



## Minutes

### CSLA Board of Directors

July 9-11, 2013

Victoria Room, Hotel Saskatchewan (Regina)

#### Present:

Claude Potvin

Michelle Legault

Emeka Nnadi

Margaret Ferguson

Peter Briggs

Trevor Tumach

Pawel Gradowski

Glenn O'Connor

Liane McKenna

Cameron DeLong

Ed Versteeg

#### By Teleconference:

Raquel Penalosa

Rob Marchak

#### Guests:

Monica Giesbrecht

No.:	Item:
1.	<p><b>Call to Order and Welcome</b></p> <p>Claude Potvin welcomed the members to the Regina and called the meeting to order.</p>
2.	<p><b>Approval of Proposed Agenda</b></p> <p><b>MOTION 2013.7.10 – 1: Peter Briggs suggested adding an item on board roles and responsibilities. Emeka Nnadi moves and Cameron DeLong seconds to approve the agenda. Unanimously approved.</b></p>
3.	<p><b>Approval of the Minutes of the Meeting of March 20<sup>th</sup>-21<sup>st</sup>, 2013</b></p> <p>Members reviewed the minutes and suggested the following modifications: under item 15, strike “Claude Potvin noted that”, under item 16 – 5000 to 6000 individuals, not associations, under last paragraph of item 4 – “members expressed that it would be more economical to access CLARB as a group instead of individual components”.</p> <p><b>MOTION 2013.7.10 – 2: Moved by Margaret Ferguson and seconded by Glenn O'Connor. Unanimously approved with one abstention.</b></p>
<b>Reports</b>	
4.	<p><b>Component Updates</b></p> <p><b>_APALA</b></p> <p>Ed Versteeg reported that Gordon Smith is working on the development of two programs in landscape architecture at Dalhousie University and those programs intend to seek CSLA</p>



accreditation. He reported that the Name Act project is on hold until after the election, a new APALA board will be elected in the Fall, and they will decide how to best spend the 10k legacy profit made from the 2012 Congress. Ed Versteeg noted that this would be his last meeting and that Gordon Kraushaar would be the APALA representative on the CSLA board after October.

#### \_AAPQ

Raquel Penalosa reported that the AAPQ's April Congress was very successful, with much participation from other professions and delegates from the US. AAPQ has 492 members currently and have created a more regulated admissions process with an examination. AAPQ is very active in social media and on the web and features newsroom on their site. In addition, the AAPQ has been undertaking surveys and meetings for the new strategic plan, and Raquel Pensalosa has been working on the Canadian Landscape Charter Initiative. To a question by Claude Potvin, Raquel Penalosa reported that the AAPQ Executive Director is stepping down in September with a 3 month transition for the new ED.

#### \_OALA

Glenn O'Connor noted that the OALA has 1,404 members. He noted that the golf and ski days are fundraisers for students, the mandatory continuing education program was progressing well, that the strategic plan was being updated, the LARE transition is complete and the new exam process is on its way and the feedback is quite positive. At the March AGM, membership approved continuing with the next phase of the Practice Act.

#### \_MALA

Emeka Nnadi noted that there was a well-attended golf day activity organized by MALA, that the president and vice-president are working on a proposal to modify the awards of excellence, that MALA is working towards Name Act Legislation, and is developing a continuing education program. Finally, a number of MALA associates are taking a section of the LARE, even though they need to travel to the US to take it.

#### \_SALA

Trevor Tumach welcomed everyone to Regina. He noted that the Congress has been the primary focus for the past year. SALA has 40 in province members and 20 out of province members, which increases yearly by 3-5. SALA struggles with a large out-of-province membership and the long-term impacts of that situation. SALA is working towards Name Act Legislation, as well.

#### \_AALA

Rob Marchak reported that AALA is working on the re-structuring of committees and registration, reviewing their fee schedule, developing sponsorship packages and creating promotion tools. He noted that the past 3 months have been spent on working with the membership to join CLARB.

#### \_BCSLA

Pawel Gradowski reported that BCSLA has 569 members, with 12 new members in 2013 so



	<p>far. Every 2 years the BCLSA undertakes a by-law review and they will align them with the requirements of the reciprocity agreement. He noted that the BCSLA would not be signing the reciprocity agreement, as per instruction from their lawyer, but would be signing a letter of agreement on the AIT between BCSLA, AALA and OALA, the other legislated provincial organizations, to show the government that they are complying with the AIT. BCSLA is also applying for a grant for the pathway to labour mobility project. They continue to work on their continuing education program and will celebrate the land summit in 2014. The changes to BC Landscape Standard have been completed and the document can be purchased by the BCSLA, who is also looking for a way of sharing and templating this document for other components. A yearly meeting with the Fellows is organized for outreach, as are meetings with students. BCSLA's by-laws will be updated in 2013-14. Michelle Legault noted that the CSLA received a redlined reciprocity agreement from the BCSLA with changes suggested by their lawyer, and that the BCSLA would be putting their bylaws in line with the requirements set out in the Reciprocity Agreement in order to accommodate joining the other components in the agreement. Over the course of the next year, the CSLA will work with the BCSLA and review the recommendations. Peter Briggs emphasized that the agreement is meant to be a simple document of understanding between component associations. Glenn O'Connor acknowledged the work of Pawel Gradowski on moving this forward.</p> <p><b>_NuALA</b> Cameron DeLong reported that Chris Grosset was the new association's president and that NuALA had 4 members. They are currently revising by-laws and looking at establishing a web presence.</p> <p><b>_NWTALA</b> Margaret Ferguson noted that there are 7 members and activities included the final review and approval of the reciprocity agreement, participation on the CLCI Task Force and mailing of WLAM posters to advocacy groups.</p>
5.	<p><b>Executive Director's Report, Review of the CSLA Website and Review of the July 2013 Evergreen Action List</b></p> <p>Michelle Legault presented the Evergreen Action List for July 2013 and highlighted that, since the last meeting, the Congress, the Annual General Meeting and Advocacy Initiatives had been a priority. She then presented the web site, highlighting the Congress history page, minutes, record of motions, and 2014 congress page.</p>
6.	<p><b>Finance Committee Report</b></p> <p>Arnis Budrevics presented the current financial reports, noting that the CSLA is on budget.</p>
7.	<p><b>By-Law Review Committee Report</b></p> <p>Liane McKenna reported that the by-law work from last year will be presented to this year's</p>



	<p>AGM (2013). She reported on the requirement of the NFP Act on how directors are elected to the board. Currently, CSLA board directors are appointed in a variety of ways, by being past president, elected, appointed at an AGM, etc. According to the new legislation, components will have to nominate a member and the CSLA members will have to elect directors. Liane McKenna suggested that we could expand the existing nomination process for the president-elect to the director positions. Ed Versteeg questioned whether the CSLA could organize regional elections, where the APALA members would elect the APALA representative, etc. Michelle Legault is asked to inquire to the lawyer about this possibility. Another option is a wide open election of members from across the country, independent of the components. Option 2 is that the components nominate a candidate to the board which is ratified by the CSLA membership. Option 3 is that we have regional elections for the position of CSLA directors.</p>
8.	<p><b>Advocacy Task Force Update</b></p> <p>Liane McKenna reported that 8 new members joined the ATF and we separated the group into sub-groups for areas of activity. The Speakers' Bureau and the Awards Atlas are now active on the website. A media team is also active in developing resources. The ATF generally is expanding work and creating advocacy tools. The position paper development group is also developing a plan, and the GGALA is moving forward. Liane McKenna also reported on the progress of the study on the impact and the value of landscape architecture, and will be working with the OALA on that initiative to link to the work already done on the OALA Practice Act.</p>
9.	<p><b>Nominating Committee Report</b></p> <p>Liane McKenna reported that, in the past, the past president's responsibility was to bring forward nominations for the position of president-elect. She reported that Carol Craig was elected for this year, and questioned whether there were other processes we could use to find a president-elect. One option is that the role comes from appointed directors; another option is to do general call for nominations to the members. Glenn O'Connor suggests a call for members with specific criteria. Ed Versteeg suggested expanding the nominating committee. Liane McKenna, Claude Potvin and Michelle Legault are tasked to draft criteria and by-law wording for the nominating committee and the president-elect election process.</p>
10.	<p><b>Governance Task Force Report and Component Association Agreements</b></p> <p>Liane McKenna reported on the overview document prepared by Michelle Legault regarding component agreements. Members are invited to review the sample agreement and determine what is missing, and discuss how to present it to the component associations. Members discussed variations on agreements and whether there are economies of scale. Arnis Budrevics noted that we should write an agreement based on what is working in the relationships. Members suggested the following elements were missing: that the provinces regulate the professions (their role), and we come together as a group for mutual advantage and coordination, and foster commonality of operations. Incorporate the mission and values</p>



	<p>of the CSLA, and do an analysis and an inventory of each roles and responsibilities. Define roles and responsibilities instead of obligations: continuing education, regulatory obligations, and protecting public interest and identify what the CSLA should do – advocacy, being the national voice, etc. Members suggest clarifying the role of the board members – bringing a national perspective informed by the regions. Glenn O'Connor suggests adding guiding principles in areas of responsibility: bilingualism, member services, etc.</p>
11.	<p><b>Congress 2014 – Update</b></p> <p>Michelle Legault reported that Gerry Lajeunesse and Steve Sunderland had volunteered to co-chair, and that Colleen Mercer-Clarke is heading up a program committee. The Château Laurier is confirmed and work on the planning will begin in September. The immediate goals are to have a theme identified, and to find ways of incorporating both advocacy and the 80<sup>th</sup> anniversary in the program.</p>
12.	<p><b>Congress 2015 – Update</b></p> <p>Claude Potvin reported on his trip to Mexico City with Serge Poitras to look at venues and sites for the 2015 Congress, and meet with the Mexican Association of Landscape Architects. He noted that the cultural attaché at the embassy can provide liaison for the Congress. Members discussed the date and suggested April might be preferable.</p>
13.	<p><b>Update on IFLA 2017</b></p> <p>Members discussed the areas of responsibility for CSLA, AAPQ and Mission Design in planning the 2017 IFLA Congress. Raquel Penalosa reported on the progress of the agreement between CSLA, AAPQ and Mission Design. The next step will be to formalize the tripartite agreement and sign a contract with IFLA.</p>
13a)	<p><b>Landscapes Paysages – Update and Survey</b></p> <p>Peter Briggs noted that we have signed a 1-year contract with Naylor until the end of this year. He reported on the surveys – readership and advertisers – which Naylor undertook on our behalf. Naylor is currently asking for a 5 year contract renewal for L P, which includes the ability to reach out to sponsors for other advertising possibilities, such as advertising on the website, in the bulletin, etc. Arnis Budrevics suggested going out to RFP on this contract, and Glenn O'Connor suggested approaching another magazine publisher for the purposes of comparison. Ed Versteeg suggested that we need to quantify the success of L P. Peter Briggs also noted that the L P Editorial Board should take a larger role in the planning of the magazine.</p> <p><b>MOTION 2013.7.10 - 3: Moved by Glenn O'Connor and seconded by Pawel Gradowski that the L P editorial group solicits proposals for contracts for magazine publishing by September 30<sup>th</sup> 2013. Unanimously approved.</b></p>



14.	<b>Code of Ethics Working Group Report Update</b>  Michelle Legault reported on the progress, that Booker and Associates was hired to undertake the project and that results were expected by September 30 <sup>th</sup> , 2013.
<b>Old Business</b>	
15.	<b>GGALA</b>  Michelle Legault reported on this award, noting that she was meeting soon with Jim McKee, RAIC Executive Director, to discuss a draft letter of agreement between CSLA, Rideau Hall and RAIC. The goal is to announce this award at the 2014 Congress and have a first competition in 2015.
16.	<b>Student Advocacy Program</b>  Peter Briggs reported that this initiative was still in development. He used MALA as an example, with their high number of student members, and their advocacy plan in this respect. Michelle Legault asked formally whether this is a program we want to add to the strategic plan. Members emphasized the importance of this program and of developing closer ties to the faculties. Emeka Nnadi suggests integrating the CSLA with the faculties, such as getting academic credit for attending the Congress.
17.	<b>Canadian Landscape Charter Initiative</b>  Raquel Penalosa reported on the progress of this initiative, and the workshop to be held at the Congress and noted that there was much interest on the part of the members. The goal of this workgroup is to have this landscape charter ready for the 2014 Congress.
18.	<b>Revenue Generation Strategy Update</b>  Michelle Legault provided an update on this initiative, noting that the call for volunteers had no responses. She indicated the elements of a revenue generation program, and asked the board for feedback on advertising in CSLA communications and whether there was a board member who wanted to work on this initiative. Glenn O'Connor noted that bulletin advertising was not warranted, but that discrete web advertising could be a potential. Pawel Gradowski reported on the work done in the past and indicated that we need to seek sponsorship for a specific program.
19.	<b>Presentation of the Awards Atlas</b>  Michelle Legault presented the awards atlas to the members.
20.	<b>Staffing Proposal</b>  This session was held in camera and the following motion was recorded.



	<p><b>MOTION 2013.7.10 – 4: Moved by Glenn O'Connor and seconded by Liane McKenna that Michelle Legault be hired as a full time employee starting March 2014 and that Executive Committee be directed to negotiate the terms and conditions and report back to the Board no later than November 2013. Unanimously approved.</b></p>
21.	<p><b>Archiving Policy</b></p> <p>Michelle Legault presented the draft archiving policy. Pawel Gradowski suggested that the guidelines include information on how to deal with electronic filing issues in the future – long-term storage of electronic files, including guidance on security for electronic records. Glenn O'Connor suggested circulating the policy to the component associations as a template once completed.</p> <p><b>MOTION 2013.7.10 – 5: Moved by Glen O'Connor and seconded by Emeka Nnadi to approve the archiving policy as amended. Unanimously approved.</b></p>
22.	<p><b>Congress Policy</b></p> <p>Peter Briggs and Michelle Legault presented this draft policy. Ed Versteeg suggested replacing iii by iii) the administration and the accounting for the Congress and, iv) profit and loss, and distribution of such between the component organization and the CSLA are to be negotiated in an agreement for every event. Members suggested adding “a partnership agreement with components will be outlined roles and responsibilities inclusive of a profit sharing agreement” and of including more information about the relationship between CSLA and components in planning. Regarding international destinations: it was suggested to add text about providing members with a way to experience content live. Line e) B. should read transportation accessibility. Michelle Legault was asked to revise the Congress policy and bring it back for the board's review at the Fall meeting.</p>
23.	<p><b>Past President's Pin</b></p> <p>Michelle Legault presented the proposal for a president's pin. Members endorsed the idea of giving a pin to all past presidents, but expressed the importance of a distinctive pin. Emeka Nnadi suggested doing a design competition and members indicated that the pin should be a “president's pin” instead of a “past president's pin”. Cameron DeLong volunteered to help Michelle Legault on this initiative.</p> <p><b>MOTION 2013.7.10 – 6: Moved by Ed Versteeg and seconded by Glenn O'Connor that the ExCom organize a design competition to obtain proposals for the design and production for a president's pin with a budget of \$5,000 for production and report to the board in November. The selected designer is to be awarded \$1,000. Unanimously approved.</b></p>



24.	<b>Anti-Spam Legislation Requirements</b>  Michelle Legault presented the report for the board's information and confirmed that the CSLA was in compliance with the new legislation.
25.	<b>Awards of Excellence Revision</b>  Monica Giesebrecht joined the meeting. She presented the background on the revision, noting that the awards are excellent but could be made even better. MALA undertook comparative research and suggest structural changes and promotional changes: from 7 to 3 categories, with 3 sub-categories each; from unlimited national and regional awards to a total of 10 awards per year – three in each of three categories plus a best overall. From 1 to 2 external jurors, with one being international. Also, adding client recognition in addition to the firm recognition, and introducing specialty awards, such as the people's choice, a student award, an educator award, emerging practice award, a legacy award (at the Congress location) and an advocate award for someone outside the profession. Arnis Budrevics suggested that breaking apart the national and regional awards would not be supported (i.e. asking components to run their own award program). Nor would the format of announcing an award on-site, or having nominees for the awards.  <b>MOTION 2013.7.10 – 7: Moved by Emeka Nnadi and seconded by Glenn O'Connor to strike a task force to review and revise CSLA's current awards of excellence program based on MALA's review. The task force will be required to submit a proposal to the board by Congress 2014. Unanimously approved.</b>
26.	<b>Congress 2016 – Proposal</b>  Michelle Legault reported on the background of this proposal. Monica Giesebrecht then reported on the advantages of holding the 2016 Congress in Winnipeg. Margaret Ferguson noted that a Winnipeg Congress would attract many students. Members encouraged Michelle Legault and Monica Giesbrecht to come to put forward a detailed proposal at the Fall board meeting.
27.	<b>Sable Island – Proposal for a National Park</b>  Peter Briggs suggests that the CSLA requires a policy and process framework to respond to these requests, and that the screening and criteria of these issues needs to be established. Liane McKenna suggested that we could develop a section on our website to advertise issues that members feel are important. Members suggested the social media could be very useful in promoting the debate on these issues. Glenn O'Connor suggests making the members aware of the issue and not taking a position until we have some type of framework. Members felt that a position taken by CSLA would not be appropriate because this particular issue was a political commentary and the board had insufficient information. Michelle Legault suggested working with Cornelia Hahn Oberlander to have some text authored by her in an upcoming bulletin to bring light to this issue.





28.	<b>Review/Adjustment of Budget</b>  No changes to the budget are required.
28a)	<b>Board Roles and Responsibilities</b>  Peter Briggs questioned whether changes are required to the board manual for board roles and responsibilities, such as meeting with schools, reporting to the component on the CSLA's developments, providing a written summary, CSLA presence at the local AGM, summary of the business of the CSLA, presentations at the component AGM, increased communications generally. Members are comfortable with the board manual and the roles expressed within it.
28 b)	<b>Misc</b>  Claude Potvin noted that this would be Liane McKenna and Ed Versteeg's last CSLA meeting.  <b>MOTION 2013.7.10 - 8: Moved by Glenn O'Connor and seconded by Pawel Gradowski to extend the gratitude and appreciation for Liane McKenna and Ed Versteeg's hard work on behalf of the CSLA. Unanimously approved.</b>
29.	<b>Adjournment</b>  The meeting adjourned at 12:20 p.m.