



DRAFT MINUTES

CSLA Board of Directors

20-21 March 2013

Le Salon Room, National Arts Centre, Ottawa

Participants:

Liane McKenna	Past President, CSLA	√
Claude Potvin	President, CSLA	√
Peter Briggs	President Elect, CSLA	√
Ed Versteeg	APALA	√
Margaret Ferguson	NWTALA	√
Raquel Penalosa	AAPQ	√
Glenn O'Connor	OALA	√
Emeka Nnadi	MALA	Regrets
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.	<p>Call to Order and Welcome</p> <p>Claude Potvin welcomed everyone to Ottawa and called the meeting to order.</p>
2.	<p>Approval of Proposed Agenda</p> <p>Arnis Budrevics suggested adding 33a) 2013 Budget Approval and Peter Briggs suggested adding 12a) Communications Update.</p> <p>MOTION: 2013.3.20 - 1 Moved by Pawel Gradowski and seconded by Glenn O'Connor that the agenda be approved as modified. Motion unanimously approved.</p>
3.	<p>Approval of the Minutes of the Meeting of December 3rd, 2012 and January 15th, 2013</p> <p>MOTION 2013.3.20 - 2 Moved by Pawel Gradowski and seconded by Ed Versteeg that the minutes of the meeting of December 3rd, 2012 and January 15th, 2013 be approved as presented. Motion unanimously approved.</p>

Reports

4.	Component Updates
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_APALA

Ed Versteeg reported that APALA is currently working towards a Name Act, a proposal for a program in landscape architecture at Dalhousie University and a scholarship proposal for the Peter Klynstra Scholarship.

_AAPQ

Raquel Penalosa reported that she is no longer on the AAPQ board, and noted that there is much movement on the AAPQ board, including work on governance issues and in hiring a new Executive Director. She noted that the upcoming AAPQ Congress had a lot of involvement from other professions and internationally. A main preoccupation for the AAPQ is the Name Act. She demonstrated the new Paysages magazine, the AAPQ's yearly publication, which has a wide distribution and is produced with high quality.

_OALA

Glenn O'Connor reported on the membership of the OALA and current priorities, including the mandatory professional development program, the development of a Practice Act, and highlighted the OALA Conference to be held in two days.

_SALA

Trevor Tumach reported that the AGM is coming up and the discussion of legislation is on the agenda. He noted that the Congress has been a large focus for the SALA members recently.

_AALA

Rob Marchak reported that the AALA is working towards a Name Act, revising by-laws and establishing committees to move forward strategically on these issues. He reported that the AALA is considering becoming a member of CLARB, using the LARE as their base. NAIT, associated with the U of Alberta, is looking at making their degree program broader and looking for accreditation.

_BCSLA

Pawel Gradowski reported that the BCSLA is split into three territories which are very active locally and allowed for better contact with members. The BCSLA welcomed 30 new members this year, and are working towards a template contract for landscape architects, rules for withdrawal of services and a competition policy. They recently completed the new BC Landscape Standards and are considering making this a national or international document. Pawel Gradowski also reported that the BCSLA, at this time, would not be signing the Reciprocity Agreement, but would be in a position to sign it after its bylaws are modified accordingly. BCSLA is also working towards coordinating membership with OALA and AALA and has recently completed its new logo and branding.

_NuALA

Cameron DeLong noted that the AGM is at the end of March and issues such as a website or a blog page and revising membership categories to increase participation are on the agenda.

_NWTALA

Margaret Ferguson reported that there are currently 7 members and welcome the Reciprocity



	<p>Agreement. Promotion of the profession and continuing education are priorities for NWTALA.</p> <p>Members discussed the value of working together to broker local efforts to access CLARB and a national LARE standards. Members expressed that it would be more economical to access CLARB as a group instead of individual components instead of individual components struggling to bring members to the LARE. Members suggested that this may be a direction for the next strategic plan.</p>
5.	<p>Executive Director's Report, Review of the CSLA Website and Review of the March 2013 Evergreen Action List</p> <p>Michelle Legault reviewed the Evergreen Action List for March 2013 and reviewed new elements of the CSLA website. Members expressed their appreciation to Michelle Legault about the quality of the website and the achievement of the Awards Atlas and other CSLA programs.</p>
6.	<p>Finance Committee Report</p> <p>Arnis Budrevics presented the CSLA Financial Report for March 2013, noting that, for 2012, we were able to achieve our strategies in our regular budget, for the large part, without using the 68,000 of the 73,000 drawn from unallocated net assets. Members suggested adding the actuals to the 2012 Financial Review, Income and Expense Statement.</p>
6a)	<p>CSLA Reserve Fund</p> <p>Arnis Budrevics presented the current Reserve Fund Policy and suggested changing the policy to reflect the current requirements of the CSLA.</p> <p>MOTION 2013.3.20 – 3: Moved by Glenn O'Connor and seconded by Pawel Gradowski that the CSLA modify the Reserve Fund Policy to increase the minimum reserve from \$75,000 to \$125,000, representing a minimum of one third of the CSLA's Annual Operating Budget. Motion unanimously approved.</p> <p>MOTION 2013.3.20 – 4: Moved by Ed Versteeg and seconded by Pawel Gradowski that the CSLA approve the transfer of \$18,200 from unallocated net assets to the reserve fund to comply with the Reserve Fund Policy.</p>
7.	<p>By-Law Review Committee Report</p> <p>Liane McKenna presented the work of the By-Law Review Committee and directed the members to review the CSLA By-Law Review document and noted that, subject to board approval, these by-law modifications would be proposed to the membership for approval at the AGM in July. Liane noted that many issues would be dealt with during the second phase of the by-law review, notably, voting on the budget. Arnis Budrevics suggested that the budget should not be approved by the AGM, but that the setting of the dues could be approved at the AGM. Claude Potvin expressed that we should be giving the members a reason to get involved and opportunities for voting at the AGM, and endorsed the idea of asking members to approve the setting of dues.</p>



	<p>MOTION 2013.3.20 – 5: (friendly amendment to the next motion) Moved by Glenn O’Connor and seconded by Ed Versteeg to add to 10.5, f) Setting of member dues for the following year. The motion was defeated.</p> <p>MOTION 2013.3.20 – 6: (friendly amendment to the next motion) Moved by Peter Briggs and seconded by Glenn O’Connor to remove 5.1.3 from the proposed by-law review changes. Motion unanimously approved.</p> <p>MOTION 2013.3.20 – 7: Moved by Pawel Gradowski and seconded by Rob Marchak to approve the proposed amendments in “CSLA By-Law Review – Changes to the By-laws to be Approved by the CSLA Board of Directors in March, 2013 and Presented to the Members at the AGM in July, 2013”. Motion unanimously approved.</p>
8.	<p>Advocacy Task Force Update</p> <p>Liane McKenna reported that after a call for volunteers, 8 new members joined the ATF, and will continue the work around the speakers bureau, the awards atlas, the WLAM, the advocacy toolkit, promotion to allied professions, developing the proposal for the Governor General’s Award in landscape architecture, increasing the landscape architect’s profile in the federal, territorial and provincial governments, developing position papers, increasing the landscape architect’s profile in the media, study on the value of landscape architecture and student advocacy. Liane McKenna noted that additional funding will be required at the later date for these initiatives. Peter suggested that the CSLA develop an advocacy grant to develop advocacy tools for the development of new initiatives that could benefit all in advocacy. Rob suggested that this work should be communicated to the members. Peter suggested that one of the ATF members be responsible for communicating social media information. Members supported communicating the names and areas of responsibility of the ATF members to the CSLA membership.</p>
9.	<p>Speakers’ Bureau Presentation</p> <p>Michelle Legault presented the Speakers’ Bureau to the members and encouraged people to help increase the pool of available speakers.</p> <p>Members suggested linking to more speaker information and had concerns about quality control. Ed Versteeg suggested asking potential speakers to list prior speaking engagements and adding a disclaimer to the speakers’ bureau, and that members should conduct themselves in line with the CSLA’s Code of Ethics.</p>
10.	<p>World Landscape Architecture Month</p> <p>Peter Briggs reported on WLAM, noting that this year’s theme was “Green Roofs” and expressed that we could better promote the poster competition by incorporating it into the schools’ curriculum. Members discussed the value of adding further context to the poster next year. Michelle Legault encouraged members to share any tools, pictures or activities that were used for WLAM for sharing</p>



	with other components.
11.	<p>Governance Task Force Report</p> <p>Liane McKenna reported that the Governance Task Force undertook a member survey in September, 2012, summarized the outcomes of the survey and distributed the information to members. Issues identified were: governance and structure, member engagement and communication, advocacy, working with components, ensuring adequate internal resources, changes to the Congress, and branding through graphic design. Issues such as categories of membership, the nomination process, the composition of the CSLA board and agreements with the components are to be discussed. The Governance Task Force must undertake thinking about the process, roles and expectations of component agreements, as well as other models. Peter and Raquel want to join the Governance Task Force. Claude Potvin suggested committing time on the agenda at the next meeting to focus on this item.</p>
12.	<p>Nominating Committee Report</p> <p>Liane McKenna reported on the process for finding president-elect candidates for next year. Liane McKenna noted that she connected with a member from every component to seek suggestions. For 2013-2014, two individuals have agreed to come forward: a) Peter Alexander, and b) Carol Craig.</p> <p>2013.3.20 – 8: Moved by Pawel Gradowski and seconded by Raquel Penalosa to allow Peter Alexander and Carol Craig to stand for President Elect. Motion unanimously approved.</p>
12a)	<p>Communications Update</p> <p>Peter Briggs reported that LP will be bringing in additional revenues from Naylor in the amount of \$19,500. The CSLA has signed with Naylor for an additional year. Naylor is in the process of doing an advertiser's survey and a reader's survey for the magazine, and recently launched LP+, the digital online only edition. Peter Briggs commended the excellent work of the editor, Judy Lord, and the graphic designer, Wendy Graham. He also reported that the LP Editorial Board was unused volunteers and that he would encourage them to become more involved.</p>
13.	<p>Congress 2013 – Update</p> <p>Trevor Tumach reported that we have 1 keynote speaker booked and received many submissions for presentations. He noted that the gala would be held at the RCMP Heritage Centre and that the group is working towards getting sponsors for the Congress.</p> <p>Michelle Legault then reported on the results of the call for speakers, and that currently, the registration, program and search for sponsors were priority items. She also presented the Congress budget and reported on the outcome of the sharing of responsibilities between the component and the CSLA, noting that the new system was working very effectively.</p>
14.	<p>Congress 2014 – Proposal</p>



	<p>Michelle Legault presented the proposal for the Ottawa 2014 80th Anniversary Congress, reporting that the Château Laurier Hotel was reserved for May 28th to 31st, 2014. She indicated that this would be a break-even Congress.</p> <p>MOTION 2013.3.20 – 9: Moved by Glenn O’Connor and seconded by Pawel Gradowski that the ED enter into contract with the Château Laurier Hotel for the 2014 CSLA Congress. Motion unanimously approved.</p>
15.	<p>Congress 2015 – Proposal</p> <p>Serge Poitras and Claude Potvin presented a proposal and a budget for the 2015 Congress in Mexico. Liane McKenna inquired about whether the event would provide an opportunity for business development and Serge Poitras assured the members that government agency and business groups would be included in the Congress. To a question by Raquel Penalosa, Serge Poitras explained the role of the Mexican LA Society – assisting in logistics, providing a keynote speaker, inviting Mexican professionals and students to participate in the workshops and exchange on subjects and issues. He proposes using the model of mornings in workshops and afternoons in design charrettes or field trips. Claude Potvin noted that we would make the Congress more attractive to students by offering lower registration fees. Peter Briggs suggested that future criteria for assessing Congress locations would be useful, including expanding the criteria of number 1 in the Congress Policy, i.e. profitability, attractiveness, etc. Members of the board discussed the risk involved in this particular Congress and were particularly concerned by the exclusion of public sector workers and, potentially, students. Arnis Budrevics suggests advertising free registration and travel bursaries for a certain number of students. Peter Briggs strongly suggests that this Congress be web-casted.</p> <p>MOTION 2013.3.20 – 16: Moved by Ed Versteeg and seconded Pawel Gradowski by that the board endorse the 2015 Congress proposal to be held in Mexico, provided that student incentives and the ability to view the Congress through the web are provided. Motion approved with 1 abstention.</p>
16.	<p>Update on IFLA 2017</p> <p>Alain Dufour reported that the objective of the 2017 Congress is to bring different professions together and close it with an international summit. The International Federation of Housing and Planning is also signed on (IFLA was the first), as are other international congresses, bringing together 3,000 to 5,000 individuals. A number of other organizations will be invited to the summit, as well. Alain Dufour also noted that Mission Design was created by a number of design profession associations in Québec to have a common body for the promotion of design professions. CSLA was the first society to embark on this summit. The work on the summit must begin by 2014. Alain Dufour re-iterated that the AAPQ and the CSLA would be responsible for the program or scientific committee. He explained that Mission Design is an organization created with the purpose of planning 2017. Ana Masut explained that there will be concurrent international congresses which will encourage multidisciplinary exchanges, capped off by a summit of exchanges at the end with a total of 50 delegations. The role of the CSLA and AAPQ are to develop the content for the program and indicate to Mission Design the CSLA’s</p>



	<p>expectations regarding the event. Michelle Legault noted that a task force would be coming forward to the July board with a draft agreement and would be working with Mission Design and AAPQ in the next few months in establishing roles and responsibilities.</p>
17.	<p>Strategic Plan Update and 2013 Strategies</p> <p>Claude Potvin invited members to check-in on the current Strategic Plan and touched on the Strategic Plan's 2012 and 2013 strategies. Members expressed the need for a full-time, CSLA hired staff person and additional staff. Liane McKenna asked Michelle Legault to put together options and a proposal for the review of the Board. Claude Potvin also reviewed the 2013 strategies. Ed Versteeg noted that these strategies required measurable objectives. Glenn O'Connor suggested tasking the Executive Committee to do a call for volunteers to undertake the revenue generation strategy.</p>
18.	<p>2013 President's Council Meeting (Dallas, TX) Update</p> <p>Claude Potvin reported on this yearly meeting, with ASLA, CELA, LAAB, LAF, CLARB, and IFLA. The discussions were based on a SWOT analysis (Strengths, Weaknesses, Opportunities and Threats) completed by each organization and many themes were common to all organizations. The ASLA also reported on the SITES initiative and CLARB reported on a study of the economic benefits of the profession and how they relate to public welfare. Peter Briggs noted that meeting was useful for benchmarking with other organizations.</p>
19.	<p>Code of Ethics Working Group Report Update</p> <p>Peter Briggs reported on the activities of the working group and suggested that the CSLA should take leadership in this area and produce a national code of ethics, which would express a minimum requirement, and which component associations could use for their benefit. Members reviewed the RFP proposed by the working group.</p> <p>MOTION 2013.3.20 – 10: Moved by Liane McKenna and seconded by Glenn O'Connor that the RFP on the Code of Ethics Review for the CSLA be issued to a maximum of \$4,000 to be completed by September 30th, 2013. Motion approved with 9 for and 1 abstention.</p>
Old Business	
19 a)	<p>Letter re: Awards of Excellence</p> <p>Michelle Legault explained the letter sent by Isabelle Giasson explaining the reasons why they were requesting that client approval of the awards of excellence submission be removed. Members discussed the value of having client approval on the awards of excellence submission. Benefits to the CSLA and the clients outweigh the reasons for modifying this requirement. Members agreed to maintain the client approval requirement on the Awards of Excellence submissions and Claude Potvin agreed to draft a reply to Isabelle Giasson.</p>
20.	<p>Update on Meeting with AAPQ re 10% Surcharge</p>



	<p>Claude Potvin reported that a meeting was held with the AAPQ on this issue. He noted that we are planning on negotiating an agreement with AAPQ by the end of 2014. Michelle Legault noted that we received full payment for dues.</p>
21.	<p>Reciprocity Agreement Update</p> <p>Michelle Legault reported that the Reciprocity Agreement was circulated to all components for final review and signature and that a ceremonial signing would be held at the July Congress. Peter Briggs suggested that members working in other jurisdictions should be encouraged to have at least one member of their firm join the component association in that region, to the betterment of the profession, ensuring local and regional issues are reflected in the work of the visiting landscape architect, and members discussed the pros and cons of such a measure. Finally, while members appreciated the spirit of the suggestion, the item was tabled.</p>
22.	<p>Governor General's Award in Landscape Architecture</p> <p>Michelle Legault presented the proposal for the GGALA to the members. Members discussed the possibility of having a maximum of two awards every other year and of replacing the Lifetime Achievement Award.</p> <p>MOTION 2013.3.20 – 11: Moved by Ed Versteeg and seconded by Pawel Gradowski to approve the GGALA proposal, with the exception of the clause replacing the CSLA's Lifetime Achievement Award. Motion is approved with 8 in favour and 2 against.</p>
23.	<p>APALA Donation Request</p> <p>Ed Versteeg reported that APALA had established the Peter Klynstra Scholarship in 2012 in conjunction with LACF, with the objective of supporting a student in their education. To date, APALA has raised \$7,000 for the scholarship and is requesting assistance from the CSLA for matching funds to a maximum of \$10,000. Ed Versteeg suggested that this would also help support the development of a program at Dalhousie University. Members discussed the optics of giving funds to one region, as opposed to making scholarship money available nationally. Peter Briggs suggested creating a CSLA Component Scholarship Fund which the CSLA could match at certain intervals. SALA, AALA, OALA, AAPQ and BCSLA currently have student awards programs. Raquel Penalosa suggested that the CSLA does not currently have a vision or an objective for student involvement. Liane McKenna responded that this was a task for the Advocacy Task Force and is currently in development. We will respond by going back and doing a policy review of scholarships available to landscape architecture students and working on a strategy for scholarships.</p> <p>The president is asked to respond to the APALA request, declining it at this time.</p> <p>MOTION 2013.3.20 – 12: Moved by Ed Versteeg and seconded by Glenn O'Connor to develop a national strategy for awards for students of landscape architecture, which includes a financial forecast, and is to be included in the work of the Advocacy Task Force's Student Advocacy Program. Motion unanimously approved.</p>



24.	<p>Recognition Awards for 2013</p> <p>Trevor Tumach provided background on E.J. Walker and members discussed this proposed award.</p> <p>MOTION 2013.3.20 – 12: Moved by Ed Versteeg and seconded by Liane McKenna that E.J. Walker be awarded the Lifetime Achievement Award. Motion approved with one abstention.</p>
25.	<p>National Fees for Services Guidelines</p> <p>Mr. Budrevics asked to table this item.</p>
26.	<p>Student Advocacy Program</p> <p>Peter Brigs reported that he visited three schools recently: University of Manitoba, Northern Alberta Institute of Technology and the University of Calgary. He has heard from students that they want to be engaged in the CSLA, and they want the opportunity to talk to other students, understand the profession better and learn about other programs. Peter Briggs suggested institutionalizing some of the board practices, i.e. visiting programs yearly, having a champion at each school, considering student membership, and encouraging students engage in our social media. He also noted that the programs are at full capacity. Glenn O'Connor noted that the OALA has a student database, and that a physical presence at the schools was positive. He also added that the OALA had student reps on their board. Michelle Legault noted that she would work with the component Executive Directors to add students to the CSLA mailing list. Raquel Penalosa suggested that, for next year's Congress, the CSLA should focus on attracting students by creating a young professionals council. Peter Briggs suggested a student dialogue section at the Congress, and Raquel Penalosa volunteered to assist in this initiative.</p>
27.	<p>Emerging Professionals Award</p> <p>Raquel Penalosa presented the proposal for the CSLA Emerging Professionals Award.</p> <p>MOTION 2013.3.20 – 13: Moved by Raquel Penalosa and seconded by Glenn O'Connor to approve the proposal for the CSLA Emerging Professionals Award as part of the Recognition Awards. Motion unanimously approved.</p>
28.	<p>Awards of Excellence Revision</p> <p>Michelle Legault reported that a group of MALA members had put forward a proposal for the awards of excellence and asked for feedback from the members. Members discussed this proposal and noted that the Communications category was missing, as was New Directions, and asked that it be re-integrated. Also, the members wish to maintain the regional and national awards. Members were less than enthusiastic about the change in process, where nominees would learn at the gala whether they won the award, and little support was heard for the People's Choice Award. Members suggested increasing the number of levels or awards available (i.e. 1 in each of 4 categories is not enough) and of</p>



	<p>doing away with the citation award, but maintaining the honour and merit awards. Members enthusiastically supported the student award and the legacy award. Members suggested that this project be a long-term project, and that the committee aim for 2015 or 2016 for these revisions. Finally, Bob Somers was asked to present a revised proposal at the next CSLA Board Meeting.</p>
29.	<p>Letter of Support by Members for Flora Niagara 2017</p> <p>Claude Potvin reported that Flora Niagara 2017 has approached OALA members to write a letter to their MPP in support of this event.</p> <p>MOTION 2013.3.20 – 14: Moved by Raquel Penalosa and seconded by Rob Marchak to encourage CSLA members to support Flora Niagara 2017 by writing to their members of Parliament, and to write a letter of support for this event. Motion unanimously approved.</p>
30.	<p>Canadian Landscape Charter Initiative</p> <p>Raquel Penalosa reported that the working group currently working on a draft charter for Canada.</p> <p>MOTION 2013.3.20 – 15: Moved by Raquel Penalosa and seconded by Ed Versteeg that the CSLA approve the creation of a task force to develop a Canadian landscape charter. Motion unanimously approved.</p>
31.	<p>Strategic Planning Exercise for 2014-2017</p> <p>Claude Potvin asked members to consider the approach to be used for the next strategic planning exercise. Ideas included using the component president's roundtable, identifying for the board and AGM the benchmarks and the report card on the current strategic plan, launching an afternoon session at the November 2013 meeting and doing another member survey. Pawel Gradowski advocates looking forward every year, adding a level of planning every year, instead of doing a three year review.</p>
32.	<p>MALA Name Act Legislation</p> <p>Members reviewed the request from MALA to write a letter of support for the Name Act Legislation and the draft letter from CSLA. Members suggested adding reference to protecting public health, safety and welfare in the letter. The Board encouraged MALA to seek letters of support from other component associations, ASLA and CLARB.</p>
33.	<p>Projet de loi 77</p> <p>Claude Potvin reported on Québec's Law 77 project, which deals with the recognition of landscape architects. AAPQ is lobbying for the equivalent of title protection through this law and Claude Potvin suggested that a letter of support on behalf of the CSLA would be beneficial. Members supported this initiative and suggested other organizations, such as CLARB, could contribute.</p>
33a)	<p>2013 Budget Approval</p>



	Arnis Budrevics reviewed the revised 2013, 2014, and 2015 budgets.
34.	Adjournment The meeting was adjourned at 5 p.m.

Upcoming CSLA Meetings:

- _Executive Committee Meeting (Monday, June 10th, 2013 at 12 EST)
- _Board Meeting (July 10-14, 2013) in Regina
- _Executive Committee Meeting (October 21st, 2013 at 12 p.m.) by teleconference
- _Board Meeting (November 29-30, 2013) in Calgary
- _Executive Committee Meeting (March 25, 2014 at 12 p.m.) by teleconference
- _Board Meeting (May 27,-28, 2014) in Ottawa