



Great Lakes Region Executive Committee Meeting Minutes

May 13, 2016

Great Lakes Region Conference, Louisville, KY

8:00 a.m. – 9:00 a.m.

Called to Order at 4:08pm

Roll Call

Ex Comm		<i>(majority - 4)</i>
President: Phil Babinec	Vice President 1: Jeff Clark	Secretary: Ed Brown
Past President: Ivette Burns	Vice President 2: Ken Schmidt	Director: Thad Goodman (NV)
President Elect: Hank Hondorp	Treasurer: Bob Schrock	
Emerging Professional - David Fryman		

Minutes (Ed)

- Reviewed April 2016 Excomm minutes
- Approved (Ken motioned / Ed seconded)

Treasurer’s Report (Bob Schrock)

- Added \$400 to stipend
- Discussed transition to Scott Mitchell Taylor as new treasurer
- Discussion of priority – Incoming Board, Chapter Leaders., Students with emphasis on Student Leaders.
 - Need to address stipends in budget.
 - Nothing voted on.
 - Side note – emphasis on students and emerging professionals carried over as a topic of discussion in Strategic Planning and Annual Meeting as well

President’s Report (Phil)

- Discussion on location of FY17 Great Lakes Region Conference
 - **5/27/16 Motion by Thad Goodman via email, seconded by Bob Schrock**
 - FY17 Great Lakes Region host chapter be Akron/Canton, May 18th-20th, 2017. This motion to supersede any discussion/decision made on conference location at the Great Lakes Region Conference in Louisville, May 12th-14th, 2016
 - Motion passed
 - Original Plan to move to Columbus and Indy as alternating sites with pros and cons as well additional discussion in Bd Meeting to revise matrix and look at possible state by state host.
 - ◆ This needs to be revisited. To confirm plan moving forward
 - ◆ Discussion in board Meeting that it does not have to be in chapter city.
 - ◆ Region will take a more active role in planning the region conference.
 - ◆ Develop a region planning guide.
 - Side note - there are positions currently assigned to the regional conference. Needs to start this now.
- Discussed adding possible electronic ways to attend region meetings

Institute Director's Report (Thad)

Mark Dorsey (new Executive Director) was hired September 1, 2015. He hit the ground running and has been a great addition for CSI. His association experience has brought several layers of industry expertise that we needed to take an objective look from the outside of CSI. This insight allowed us to update our policies and operational direction at the Board level. With these changes, we have a need to update our By-Laws, which requires a 2/3 approval from the general membership.

The By-laws referendum is going on now. Ballot was released May 4th and voting will close June 1.

With these changes the Board will operate more strategically.

Looking ahead, we began outlining some strategic areas of focus we felt we need to have to turn the trend around of declining membership and lack of income.

We have identified 4 pillars of what we feel is needed to grow CSI again.

- These 4 Pillars are:
 - **Finances**-For many years' membership funds have driven over 60% of our income. With the decline in our numbers, we need to increase other areas of income to keep financially solvent. In the short term, we need to reduce the amount of money spent on unnecessary duplication of services. Mark has done a good job erasing some of these areas. Longer term, new programs need to be developed and grown. They will be focused in three key areas, certification, technology and education.
 - **Certification**- Make CSI's certifications more visible, valuable. Create improvements by working with Educational institutions (younger adults) and other organizations to bring CSI's certifications into the predominant choice of building professionals. We also plan to restructure the membership model to charge for some of the access and things we give away for free now to the general public. CSI members would have more access to some webinars, and educational items. CSI Certified Members would have even more access and tools, making our certifications more valuable.
 - **Technical Advancement**- We feel we can lead in the next phase of BIM and Gaming Technology. We hold the license for OmniClass, and think as the industry moves to more design-build, systems and modular assembly; Omniclass will become a standard that is marketable and bring in increased revenue.
 - **Education**- Use our standards, formats, certification, technical expertise to create learning and educational programs to make CSI the go-to organization for lifetime learning. From Student to Retirement. For example, one of the things we are working on right now is an On-Boarding Program for our Corporate Partners to train their new hires with CSI programs and expertise, making them more effective in less time-saving the company money that far exceeds the dollars they spend on their Corporate Partner Membership.

Next Meeting:

Ex Comm – Thursday, June 9.

Board of Directors - Thursday August 11

Adjourned at 8:55 am