



# June 2016 Board Meeting Documentation

ITS Georgia Monthly Board Meeting  
June 29, 2016  
10:30 am – 11:00 am  
GDOT TMC

## ITS GEORGIA BOARD OF DIRECTORS

### Officers / Directors (2016–2017):

☒ **Mike Holt, President**  
Parsons Brinckerhoff

☒ **Alan Davis, Vice President**  
GDOT

☒ **Jenny Tassan, Secretary**  
Kimley-Horn

☒ **Xuewen Le, Treasurer**  
Atkins

☒ **Tom Sever, Past President**  
Gwinnett County DOT

### Directors (2015-2016):

☒ **Derrick Crowder**  
City of Roswell

☒ **Winter Horbal**  
Temple

☒ **Alvin James**  
Kimley-Horn

☒ **Keary Lord**  
Atkins

☒ **Andy Phlegar**  
Atkins

☐ **Eli Veith**  
Veith Traffic

### Directors (2016-2017):

☒ **Jim Tolson**  
ARCADIS

☒ **Bill Andrews**  
City of Sandy Springs

☒ **Mark Demidovich**  
GDOT

☒ **Matt Glasser**  
GDOT

### State Chapter Representative:

☒ **Shahram Malek**  
ARCADIS

### Ex-Officio:

☐ **Greg Morris**  
FHWA

✓ *Indicates present at meeting*

### Other Attendees Present:

Bill Wells – ITSGA  
Kenn Fink – Kimley-Horn  
Marc Start – AECOM

Issues Discussed	Action
<p><b>Welcome</b></p> <ul style="list-style-type: none"> <li>The May 2016 meeting minutes and June 2016 agenda were distributed.</li> <li>Bill Andrews made a motion to approve the May 2016 meeting minutes. Keary seconded the motion and approval was unanimous.</li> </ul>	
<p><b>Budget/Financials</b></p> <ul style="list-style-type: none"> <li>Financial Report: Xuewen distributed an updated 2016 Annual Budget (as of June 29, 2016).</li> <li>2015 Taxes: Xuewen has drafted the 990-EZ for the 2015 taxes and submitted it to Mike for review.</li> </ul>	<p><i>Mike to review the 990-EZ form in order to file the 2015 taxes.</i></p>
<p><b>Other Business</b></p> <ul style="list-style-type: none"> <li>ITS 5C Summit: The committee opportunities for our board members will be announced at a later date.</li> <li>2016 Holiday Party: GAITE has confirmed doing a joint event for the 2016 Holiday Party. The party will be held at the Country Club of the South in John's Creek on Sunday, November 13<sup>th</sup>. Kimley-Horn will help coordinate this event.</li> <li>ITS America: ITSGA won the Outstanding State Chapter of the Year Award from ITSA; Shahram received the award on behalf of the chapter at the ITSA Annual Meeting. ITSA will be hosting the "Highway Safety with ITS" PCB workshop on July 27<sup>th</sup> from 8:30am through lunch. This will replace the July monthly meeting. The meeting will be held in the 4<sup>th</sup> floor board room of GDOT One Georgia Center.</li> </ul>	<p><i>Bill Wells to send out an eBlast about the PCB Workshop on July 27<sup>th</sup>.</i></p> <p><i>Alan and Mike to coordinate the joint Holiday Party with GAITE President, Sean Coleman.</i></p>
<p><b>Committee Updates</b></p> <ul style="list-style-type: none"> <li>Activities: We still need to secure a meeting sponsor for our October monthly meeting. AECOM may be moving office locations so we will need to potentially secure a new meeting location if this occurs. Mike mentioned that this is the third meeting this year where we have had to cap registration. He recommended us finding a venue that can hold more people. Some venue ideas included GA Tech facilities or the Sandy Springs Community Center once it is completed.</li> <li>Membership &amp; Finance: Our goal membership for 2016 is 70 members; we currently have 60 members.</li> <li>2016 Annual Meeting: Marc Start gave an update on the 2016 Annual Meeting planning. Registration and sponsorship sign-ups opened June 1<sup>st</sup> on the ITSGA website. Sponsorships are approximately 60% committed; registration is currently at 25. Early registration ends August 4<sup>th</sup>, but the conference committee is potentially extending this deadline back a couple of weeks. Winter mentioned that the tangible benefits between</li> </ul>	<p><i>Eli to finalize sponsor for October monthly meeting.</i></p> <p><i>Bill Andrews and Kenn Fink to contact GA Tech about available meeting facilities.</i></p> <p><i>Alvin &amp; Keary to continue reaching out to secure new members.</i></p> <p><i>Shahram to provide Marc with speaker ideas for the Annual Meeting.</i></p>

Issues Discussed	Action
<p>different sponsorship levels aren't large enough to justify the bigger costs for the higher sponsorship levels. The board recommended consolidating the number of sponsorship levels for future Annual Meetings. Marc mentioned capping registration at 150. Marc has secured a location for a hospitality suite; Winter said that Temple would gladly sponsor the hospitality room fee and cost of beverages. Winter suggested that we give our Diamond Sponsors more opportunities to promote themselves. We currently have two Diamond Sponsors secured.</p> <ul style="list-style-type: none"> <li>• 2017 Annual Meeting: Mike gave an update on the 2017 Annual Meeting planning. Mike finalized the contract with the Hyatt. The room rate will be \$208/night, and the board will discuss subsidizing the room rates at a later date.</li> <li>• Communications &amp; Outreach: Bill Andrews has made the ITSGA website more dynamic and has included a live feed of GDOT press releases. He also created a "featured members" application on the home page.</li> <li>• Elections: Nominations were sent out in June, and we have already received a number of nominations.</li> <li>• GA Tech Student Chapter: Esteban and Jim will coordinate with the student chapter when they begin classes in the fall to help increase participation. They still do not have a new advisor.</li> <li>• Social Activities: The next social event is Trivia Night at Wing Factory in Smyrna on Thursday, June 30<sup>th</sup> at 7pm.</li> <li>• ITS Plan Review Training: "Constructability by Design" is the title for the training course. Bill Andrews and Tom are currently drafting up the course. The target discussion time is approximately 2.5 hours; the entire session will be a 1/2 day event including introductions, credits, and breaks. This training course is scheduled for December 7<sup>th</sup>.</li> </ul>	<p><i>Winter to coordinate with Marc on sponsorship ideas for the Annual Meeting.</i></p> <p><i>Mike to follow-up with ITSA about Pat McGowan speaking at the 2016 Annual Meeting.</i></p> <p><i>Bill Andrews to find potential location ideas for the ITS Plan Review Training on December 7<sup>th</sup>.</i></p>
<p><b>Closing Remarks</b></p> <ul style="list-style-type: none"> <li>• Intelight is today's meeting sponsor.</li> <li>• An "ITS Pioneers" panel is today's speaker.</li> <li>• The next meeting will be held on July 27<sup>th</sup> at 8:30 AM at One Georgia Center. ITSA will be presenting "Highway Safety with ITS." There will be no July board meeting; the next board meeting will be held before the August monthly meeting on August 31<sup>st</sup>.</li> </ul>	

**Attachments:**

ITS Georgia 2016 Annual Budget (as of June 29, 2016)  
DRAFT ITS Georgia Annual Meeting Agenda

ITS Georgia 2016 Annual Budget  
1/28/2016

2/23/2016 3/29/2016 4/26/2016 5/24/2016 6/29/2016

Starting Balances

Checking =	\$	60,987.44
Savings =	\$	5,505.00
	\$	66,492.44

INCOME

CATEGORY	DESCRIPTION	INCOME	EXPENSE	NUMBER	TOTAL
<b>Administrative</b>					
Membership Dues	Private Sector-Small	\$ 150.00		5	\$ 750.00
Membership Dues	Private Sector-Large	\$ 350.00		65	\$ 22,750.00
					<b>Subtotal</b> \$ 23,500.00

Annual Meeting

Registration		\$ 52,675.00		1	\$ 52,675.00
Sponsorship		\$ 27,900.00		1	\$ 27,900.00
Miscellaneous		\$ 2,230.00		1	\$ 2,230.00
					<b>Subtotal</b> \$ 82,805.00

Monthly Meetings

Monthly Meeting Fees	Registration	\$ 1,500.00		9	\$ 13,500.00
Monthly Meeting Sponsors	Lunch meeting Sponsors	\$ 500.00		9	\$ 4,500.00
Annual Holiday Dinner	Members & spouses/guests	\$ 3,750.00		1	\$ 3,750.00
					<b>Subtotal</b> \$ 21,750.00

TOTAL INCOME = \$ 128,055.00

EXPENSES

Administrative

Wells Communication Inc	Bill Wells' contract	\$ 2,000.00		12	\$ 24,000.00
Website Fee	Annual fee for web/domain reg.	\$ 125.00		1	\$ 125.00
Intl/Paypal fees	CC and reader usage fees	\$ 200.00		9	\$ 1,800.00
ACEC	Administrative fee and magazine	\$ 1,200.00		1	\$ 1,200.00
Secretary of State	Corporate registration	\$ 30.00		1	\$ 30.00
Insurance	Hartford liability	\$ 425.00		1	\$ 425.00
Taxes	ITS America filing	\$ 250.00		1	\$ 250.00
ITSA memberships	Membership dues	\$ 270.00		1	\$ 270.00
Networking/Social Committee	Networking activities	\$ 1,000.00		1	\$ 1,000.00
Training	Webinars, ITS plan review training	\$ 1,000.00		1	\$ 1,000.00
Miscellaneous	President's discretion	\$ 500.00		1	\$ 500.00
					<b>Subtotal</b> \$ 30,600.00

Annual Meeting

Hotel contract	Callaway Gardens - see AM budget	\$ 45,600.00		1	\$ 45,600.00
Entertainment	Casino night - paid by ITSGA	\$ 3,500.00		1	\$ 3,500.00
Miscellaneous	Golf, speaker gifts, shirts, prizes, etc	\$ 11,300.00		1	\$ 11,300.00
					<b>Subtotal</b> \$ 60,400.00

Monthly Meetings

Constant Contact	Web hosting for registration	\$ 75.00		10	\$ 750.00
Mtg Room rentals	Monthly meeting location	\$ 150.00		6	\$ 900.00
Hanrahan Caterers	Food for monthly meetings	\$ 900.00		9	\$ 8,100.00
Annual Holiday Dinner	Dinner & entertainment	\$ 7,500.00		1	\$ 7,500.00
					<b>Subtotal</b> \$ 17,250.00

Sponsorships/Scholarships

Engineers Week	Association Sponsor	\$ 500.00		1	\$ 500.00
PE Recognition Dinner	Provides for one ITSGA attendee	\$ 300.00		1	\$ 300.00
Georgia Tech student chapter	Meeting reimbursements	\$ 100.00		6	\$ 600.00
Awards Banquet	Shackelford Scholarships	\$ 2,000.00		3	\$ 6,000.00
GT Exploring Engineering Academy	Exploring Engineering Academy Sponsorship				
					<b>Subtotal</b> \$ 7,400.00

TOTAL EXPENSE = \$ 115,650.00

NET INCOME = \$ 12,405.00

# 2016 ITS Georgia Annual Meeting and Exposition Technical Sessions

Callaway Gardens, Pine Mountain GA, September 25-27

Theme: ITS Georgia Awakens

June 21, 2016

Session Topic	Moderator	Session Title	Speaker Name	Agency	Topic
Monday, September 26					
8:00 - 9:15 AM					
Opening Session		ITSGA Awakens Annual Meeting	Mike Holt, President	ITS GA	Welcome
			Russell McMurry	GDOT	Keynote
10:00 - 11:30 AM					
Performance Measures	Marc Plotkin, GDOT	The Effectiveness is Strong with this one	Grant Farnsworth	Utah DOT	Traffic Signal Performance Metrics
			Tony Hendon	ARCADIS	Developing and Implementing an Effective Asset Management Program for Transportation
			Billy Bachman	Westat	Travel Time Reliability
1:00 - 2:30 PM					
Connected Vehicles	TBD	Are these the droids you're looking for?	Stephen Novosad	HNTB	Overview of the Tampa Hillborough Expressway
			Greg Krueger	HNTB	Dedicated Short-Range Communication for Connected Vehicles
			TBD	TBD	Automaker Perspective of Transportation's Future
3:00 - 4:30 PM					
Current ITS Projects	TBD	Death Star 3.0; why it will work this time	Mark Demidovich	GDOT	ITS for Georgia Express Lanes
			Jackie Kawa	Kimley-Horn	Unique ITS Operations in Macomb County, MI
			Faye DiMassimo	City of Atlanta	Smart Corridor
Tuesday, September 27					
8:15 - 9:15 AM					
Data/Traveler Information	Greg Morris, FHWA	Fluency in over 6 million forms of communication	RJ Surgi Esteban Carrillo, Sam Harris	AECOM GDOT	GDOT's ITS Communications System Improvements
10:00 - 11:15 AM					
Future ITS	Tom Sever, Gwinnett County	Death Star 4.0; but seriously it will work this time	Tom Udell	CH2M Hill Waze	John's Creek Partnership with Waze
			TBD		
			Andrew Heath	GDOT	GDOT Future Plan
11:30 AM - 12:15 PM					
Closing Session		Spoiler alert, Han is dead	TBD	TBD	TBD
			Mike Holt, President	ITS GA	Conference wrap-up

# ITS Georgia Annual Meeting Organization

September 25 – 27, 2016, Callaway Gardens

Updated January 26, 2016

## Conference Leadership

Chair - Marc Start

- Location arrangements (Scott Mohler assistance)
- Committee coordination & oversight
- Financial oversight

## Technical Program Committee

Chair - Grant Waldrop

- Theme & logo
- Selecting session topics & session moderators
- Presentations - speakers / presentation titles / bios / gifts
- Participants:
  - Tom Sever, Gwinnett County
  - Greg Morris, FHWA
  - Marc Plotkin, GDOT
  - Challa Bonja, City of Marietta
  - Jim Tolson, Arcadis
  - Jonathan Moore, Kimley-Horn
  - Casey Huskey, Atkins
  - Travis Hurt, AECOM (committee support)

## Sponsorship/Finance Committee

Chair - Bayne Smith

- Conf sponsorships (incl. bag giveaway material opportunity)
- Event sponsorship opportunities

## Welcome/Registration Committee

Chair - Ty Alexander

- Staff registration table at conference
- Assemble bag giveaway materials

## Other committees

- Exhibitor Coordination
- Material donations and raffle give-away
- Golf outing
- Website and social media
- Awards Banquet
- Audio/Visual
- Publicity/Printing support
  - Logo design
  - Conference program design
  - Posters and other printed material at conference

Yancy Bachmann

*TBD*

Jeff Legg

Bill Wells

Jenny Johnson (chair)

Ken Keena

Scott Mohler