program was downgraded to a 3 year program and accreditation would not be sought for it. Accreditation will be sought for the MLA program in 2015. In addition, Paula Meijerink has left the university as director and professor. The interim director feels that the BLA should now be accredited, and the university may seek such accreditation, though it may be difficult because the CSLA accreditation process requires a 4 year program. Student requests to the CSLA are being referred to the university staff. Alex Topps emphasized that accreditation would be important for the students at the Université de Montréal to seek work outside of Québec.</p>



19	Gladstone Grow-Op Proposal Members discussed this proposal and asked: Does this promote the profession of LA or the event? Is the budget realistic for a 5-8 minute video? Members felt the amount was quite high and noted that no other partners were identified. While interesting, it provides great exposure for a certain portion of our membership, but does not relate directly to our strategic plan. Joanne Moran notes that the OALA has supported the project, but suggests that Michelle Legault contacts the OALA Administrator for further information. This may also be a good marketing tool for the Gladstone hotel, and what are the optics for the CSLA in that regard.
20	Adjournment The meeting adjourned at 2:15 p.m.

Next CSLA Meetings:

Executive Committee Meeting	Tuesday, October 21 st , 2014 at 12 EST
CSLA Board Meeting and ASLA Meeting (Denver)	November 20-24, 2014
Executive Committee Meeting (by teleconference)	Tuesday, March 3 rd , 2014 at 12 EST
CSLA Board Meeting (by teleconference)	Monday, March 23 rd , 2014 at 12 EST
CSLA Board Meeting and Congress (México)	May 20-23, 2014