



**CSLA/AAPC
BOARD OF DIRECTORS MEETING
Draft Minutes**

**June 8-9, 2012
Pinnacle Hotel, North Vancouver BC**

Participants:

Neil Dawe	Past President, CSLA	✓
Liane McKenna	President, CSLA	✓
Claude Potvin	President Elect, CSLA	✓
Ed Versteeg	APALA	✓
Julia Schwartz	NLALA	Regrets
Peter Briggs	NWTALA	✓
Raquel Penalosa	AAPQ	✓
Glenn O'Connor	OALA	✓
Emeka Nnadi	MALA	✓
Rob Marchak	AALA	✓
Trevor Tumach	SALA	✓
Cameron DeLong	NUALA	✓
Pawel Gradowski	BCSLA	✓
Arnis Budrevics	Chair, CSLA Finance Committee	✓
Michelle Legault	Executive Director, CSLA, and Recording Secretary	✓

1. Call to Order & Welcome

The President, Liane McKenna, called the meeting to order and welcomed the Board of Directors. A special welcome was extended to new members Emeka Nnadi (MALA) and Glenn O'Connor (OALA), as well as Michelle Legault, the CSLA's new Executive Director.

2. Approval of the Proposed Agenda

The agenda was reviewed and the following items were added:

- Correspondence: Niagara World Garden Event 2017
- IFLA Update
- Correspondence: Response to Bill C-38
- Response to AAPQ regarding the 10% administrative surcharge



MOTION: 2012.06.8 - 1

Moved by Glenn O'Connor and seconded by Pawel Gradowski that the agenda be approved as modified. Motion unanimously approved.

3. Approval of Minutes of the Meeting

MOTION 2012.06.8 - 2

Moved by Claude Potvin and seconded by Neil Dawe that the minutes of the meeting of March 21st, 2012, be approved as presented. Motion unanimously approved.

4. Component Updates

BCSLA – Pawel Gradowski

Mr. Gradowski noted that the BCSLA is working on branding and design initiatives, and on a new edition of Landscape Standards. The BCSLA recently welcomed 16 new members and also has three chapters – Island, Interior and Lower Mainland. The BCSLA is also looking forward to the 2014 Land Summit, a conference which will bring together landscape architects and five other land-based professions.

NWTLA – Peter Briggs

Mr. Briggs noted that the NWTLA was a small component with an objective of building the landscape architecture profession in the north by working closely with the CSLA.

AALA – Robert Marchak

Mr. Marchak explained that the AALA held their yearly AGM two weeks ago and elected a new president. The AALA welcomed 11 new members in 2012, bringing their total membership to 314. He noted that many young practitioners had joined the AALA, and that a membership survey was planned to gather ideas for the AALA's future directions. He also noted that policy and bylaw work for the AALA has been and would continue to be a priority.

NuALA – Cameron DeLong

Mr. DeLong noted that the NuALA's AGM was held three weeks ago. The NuALA has welcomed one new member, bringing their total membership to 5. A NuALA website and blog page development is the NuALA's current priorities.

SALA – Trevor Tumach

Mr. Tumach noted that the SALA's AGM was held at the end of April and that a new Executive, with Mr. Tumach as President, was elected. The SALA is working on name legislation, a recently updated website, and the 2013 Congress, to be held July 10-14, 2013 at the Hotel Saskatchewan in Regina. Mr. Tumach



noted that the gala dinner may be held at the new RCMP museum, and that a promotional package would be ready for the Halifax Congress.

MALA – Emeka Nnadi

Mr. Nnadi noted that the MALA's AGM was held 1 month ago with Mr. Nnadi as President. MALA has experienced growth in the membership, resulting in a heavily tasked registration committee. In addition, Mr. Nnadi noted that MALA was working on legislation, LARE and reciprocity agreements.

OALA – Glenn O'Connor

Mr. O'Connor explained that the OALA had over 1,600 members in all categories, an active program, 3 ½ staff members and participated in the 2012 Idex Canada Conference. The OALA is working towards a practice act, recently held an AGM attended by over 200 people, introduced a mandatory professional development program, is planning a fees and services guide – all part of a 3 year strategic plan. Mr. O'Connor wished to raise certain areas of concern regarding the CSLA, namely, that members want to vote on the CSLA budget at the AGM and that agreements with the components should be established.

AAPQ – Raquel Penalosa

Ms. Penalosa noted that Myriam Beaudoin was elected the new AAPQ president, and has expressed the need for a much stronger collaboration with the CSLA. The AAPQ is currently working towards attracting new members and gaining an understanding of young practitioners – as such, the AAPQ has made changes to their membership criteria. Ms. Penalosa noted that two AAPQ members were recently awarded important awards – Vincent Asselin (Ordre des chevaliers) and Wendy Graham (Prix Mont-Royal).

APALA – Ed Versteeg

Mr. Versteeg reviewed the Congress to be held in Halifax, September 13-15, 2012. He explained that registration was now open, that programming was in the planning phase and that sponsors were being sought. He also noted that the APALA and NLALA had been discussing the union of the two organizations. An agreement in principle between the two has been established, and Mr. Versteeg referenced the letter sent to the CSLA from APALA asking the CSLA to endorse NLALA members being represented by APALA. In addition, Mr. Versteeg noted that APALA was working with the LACF to establish a scholarship fund in memory of Peter Klynstra. In addition, the name act and by-law work of the APALA is moving forward, as is the potential of a landscape architecture program at Dalhousie University. An analysis of cost and other requirements for this program is currently under way. Mr. Versteeg noted that the APALA has a new website.

NLALA – Neil Dawe

Mr. Dawe explained that the NLALA was working towards re-joining the APALA as a chapter organization, though represented on the CSLA board of directors through APALA. Mr. Dawe noted that the NLALA



would be bringing 5 members to the APALA, and considered it a better use of CSLA funds. Members discussed the effect of this merger on the CSLA, and the relationship between the CSLA and the components. In the end, the following motion was put forward:

MOTION 2012.06.8 - 3

Moved by Neil Dawe and seconded by Pawel Gradowski that the CSLA endorse, in principle, the NLALA becoming a chapter of APALA. Motion approved with one opposed.

5. Executive Director's Report

Ms. Legault reviewed the list of initiatives and work undertaken since her arrival at the CSLA in March, 2012. She elaborated on the archiving work recently completed, and emphasized that the University of Guelph's McLaughlin Library will continue to archive the CSLA's documents, with an emphasis on awards and board of directors' documents. Ms. Legault reported that, in addition, to sorting and archiving all the CSLA's paper files, she was also uploading information to a cloud storage system and looking to future scanning projects to capture the CSLA's vital information – especially minutes of meetings, annual reports and financial statements.

6. Review of the June, 2012, Evergreen Action List

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

7. Finance Committee Report and Approval of the 2011 Audited Financial Statement

Mr. Budrevics, Chair of the Finance Committee, presented the 2011 CSLA Audited Financial Statements, noting that \$28,627 of unspent funds was carried forward to unallocated net assets, which can be used for specific projects. The following motion was then put forward:

MOTION 2012.06.8 - 4

Moved by Arnis Budrevics and seconded by Pawel Gradowski to approve the 2011 CSLA Audited Financial Statements as presented. Motion unanimously approved.

Mr. Budrevics then presented a status report on the CSLA's 2012 budget. He presented the outstanding component invoices as of May 31st, 2012, explained the CSLA's current assets and concluded his presentation by noting that the CSLA's current total equity was of \$495,386.42. To a question by Ms. McKenna about reserve funds, Mr. Budrevics explained that an organization should have at least 6 months operating costs in their reserve. Ms. McKenna then suggested that the Executive Committee



should review the ED Needs Assessment and Content Management Budget to ensure that they are either spent or moved to other projects.

8. Strategic Plan

a) General Update

Ms. Legault presented the published Strategic Plan for 2012-14 and explained that it had been communicated to the membership. Ms. McKenna then presented some of the feedback on the plan – specifically, that the CSLA shouldn't try to do too much. Ms. Penalosa put forward the AAPQ's desire to be involved in the strategic planning process. Mr. Gradowski noted that the CSLA should be thinking forward to the next Strategic Plan and suggested that the yearly strategic planning function should be included in revised by-laws. Mr. O'Connor noted that the OALA presents a yearly report card to its members, and suggested that the CSLA should present the work done on the strategic plan at the yearly AGM.

b) Governance Review

Ms. Legault and Ms. McKenna presented the work of the Governance Task Force to date, referencing the draft of the member survey presented by the Governance Task Force. Ms. Legault reviewed the questions of the survey and indicated that the CSLA could move forward on this issue by first holding a focus group on the survey, then opening the survey to all CSLA members at the Congress. She also noted that another option was to release the survey to all members before the summer. Mr. O'Connor noted that, while the document requires further work, he felt it should be circulated to the members as soon as possible. Mr. Briggs offered some advice on the style of the questions and a discussion about other possible questions followed. Finally members encouraged the Governance Task Force to continue refining the survey.

c) Program Activity Review

Ms. Penalosa presented the work of the Program Activity Review Committee, which consisted of analysing the objective, the budget and the work involved in each CSLA program and activity. The members of the board of directors were then asked to provide a rating based on the return, or the impact, of each program or activity. The objective of the exercise was to assess whether the existing programs and activities of the CSLA help us achieve the objectives of the strategic plan. The methodology of the exercise and the results obtained were then discussed. It was agreed that this type of survey would assist the Program Activity Review Committee in furthering its work.

d) Executive Director's Role



Ms. Legault explained that this strategy was related to analysing the role of the Executive Director, and of finding efficiencies in the work. Ms. Legault noted that evaluating the needs of the organization during a transition period would not truly reflect the needs. Ms. McKenna suggested that this item should be moved to the Fall, and connected to the Program Activity Review exercise. The members then embarked on a discussion about the resources required for the CSLA and the nature of Ms. Legault's contract with the CSLA.

9. Congress 2012: Update

Ms. Legault and Mr. 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 has been made, and the group is currently considering possible keynote speakers. Online registration is now available and Ms. Legault has established a communications strategy leading up to the Congress.

10. Reciprocity Agreement

Ms. McKenna reported that, in November, 2011, Linda Irvine brought together comments from the component associations and modified the Reciprocity Agreement accordingly. Members discussed the BCSLA's response to the CSLA's Reciprocity Agreement, noting that the BCSLA's by-laws would require modification to accept the terms of the agreement. Ms. McKenna noted that the CSLA should continue to move forward with the agreement's review, and suggested that the CSLA obtain a legal review of the document. Mr. Briggs noted that the terms of reference for a legal examination should include why the agreement was sought, the process used to create the agreement, what agreements are currently in place, and how the Reciprocity Agreement would work in that context. Mr. Versteeg agreed that the CSLA should establish whether the document meets basic legal requirements. On the topic of the BCSLA's concerns, however, Mr. O'Connor emphasized that the CSLA requires specific comments from components to allow for the proper analysis of the Reciprocity Agreement's terms. It was agreed that the current draft would be circulated to the BCSLA president asking for specific concerns about the current agreement (a chart of the most recent modifications should be attached).

MOTION 2012.06.8 - 5

Moved by Ed Versteeg and seconded by Pawel Gradowski that the Executive Committee obtain a legal review of the Reciprocity Agreement as soon as possible and report back to the Board. Motion unanimously approved.

11. Landscape Architects without Borders



Ms. Penalosa noted that Vincent Asselin was leading a group on this initiative, exploring the possibility of establishing LAWB in Canada. The group has held a few meetings but has not concluded their research.

12. Accreditation Council Update

The Board of Directors was asked to review a letter by Alex Topps which contained a series of recommendations which, if undertaken, could reinforce the importance of the University of Guelph's landscape architecture programs. The members of the board embarked on a discussion about various advocacy and campaign initiatives, such as writing a letter to the University of Guelph, meeting with the University, involving the alumni, drafting a letter which CSLA members could send to the University of Guelph's president and discussing potential strategies with Irène St-Mars (who went through a similar situation with the Université de Montréal several years ago).

MOTION 2012.06.8 - 6

Moved by Peter Briggs and seconded by Pawel Gradowski that the CSLA write a letter to the University of Guelph asking for a meeting to discuss the importance of their landscape architecture program.

Motion unanimously approved.

13. WLAM Update

Ms. Legault provided an update on the WLAM, noting that a reply had been sent to G. Smallenberg, that she had recently met with Christ Grossett regarding improving the WLAM's presence on the CSLA website, and would soon issue a call for volunteers for the WLAM committee. Ms. Penalosa suggested better promoting the activities in other provinces, and of using the ASLA as a model. Members discussed various ways of promoting WLAM, such as including the WLAM logo in e-mail signatures during the month of April, using a digital instead of a printed poster, having a cover letter to accompany the poster, and involving students in the WLAM Committee, and Mr. Dawe noted that the WLAM could be a very powerful advocacy tool if used properly.

13. a) IFLA Update

Ms. Penalosa provided an update on the IFLA activities, focusing on the 2017 IFLA Congress, organized by the AAPQ and Mission Design, and hosted by the CSLA. She noted that the AAPQ has submitted a call for an Executive Director for the organizing committee, but that there was a need to establish the CSLA's role in the Congress. Ms. Penalosa suggested that a task force should be established to determine the role of the CSLA in the IFLA Congress. The following have agreed to serve: Raquel Penalosa, Claude Potvin, Linda Irvine and Michelle Legault. A report should be provided at the next CSLA Board meeting. Ms. Penalosa also noted that no Canadians were attending the regional IFLA conference in Columbia and suggested that the CSLA should communicate this information to its members.



New/Other Business

14. LA Continuing Education Standards Committee – Administrative and Monitoring Committee Representatives

(Mr. O'Connor declared a conflict of interest and left the meeting room for this item.)

Liane McKenna reviewed the requirements of the LACES Committee and noted that the Executive Committee had recommended Marianne Mockrycke for the Administrative Committee and David Lashley for the Monitoring Committee. Members discussed the various volunteers' experience relative to the LACES Committee. To a question by Mr. Briggs, Ms. McKenna explained that the LACES Committee reports to the CSLA, and would come to the CSLA Board for the endorsement of a position.

MOTION 2012.06.8 - 7

Moved by Peter Briggs and seconded by Robert Marchak that the CSLA appoint Marianne Mockrycke to the LACES Administrative Committee and David Lashley to the LACES Monitoring Committee each for one term representing the CSLA. Motion unanimously approved.

15. Nominating Committee Report

Mr. Dawe presented the Nominating Committee Report and made the following motion.

MOTION 2012.06.8 - 8

Moved by Neil Dawe and seconded by Emeka Nnadi to accept the nomination of Peter Briggs as a candidate for the position of President-Elect of the CSLA. Motion unanimously approved.

Following the approval of this motion, Ms. McKenna noted that a message would be sent to all members indicating Mr. Briggs' nomination and asking for other nominees. She explained that if no other nominations were received, Mr. Briggs would be acclaimed President-Elect of the CSLA. Mr. Briggs brought the board's attention to the fact that, while a member of the NWTLA, he is not a resident of Canada. The Board referred to the nomination policy, which states that presidents-elect should "normally" be residents of Canada, and acknowledged said policy and Mr. Briggs nomination.

16. Future CSLA Congresses

Mr. Tumach reported that Nathalie Walliser was the head of the 2013 Congress Planning Committee. Ms. McKenna noted that there is a possibility of holding the 2014 Congress during the BC Land Summit to be held in Whistler. Ms. Legault noted that 2014 would be the 80th anniversary of the CSLA – a good marketing opportunity. Ms. McKenna and Ms. Legault will report back to the board on the 2014 Congress. Mr. Potvin then presented the idea of holding the 2015 Congress in Mexico City, noting that the 2007



Cuba conference was organized by four people and was a great success. He emphasized that Mexico was chosen as a possibility because of proximity, accessibility, affordability, availability of a tourism infrastructure and a large body of landscape architects and planners. He noted that the Mexican association of landscape architects had demonstrated an interest in supporting the CSLA's 2015 Congress. Members debated the idea and suggested that pre-registration would be required. Mr. Briggs suggested that the 2015 Mexico Congress be added as a question to the governance survey. Mr. O'Connor reiterated the importance of asking members for feedback on this initiative.

MOTION 2012.06.8 - 8

Moved by Peter Briggs and seconded by Raquel Penalosa to direct Claude Potvin and Serge Poitras to continue working towards exploring the feasibility of holding the 2015 CSLA Congress in Mexico City and to report to the CSLA at the spring, 2013, Board meeting. Motion approved with 1 opposed.

17. Code of Ethics

Ms. Legault noted that the CSLA's Code of Ethics was currently under review. Members discussed the willingness to finalize the CSLA's Code of Ethics and Ms. Legault was asked to circulate the most recent version to the Board for feedback. Members decided to table this issue until further information could be provided.

18. Competition and Sponsorship Regulations

Ms. Legault noted that the last time the CSLA's Competition and Sponsorship Regulations were updated was in 1976, and that a member had recently requested a copy. To a question by Ms. McKenna, Mr. Gradowski indicated that the BCSLA was working on a similar initiative. Mr. O'Connor suggested that we look at other organizations' regulations and work with the components. Ms. Legault was asked to provide a draft for the board's consideration.

19. Policy on the Orientation of New CSLA Board Members

Ms. Legault presented a revised Policy on the Orientation of New CSLA Board Members.

MOTION 2012.06.8 - 9

Moved by Emeka Nnadi and seconded by Glenn O'Connor to approve the revised Policy on the Orientation of New CSLA Board Members. Motion unanimously approved.

20. CSLA Board Member Manual



Ms. Legault presented the proposed table of contents for the revised CSLA Board Manual, and members suggested that the manual should be in electronic format, though printable, current, posted on the website, and contain dated instead of version documents.

MOTION 2012.06.8 - 10

Moved by Pawel Gradowski and seconded by Trevor Tumach to approve the proposed table of contents and ask Ms. Legault to provide a draft manual to the board. Motion unanimously approved.

21. CSLA By-law Review According to the NFP Act (Certificate of Continuance)

Ms. Legault explained the process that the CSLA must adhere to in revising its by-laws in accordance with Corporations Canada's new legislation. She emphasized that the deadline was October, 2014, and that the legislation required that two thirds of the members approve the revised by-laws. Ms. Legault also noted that there is a cost involved in revising by-laws, and that cost could be as much as \$15,000. Members suggested that a workplan should be established, which includes a timelines, tasks, milestones and resources requirements. Pawel Gradowski, Emeka Nnadi, Liane McKenna volunteered to be on the task force for this item.

22. CSLA Communications Strategy

Ms. Legault presented the draft communications strategy to the members of the Board, describing the current state of each communications initiative of the CSLA. Members provided feedback to Ms. Legault on the proposed communications strategy, including:

- Sending an email to members encouraging them to "like" us on Facebook
- Using Twitter (which is linked to Facebook) when we have an event to promote
- Using the President's Blog as a "Bulletin" and diverting our emails to members to the blog as much as possible
- Adding the industry and the media to the "who" in the communications strategy
- Adding "traditional media" as a method of communication
- Ensuring that emails to members are from the csla@csla.ca account, instead of executive-director@csla.ca account
- Exploring an online directory

Members discussed other aspects of the communications strategy, finally suggesting that Ms. Legault make a recommendation on where the CSLA should invest funds for future communications. Members agreed that the CSLA should consider an RFP to allocate funds for a communications specialist who could provide resources for a media kit, advice on how to best utilize our communications tools and provide resources to reach traditional media.

MOTION 2012.06.8 - 11



Moved by Peter Briggs and seconded by Emeka Nnadi that the Executive Director drafts a proposal for communications and media services by September, 2012. Motion unanimously approved.

23. Honourary Membership Nomination: Julian Smith

Members were asked to review a letter by G. Smallenberg regarding Julian Smith's nomination for honorary membership in the CSLA. Members discussed the merits of this candidate.

MOTION 2012.06.8 - 11

Moved by Peter Briggs and seconded by Claude Potvin to approve the nomination of Julian Smith as an Honorary Member of the CSLA. Motion unanimously approved.

24. CSLA Past President's Pin

Mr. Dawe explained his idea of a CSLA Past President's Pin, noting that past presidents were a great source of information representing vast corporate knowledge. He noted that this resource should be used by the CSLA, and a pin would be a way of recognizing this contribution. Mr. O'Connor supports this initiative, noting that legacy and overlap of knowledge was very important. Mr. Budrevics suggested that unveiling a pin would be a significant way of launching the CSLA's 80th anniversary in two years, and that a proposal could be drafted to describe the role of the past presidents. To a question by Mr. Potvin, Ms. McKenna explained that previous board members were acknowledged by a certificate of appreciation and through president's awards. Mr. O'Connor noted that the OALA issues certificates of appreciation to key volunteers and that these were powerful advocacy tools.

MOTION 2012.06.8 - 12

Moved by Pawel Gradowski and seconded by Robert Marchak to support the introduction of a past president's pin to be rolled out at the CSLA's 80th anniversary in 2014. Motion unanimously approved.

25. Correspondence: Response to Bill C-38

Ms. McKenna summarized the information submitted by Cornelia Oberlander regarding Bill C-38. Mr. Gradowski noted that this item is urgent, since voting on the bill will occur in the next two weeks. Mr. DeLong supported this initiative, but wondered if the CSLA should respond or if individual members should respond instead. Mr. O'Connor questioned whether we knew enough about the bill to make a statement. Ms. McKenna noted that the CSLA had several options – do nothing, make the membership aware, or respond as an association.

MOTION 2012.06.8 - 13



Moved by Peter Briggs and seconded by Claude Potvin that the CSLA communicate with its members to encourage them to review and comment on Bill C-38 as they see fit. Motion unanimously approved.

MOTION 2012.06.8 - 14

Moved by Peter Briggs and seconded by Ed Versteeg that the CSLA respond to Bill C-38 by a letter to the government. Motion unanimously approved.

26. CNLA – CSLA Connections

The Board discussed a letter received from the CNLA. While no formal partnership with CNLA was considered based on the Board's previous discussion of this proposal, the Board suggested the possible exploration of shared marketing opportunities with CNLA.

27. Correspondence: Niagara World Garden Event

Mr. O'Connor explained that the Niagara World Garden Event is seeking the CSLA board's endorsement for their bid.

MOTION 2012.06.8 - 15

Moved by Glenn O'Connor and seconded by Pawel Gradowski that the CSLA write a letter of support for the Niagara World Garden Event 2017 bid. Motion unanimously approved.

28. Response to AAPQ regarding the 10% administrative surcharge

The members reviewed the AAPQ's proposal for a 10% administrative surcharge on membership fees collected on the CSLA's behalf, and offered comments on this proposal. Mr. Briggs noted that Landscapes-Paysages is included in the CSLA dues and that the AAPQ's assertion that they are paying these costs on our behalf is incorrect. (There is an additional charge for associate members only.) Mr. Budrevics asked the AAPQ representative to speak to the AAPQ's administration on the CSLA's behalf. He also indicated that the AAPQ still owes the CSLA its 2012 dues and that a proposal for next year should be negotiated. Mr. O'Connor suggested that there is little reason for the surcharge. Mr. Briggs noted that the AAPQ are currently holding back the 2012 member dues by not paying the CSLA's invoice.

MOTION 2012.06.8 - 16

Moved by Emeka Nnadi and seconded by Peter Briggs that the CSLA write to the AAPQ to reiterate the need for AAPQ to pay the 2012 member dues invoice. Subject to that, the CSLA will open a discussion with the AAPQ regarding their June 8th, 2012, letter. Motion unanimously approved.

Next Meetings



CSLA AAPC
Canadian Society of
Landscape Architects L'Association des architectes
paysagistes du Canada

June 27, 2012 - ExCom Meeting

September 12, 13, 2012 – Board Meeting and Congress in Halifax

Adjournment

The meeting adjourned on Saturday, June 9th, at 11:48 local time.