



Oregon

**State Board of Examiners for
Engineering & Land Surveying**

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EXTERNAL RELATIONS COMMITTEE

Minutes of Meeting

December 10, 2010

Members present:

Mari Kramer, Chair

Jim Doane

Sue Newstetter

Staff present:

Mari Lopez, Executive Secretary

Jenn Gilbert, Executive Assistant

Katharine Lozano, Assistant Attorney General

The meeting of the External Relations Committee was called to order at 11:00 a.m. in the conference room of the Oregon State Board of Examiners for Engineering and Land Surveying (OSBEELS) office at 670 Hawthorne Avenue, SE, Suite 220, Salem, OR 97301.

Unfinished Business –

What is an Informal Conference

The Committee briefly discussed the revised draft article, *What is an Informal Conference*. In addition to slightly changing the title, the information in the article was adjusted to provide a balance between giving factually, legally accurate information while remaining consumer friendly. With a few other minor changes, **the Committee decided to present the draft article to the Board during the January 2011 meeting for approval.**

Taglines – Marketing Agencies

Staff informed the Committee that the Oregon Tourism Commission was contacted for recommendations related to marketing taglines for possible use in promotional posters. Wieden and Kennedy is the full-service advertising agency that has been retained by the Oregon Tourism Commission for use in their marketing products. After a brief discussion, staff was directed to inquire with its current graphic designers, Crendo, if they also develop taglines. Further discussion will be held during the next meeting in February.

New Business –

Am I Required to Maintain a Continuing Professional Development Organizational Form?

The Committee reviewed a draft article titled, Am I Required to Maintain a Continuing Professional Development (CPD) Organizational form? This article was drafted as a result of the recent CPD audits in hopes that the information will assist registrants in the type of information that can be submitted to satisfy the requirements. After a brief discussion, **the Committee**

decided to present the draft article to the Board during the January 2011 meeting for approval.

Organizational Chart

The Committee reviewed the draft Organizational Chart of OSBEELS. A comment was made that notations could be given to clarify to the viewer that the Oregon Revised Statute (ORS) 672.240 related to the composition of the Board. After a brief discussion, the Committee directed staff to post the revised Organizational Chart to the Web site upon receipt.

Mission Statement

The Committee briefly discussed the Mission, Functions, and Goals. After review and a brief discussion, the Committee also included a goal to develop a presence on new social media, such as Facebook, Twitter, or by creating a blog. **The Committee approved the draft document for presentation to the Board during the January 2011 meeting for approval.**

Oregon Examiner Topic

The Committee received an email containing a suggestion for a topic that could be included in the next *Oregon Examiner*. The email suggested that there is confusion about survey monuments and the protection of survey monumentation. Questions that may be considered in drafting the article include: if pre or post construction surveys are not performed and monuments are destroyed, whose responsibility does this become? Does this fall back to the professional engineer, professional land surveyor, contractor, or other individual involved? After discussion, Ms. Newstetter, Mr. Doane, and Mr. Linscheid will work cooperatively to draft an article for consideration during the February meeting.

As a side topic, Mr. Doane noted that there are questions surrounding “tech memos” that may be answered with an article in the *Oregon Examiner* as well. However, it was recommended to Mr. Doane that framing a question to be considered by the Professional Practices Committee for discussion would be the appropriate avenue to begin. Upon their consideration and answers to questions presented, an article could then be drafted. There was no further discussion.

The meeting adjourned at 11:30 a.m.