

Indiana Society of Professional Land Surveyors  
Board of Directors Meeting

MINUTES

Friday August 4, 2017 | 1:00pm-5:00pm  
RGI Conference Room | 9100 Purdue Rd Ste 200 | Indianapolis, IN 46268

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Present: Bryan Catlin, President; Ryan Swingley, President-elect; Rich Hudson, Immediate Past President; Alexander Fabian, Secretary; Norman Hiselman; Ed Sweetland; Kurt Vonderheide;

Guests: Brian Lewis, Executive Director; Kayla Jenkins, Communications Assistant

1. Call to Order

Bryan Catlin called the meeting to order and a quorum was established. Everyone was asked to review the Mission and Vision of ISPLS as printed in the agenda.

2. Approval of the Consent Agenda

Board Meeting Minutes - May 5th, 2017  
2016-2017 ISPLS Year-End Financials - Financial Report & Balance Sheet  
Membership Report - Current Membership Report  
RGI Staff Time Report - Mid-Year Report

A motion was made and seconded to approve the items in the consent agenda. **PASSED**

3. Strategic Discussion

a. Workforce Development / Public Relations Campaign

SOCIAL MEDIA

The results of the Photo / Video Contest were discussed. We only had one photo submission so the Board discussed other ways to acquire the materials needed for the social media campaign including having Staff “job shadow” someone to take photos and video.

The Board also discussed and decided to making the ISPLS video “Surveying the Past,

Mapping the Future” available online and to give away the remaining copies of the DVD at Convention. Clips of the DVD can also be used for the PR campaign.

We will kick off our “paid” social media efforts spending \$200 in a 30 days period before the next Board Meeting and then analyze the results from that campaign to determine the next steps.

#### BROCHURE

A draft of a brochure for “Creating Interest in Land Surveying as a Career” was discussed. After another round of edits a revised version will be circulated to the Board via email with the goal being to approve a final version before the next Board Meeting.

Distribution plans include:

- Having a digital “print on demand” version on the web site for members (or anyone) to use.
- Emailing guidance counselors, making the digital available, and mailing them brochures upon request. Also discussed providing them links to the Foundation video, Surveying the Past video, and providing “hard copies” upon request.
- Making the brochure available to any Boy Scout Council and any Surveyors involved with hosting the Surveying Merit Badge program
- Having a supply of brochures available at Convention for any member or Chapter that would like to use them.

First run of brochures will be 2,000 and then we can determine from their how quickly we can utilize them and what future quantities we may need.

#### ADDITIONAL RESOURCES

Discussed additional promotional materials such as booth signage and banners. It was determined that a number of Chapters could probably use their own signs, and have the money to purchase one, and where we can best assist them is by providing them with a template and working with vendors.

#### b. Surveying our Members

Discussed what questions we would like to ask the membership and what information would be useful in future decision making. Two items that were particularly touched on were determining the interest in going back to printing a membership directory and making the Hoosier Surveyor available in print.

The goal for the membership directory would be to make it available for purchase at the Annual Convention and sell it at a price point that would cover our costs.

For the Hoosier Surveyor, the plan would be to charge an additional fee that would cover the costs to receive a mailing copy of the magazine. Gaging membership interest in this is particularly important in determining if we’ll have a large enough quantity to

produce cost efficiently.

c. Strategic Planning Session

The Board discussed doing some more in depth strategic planning and the consensus was to look into having a half day goal planning session with an outside facilitator sometime in early 2018 after the Annual Convention.

4. Old Business

a. 2017 / 2018 Budget

After a quick update on ISPLS finances over the last decade (2016/2017 Financial Report & 10 Year Financial Trend) the Board discussed the draft budget that had been presented in between Board Meetings and the allocation of available funds to key projects. Those funds were distributed to hosting a Board Goal Planning Session, a New PLS Recognition Program, Public Relations including Social Media & Promotional Brochures, Exhibit Items (Banners & Signage), and creating an On-Demand SI Review. A motion was made and seconded to approve the revised 2017/2018 ISPLS Budget.

**PASSED**

b. Exam Review

Discussed options for hosting a SI Review Session and other ways ISPLS can support helping people pass the Fundamentals Exam. The consensus is we need to do something during 2017/2018. Our first goal will be to do on-demand recordings of the review material so we can make it available year-round. The recordings will be done live as webinars so we can get some feedback from attendees. If we are unable to complete this project by the Spring, we will do a joint SI Review Session in conjunction with our spring PS Exam Review.

c. 2018 Convention

The Board discussed the general schedule and format of the Convention (Convention Schedule Worksheet) and the consensus was to go with plan B moving the Annual Meeting to the late afternoon on Thursday. Also discussed the Board Dinner, bringing back the PAC Breakfast, and recognizing new PLSs at the Banquet.

d. Webinars

The Executive Director gave a report on the potential webinars that we're looking at. The technology for doing an on-demand recording that will fulfill the Real Estate Licensing Board's requirements in not going to be cost effective for a one time recording. The next step is to loop back with Gary Kent on doing this presentation just as a webinar.

Tony Gregory is willing to do a two hour webinar on Ethics. Just working on nailing down all the details to move this forward.

Also reached out to Stu Walesh and the Board discuss the various webinar topics that he has available for a presentation.

5. New Business

- a. Legislative Committee - The President provided a report of the meeting held by the newly assembled Legislative Committee and an outline of the goals the committee is looking at for the next legislative session.
- b. Indiana Dig Law - There was a quick discussion about information passed along from Perry Cloyd about the dig law.
- c. A request for Life Membership was received from Doug Herendeen.  
A motion was made and seconded to approve the request for Life Membership. **PASSED**

6. Next Board Meeting

The date of the next Board Meeting will be Friday October 6th at Vincennes University tentatively starting at 11am. This will be in conjunction with our annual Vincennes Program Review.

7. The Board Meeting was adjourned at around 5:20pm.