

Indiana Society of Professional Land Surveyors  
Board of Directors Meeting

MINUTES

Saturday, August 13th, 2016 | 9:00am-1:00pm  
RGI Conference Room | 9100 Purdue Rd Ste 200 | Indianapolis, IN 46268

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Present: Perry Cloyd, Vice President; Bryan Catlin, President-elect; Brent Friend, Treasurer;  
Alexander Fabian, Secretary; Bernie Guerrettaz, Past President; Eric Banschbach; Vincent Barr;  
Norman Hiselman; David Myers;

On the Phone: Rich Hudson, President; Don Williams

Absent: Don West

Guests: Brian Lewis, Executive Director

1. Call to Order

Perry Cloyd called the meeting to order at 9:07am and a quorum was established.

2. Strategic Discussion - How to help our Members overcoming their biggest challenges?

The discussion started by reviewing the survey result and looking at the list of member challenges at the bottom of page 1 of the ISPLS Summer 2016 Membership Survey Results.

In discussing public relations, it was determined that the most efficient use of time and resources would be to focus on those industries that are hiring Professional Land Surveyors:

- Attorneys
- Realtors
- Title Companies
- Lenders
- Construction Firms

The work we do is not a commodity, quality matters. Our goal is to educate the industries above on why they shouldn't always go with the lowest bidder and that getting good work done the

first time can avoid change orders along with further expenses down the road. We can also provide them with useful information on survey work they will interact with on the job helping them to become better and more knowledgeable within their profession. The overwhelming consensus of the Board is that ISPLS has the talent to be able to do these kinds of educational programs whenever we can find an audience.

Action Items:

- ISPLS will identify associations within these industries and reach out to them about having an ISPLS educational presentation at a future event.
- Once the associations are identified, ISPLS will review appointing liaisons to each of the organizations to facilitate better communications
- In early 2017, ISPLS will also investigate having a presentation(s) at the 2018 Convention that is aimed towards the customers of Professional Land Surveyors.

A number of the other items on the “challenges” list involve providing education and more resources for our members. A list of topics was developed including:

- Retirement or Succession Planning
- Buying, Running, and Structuring a Successful Business
- Time Management
- Technology / Innovation
- Copyright Laws for Surveys

Action Items:

- Add more articles and posts on the above topic to the Hoosier Surveyor and to our E-newsletter.
- Everyone was asked to continue to brainstorm additional topics that address our member challenges.
- Everyone was asked to help find potential presenters or authors on the above topics and to stay on the lookout for presentations and resources.
- Do a more specific “Call for Articles” on these topics.
- Identify potential presentations / presenters for these topics that could be used for Convention or could be recommended to Chapters for their events / meetings.

### 3. Vincennes University and Membership Calling Committee

Past President Ed Sweetland joined the Board Meeting to discuss a couple topics. The first was the situation with Vincennes University involving their staff. The discussion also touched on the Annual Review done by ISPLS and what the Society can do to support the Vincennes program.

The annual review is normally done as part of the October Board Meeting in Vincennes however there are some conflicts with the current date of Friday, October 14th. Rich Hudson and Brian Lewis will contact Bill Clark to discuss the best timing for this review.

The second topic was the importance of making direct contact (phone calls) with members who have expired and new members. Ed felt that this was extremely important and volunteered to assist with any ISPLS calling efforts.

### 4. Approval of the Consent Agenda

- a. Board Meeting Minutes
  - i. April 9, 2016
  - ii. June 17, 2016
- b. ISPLS Financials
  - i. 2015/2016 Year End Draft (Pre-CPA Review) Financial Report
  - ii. May Financial Report
- c. Membership Report
  - i. Current Membership Report
  - ii. June 6th Membership Statistics
- d. Actions of the Board via Email
  - i. Approval of the Record Retention Policy

A motion was made by Bryan Catlin and seconded by David Myers to approve the items in the consent agenda. **PASSED**

### 5. Executive Director's Report / Update

The Executive Director made a brief report on the progress being made including dues collection, communications, Hoosier Surveyor, web site clean-up, financials, and the 2017 Convention.

### 6. Job Creation Committee

Update on the JCC Meeting where ISPLS was able to reverse their recommendation on all licenses, except for the Firms which were being eliminated from all agencies not just professional land surveyors. The Board greatly appreciates the job done by Jason Coyle and the the work he put in during the JCC process.

7. Update Call with Michael O'Brien

Michael O'Brien joined the Board Meeting via phone to let the Board know that he is taking a leave of absence from Barnes and Thornburg through November to serve as campaign manager for gubernatorial candidate Eric Holcomb. During the interim Heather Wiley will be our point of contact and Michael will be back in time for the 2017 legislative session. Michael also asked the Board to consider what their legislative objectives will be next year and there was a brief discussion on the state line initiative, geodetic advisory, and workforce development via information from NSPS.

8. New Business

- a. The Executive Director presented to the Board a brief summary of insurance options for the Board. It was recommended that the Board pick up a \$1M Board of Directors policy and a \$1M General Liability policy but that they drop their Personal Property policy as mostly unnecessary since ISPLS no longer has their own office space.

A motion was made by Bryan Catlin and seconded by David Myers to proceed with the recommendation by acquiring Board of Directors and General Liability Insurance and dropping the Personal Property coverage. **PASSED**

- b. The Executive Director presented to the Board a breakdown of the fees that ISPLS is paying for their annual financial review and tax preparation.

No changes were recommended at this time but this information will help us insure that we're paying a competitive price and let the Board consider potential changes when the Convention moves outside of Indianapolis.

- c. A clarification was asked about Student Member dues in regards to Chapters. The consensus of the Board was that ISPLS does not collect any Student Member dues for any Chapters. In the case of a "University" Student Chapter, it will be up to those Chapters to collect their own dues. Regional ISPLS Chapter do not collect dues for Students.

d. The question of whether ISPLS wanted to host a PS/FS Exam Review Session was proposed and the consensus of the Board was that we did want to host one. Vince Barr volunteered to head up to effort and it was suggested to reach out to Jason Coyle for advice on the logistics.

e. Membership Committees

i. Targeting Professional / Professional Land Surveyor Members

1. New PLS can be determined by pulling the minutes from Board of Registrations Meeting. A process will be developed to pull that information, add new licensees as members, and reach out to them about their ISPLS Professional Membership.
2. Data work needs to be done to compare the current license list to the ISPLS database. Once completed we can determine which licensees are not members and get feedback from Board and Chapters on targeting those individuals for membership

ii. Targeting Associate / Technician Members

1. On-demand videos were determined as the best format for providing benefits to this membership segment and attracting new members.
2. Executive Director will reach out to Ron Coons about doing a video on Safety.
3. Our Young Professionals Committee will be tasked with the development of additional videos.
4. The consensus is that the NSPS CST program is something that ISPLS should be promoting but that is lacking much traction right now. Since the tests can be taken online, right now the best ISPLS can do to support the program is to help market it.

iii. Membership Calling Committee

1. Ed Sweetland and Bernie Guerrettaz volunteered for a calling committee to reach out to expired and new ISPLS members.
2. Staff will provide the committee with information on these membership segments.

9. The Board Meeting was adjourned at 12:53pm.