

## DRAFT MINUTES

### CSLA Board of Directors

Thursday, March 31, 2016

#### By teleconference

**Present:** Michelle Legault, Robert Norman, Melanie Rutledge, Trevor Tumach, Monica Giesbrecht, Jean Landry, Dan Glenn, Joanne Moran, Arnis Budrevics, Margaret Ferguson, Gordon Smith, Carol Craig, Jonathan Sagi

**Guests:** Raquel Penalosa, Heather Cram, Alexander Topps

#### Regrets:

| No.: | Item:   |
|------|---|
| 1    | <p><b>Call to Order and Welcome</b></p> <p>Rob Norman called the meeting to order.</p>  |
| 2    | <p><b>Approval of Proposed Agenda</b></p> <p><b>MOTION 2016-3-1: Moved by Jean Landry and seconded by Gordon Smith to approve the agenda as proposed. Motion unanimously approved.</b></p>  |
| 3    | <p><b>Approval of the Minutes</b></p> <p><b>MOTION 2016-3-2: Moved by Margaret Ferguson and seconded by Trevor Tumach to approve the minutes of the November 13-14, 2015 Board Meeting as proposed. Motion unanimously approved.</b></p> <p><b>MOTION 2016-3-3: Moved by Dan Glenn and seconded by Jean Landry to approve the minutes of the February 22, 2016 Board meeting as proposed. Motion unanimously approved.</b></p>  |
| 4    | <p><b>Executive Director's Report, Review of the CSLA Website and Review of the March 2016 Evergreen Action List</b></p> <p>Michelle Legault reviewed the Evergreen Action List for March 2016.</p>   |
| 5    | <p><b>Finance Committee Report</b></p> <p>The Finance Committee is presently dealing with how we will report our 2015 financials, since 64,000 \$ was transferred from unallocated net assets and it shows up as a loss in audited financial statements, in addition to the planned 30,000 \$ loss, totaling a reported 94,000 \$ loss. Arnis Budrevics will work with the president on how to report this to the members at the annual general meeting.</p> <p>Arnis Budrevics noted that the Board should plan for increased revenues in the future. We will be only invoicing 300,000 \$ instead of 333,000 \$ in membership dues in 2016. The Board should adjust the budget accordingly at</p> |

|   |   |
|---|---|
|   | the June meeting.   |
| 6 | <p><b>IFLA 2017 World Congress Update</b></p> <p>Michelle Legault and Jean Landry reported on WDSO's reply to the CSLA letter, and suggested that the following items be added to the agreement:</p> <ul style="list-style-type: none"> <li>• Exclusion clause be modified to 1 March 2018</li> <li>• A confirmation of the 2 million \$ in funding by 1 March 2017</li> <li>• Include the CSLA letter to Ms Copps in our agreement</li> <li>• Registration numbers are adjusted accordingly at AAPQ: 50, CSLA: 150, and IFLA: 400</li> </ul> <p>In addition, the Executive Director will verify that</p> <ul style="list-style-type: none"> <li>• Appropriate insurance is in place for the cancellation of the event</li> <li>• An IFLA volunteer join the CSLA's Steering Committee</li> </ul> <p>Robert Norman thanked the members of the Steering Committee for their work on this file.</p> <p><b>MOTION 2016-3-4: Moved by Jean Landry and seconded by Dan Glenn that the WDSO event agreement be approved as modified:</b></p> <ul style="list-style-type: none"> <li>• Exclusion clause be modified to 1 March 2018</li> <li>• A confirmation of the 2 million \$ in funding by 1 March 2017</li> <li>• Include the March 16<sup>th</sup> 2016 CSLA letter to Ms Copps in our agreement</li> <li>• Registration numbers are adjusted accordingly at AAPQ: 50, CSLA: 150, and IFLA: 400</li> </ul> <p><b>Motion approved with one abstention.</b></p> |
| 7 | <p><b>LAAC Report</b></p> <p>Alexander Topps reported on the financial outlook for the LAAC. Attendance at CELA, face to face meetings and a formal process for updating the LAAC standards has been integrated into forecasted budget, as have rate increases. He reported that this budget scenario would effectively change if the programs at Dalhousie and NAIT do not become accredited. There is an important CSLA subsidy to the LAAC, but as time goes on, further funding may be required. Some thought may be given to running the LAAC finances separately to better track expenses.</p> <p>Alexander Topps encouraged the Board to suggest potential candidates for the LAAC.</p> <p>Michelle Legault, Robert Norman and Carol Craig both expressed their thanks to the wonderful work of Alex Topps in the past years in the management of the LAAC.</p>  |
| 8 | <p><b>Communications Strategy</b></p> <p>a) <b>Draft for review</b></p> <p>Michelle Legault noted that this item was for the Board's review with a goal to approve the plan at the June, 2016, Board meeting. Melanie Rutledge summarized the plan, noting that it is drawn from the 2015-2017 CSLA Strategic Plan and applying a communications lens to the initiatives contained in the Strategic Plan. Members discussed promoting the value of landscape architecture (in addition to the profession); how valuable we can be to others, to society, etc, and adding clear messaging regarding the CSLA's position on issues. Sustainability, design, planning with the environment in mind – these are examples of the items on which the CSLA should have a clear position statement. Members are asked to send further suggestions to Melanie Rutledge directly.</p> <p>b) <b>Letters to Ministers</b></p> <p>Robert Norman reported that he met with a MP in 2014 and, along with Colleen Mercer Clarke, the Chair of the Climate Change Adaptation Task Force, with the Senior Policy Analyst at the Ministry of Environment and Climate Change in early 2016. Robert Norman that the Ministry was thinking of dealing</p>   |

|    |   |
|----|---|
|    | <p>predominantly with air quality, but that during the meeting, the CSLA worked to widen their frame of reference. In addition, the Minister of Canadian Heritage has invited the CSLA to consult on the National Memorial to Victims of Communism. By examining the Prime Minister's mandate letters, Robert Norman and Gordon Smith summarized where CSLA intervention could be important. He suggested that we create a Government Relations Task Force which could address letters to selected ministries and seek meetings or other opportunities. Michelle Legault suggested that this be integrated into the communications plan, and that a task force action plan be developed and approved by the Board. Michelle Legault, Gordon Smith, Robert Norman and Melanie Rutledge are tasked with developing a terms of reference for the task force, which includes national representation with members who are not on the Board. In addition, a series of introductory letters should be crafted to Ministers as a priority item.</p> <p><b>MOTION 2016-3-5: Moved by Gordon Smith and seconded by Trevor Tumach that a Government Relations Task Force be created to support the activities of the CSLA Board. Motion unanimously approved.</b></p> |
| 9  | <p><b>Approval of the Governor General's Medal Design</b></p> <p><b>MOTION 2016-3-6: Moved by Jean Landry and seconded by Gordon Smith to approve the Governor General's Medal design as proposed. Motion unanimously approved.</b></p>   |
| 10 | <p><b>Guidelines for Letters of Endorsement</b></p> <p>This item was deferred to the next meeting.</p> <p><b>MOTION 2016-3-7: To approve the CSLA Board of Directors Guidelines for Issuing Letters of Endorsement and instruct the Executive Director to integrate the guidelines into the Board Manual.</b></p>   |
| 11 | <p><b>Nomination of Mary-Ellen Tyler to CSLA Honorary Membership</b></p> <p><b>MOTION 2016-3-8: Moved by Jean Landry and seconded by Trevor Tumach to approve Mary-Ellen Tyler's nomination to CSLA Honorary membership. Motion unanimously approved. Motion unanimously approved.</b></p>  |
| 12 | <p><b>CSLA Speaker Exchange Program</b></p> <p>Members discussed the draft program and suggested it could be expanded to Landscapes Paysages.</p> <p><b>MOTION 2016-3-9: Moved by Jonathan Sagi and seconded by Trevor Tumach to endorse the CSLA's Speaker Exchange Program as presented and instruct the Executive Director to pursue the program with RAIC, EC and CIP. Motion unanimously approved.</b></p>   |
| 13 | <p><b>CSLA Schedules and Bonds Template</b></p> <p>Members discussed the documents, and suggested "other designated department with the authority" where building or planning departments are identified.</p> <p><b>MOTION 2016-3-10: Moved by Jean Landry and seconded by Dan Glenn to approve the draft schedules and bonds and instruct the Advocacy Task Force to prepare a package for distribution and promotion of the use of the schedules and bonds to the component associations and municipalities. Motion unanimously approved.</b></p>   |
| 14 | <p><b>Adjournment</b></p> <p>The meeting adjourned at 3:30 p.m.</p>   |