



# December 2017 Board Meeting Documentation

ITS Georgia Monthly Board Meeting  
December 6, 2017  
11:30 am – 1:30 pm  
Kimley-Horn Office (Peachtree Corners ofc)

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## ITS GEORGIA BOARD OF DIRECTORS

### Officers / Directors (2018–2019):

**Jenny Johnson, *President***  
Kimley-Horn

**Winter Horbal, *Vice President***  
Temple

**Marc Start, *Secretary***  
AECOM

**Xuewen Le, *Treasurer***  
Atkins

**Mike Holt, *Past President***  
WSP

### State Chapter Representative:

**Jim Tolson**  
ARCADIS

✓ *Indicates present at meeting*

### Other Attendees Present:

Bill Wells – ITSGA

Tom Sever – Gwinnett County

### Directors (2018-2019):

**Dee Taylor**  
AECOM

**Bill Andrews**  
AECOM

**Mark Demidovich**  
GDOT

**Matt Glasser**  
GDOT

### Ex-Officio:

**Greg Morris**  
FHWA

### Directors (2017-2018):

**Kenn Fink**  
Kimley-Horn

**Alvin James**  
Kimley-Horn

**Keary Lord**  
Atkins

**Whitney Nottage**  
Intelight

**Billy Stalcup**  
360ns

**Tom Udell**  
CH2M

Issues Discussed	Action
<p><b>Welcome</b></p> <ul style="list-style-type: none"> <li>Jenny welcomed to new board members.</li> <li>Kenn Fink is filling in 1 year for Winter Horbal as a Director. Winter Horbal was elected to the Vice President position.</li> <li><b>Mission:</b> Winter read the mission and goals of ITS Georgia.</li> <li>Motion by Horbal (Sever second) to approve meeting minutes for October. Motion passes unanimously.</li> </ul>	
<p><b>Contracts</b></p> <ul style="list-style-type: none"> <li>Motion by Horbal (James second) – to renew the support contract with Bill Wells. Motion passes unanimously.</li> <li>Motion by Horbal (Andrews second) to increase the compensation of the contract, with the new amount of \$2350 per month. Motion passes unanimously.</li> </ul>	
<p><b>Budget/Financials</b></p> <ul style="list-style-type: none"> <li><b>2017 Financial Report:</b> final numbers not yet available.</li> <li>2017 conference costs need to be applied to 2017.</li> <li>All registration costs have cleared for the 2017 Annual Meeting.</li> <li><b>2018 Membership target:</b> what should the target be for membership for 2018? Currently 93 members. Alvin indicates we need to be a bit more creative with our outreach, and an achievable goal is 100 members for 2018. The ITS market is rich, and growth has been mostly on the private sector side. Perhaps make the public membership categories more attractive, such as for Savannah and Augusta.</li> <li>Discussion consensus was to have 90 members as budget number, and use 100 for the 2018 membership goal.</li> <li>Use the 5C conference as an opportunity to market to non-members that are out-of-state.</li> <li><b>Membership costs:</b> the previous increase was in 2015; Motion by Horbal (Glasser second) to raise private membership from \$350 to \$400 for the private sector. Motion passes unanimously.</li> <li>FUZE is included in the budget (\$360/year). It will allow broadcast live stream to those located outside of ATL. PDHs provided to only ITS GA members.</li> <li><b>Holiday dinner discussion:</b> 50 attendees this year. ITS GA is the lead for the 2018 dinner. Jenny will discuss with GA ITE to verify next steps and arrangements.</li> <li><b>Training:</b> keep training budget; training topics will be put on the agenda for the January meeting.</li> <li><b>GA Engineering Awards banquet (ACEC):</b> for 2018, discussion consensus was to include sponsorship only (\$500). The sponsorship includes 2 seats at the February 2018 banquet.</li> <li><b>GT Exploring Engineering Academy:</b> discussion consensus was to increase the amount from \$500 to \$1,000.</li> <li><b>Scholarships:</b> the budget line is \$15,000; the budget should remain, however all 5 scholarships do not necessarily need to be awarded.</li> <li><b>Monthly meetings:</b> \$20-25 per person price point desired. Venue capacity is an issue. Billy will check out options, including Crowne Center, Park Tavern.</li> <li><b>Budget approval:</b> motion by Horbal (Andrews second) to accept the budget with the changes reflected as part of the meeting discussion. Motion passed unanimously.</li> </ul>	<p><i>Xuewen Le to develop final financial numbers for 2017. Xuewen will fill out tax forms by May 15, 2018.</i></p> <p><i>Jenny Tassan to begin coordination with GAITE for the 2018 Annual Holiday dinner.</i></p>

Issues Discussed	Action
<p><b>Other Business</b></p> <ul style="list-style-type: none"> <li>• <b>2017 World Congress report:</b> Mike Holt reported that 2017 World Congress was well attended. The State Chapters Council Meeting included discussion regarding establishing a state chapters task force to improve collaboration between state chapters. ITSA staff should be more involved in state chapters. Some chapters don't have a support person similar to Bill Wells. There is concern about membership value for smaller chapters. Member buzz (from Rachel) is sent out every couple weeks. More focus will be placed on advocacy and policy. Shailen Bhatt is the new CEO, and he came from Colorado DOT. ITS GA received the membership growth award.</li> <li>• <b>Future meetings:</b> 2018 ITSA is June 4-7 in Detroit, MI; 2019 ITSA is in Washington, DC; 2020 World Congress is in Los Angeles, CA.</li> <li>• <b>Membership survey results:</b> Mike Holt reported on the survey that was conducted following the ITS GA Annual Meeting: 152 viewed survey, 38 started survey, and 28 completed the survey. 91% of survey attendees attended the Savannah conference. Hotel/common areas and rooms scored well. There were comments about sound issues at the conference area. Program scores were lower than expected. Scores related to the goals of conference included social networking as the top priority; then exhibit hall, then tech program. The conference location preference scoring included (in order of decreasing desirability): Augusta, Brasstown Valley, Jekyll/Callaway (tie), Savannah, and Lake Oconee. Augusta has the capacity for potential growth that the ITS GA conference likely needs.</li> </ul>	<p><i>Jenny Tassan and Mike Holt to start looking into a meeting location for the 2019 Annual Meeting.</i></p>
<p><b>Committee Updates</b></p> <ul style="list-style-type: none"> <li>• Activities: Billy Stalcup is the committee chair, Matt Glasser is Board manager.</li> <li>• Awards: Winnie Long is the committee chair, Bill Andrews is Board manager.</li> <li>• Communications/Outreach: Bill Wells is the committee chair.</li> <li>• Elections: Winter Horbal is the committee chair.</li> <li>• Legislative: Tommy Udell is the committee chair (ACEC has hired a lobbyist, which is a resource to ITS GA.)</li> <li>• Membership &amp; Finance: Alvin James and Mary Thumaty are committee co-chairs, and Keary Lord is Board manager (Tom Sever will also support).</li> <li>• Social Activities: Rachel Cohen is the committee chair, and Whitney Nottage is Board manager.</li> <li>• Scholarships: Dee Taylor is the committee chair, and Kenn Fink and Keary Lord are Board managers.</li> <li>• ITS@GT Student Chapter: Anagha Krishnan is the committee chair, and Tommy Udell is Board manager.</li> </ul>	
<p><b>Closing Remarks</b></p> <ul style="list-style-type: none"> <li>• <b>Jan monthly meeting:</b> 5 students received scholarships, and will present at the January monthly meeting.</li> <li>• <b>Meeting dates:</b> continue using the last Weds of the month. The line item for cost of speaker gifts has been added to the budget; replenishment is needed. Ideas for future meetings included Hartsfield-Jackson Airport, and Mercedes-Benz stadium.</li> <li>• <b>5C Summit:</b> Oct 7-10 in Jacksonville, FL; The agenda includes 4-5 concurrent technical tracks. The 5 states chapters will split the profit. The current estimate for</li> </ul>	<p><i>Keary Lord to coordinate the Jan meeting speakers from GA Tech.</i></p>

Issues Discussed	Action
<p>the total profit is \$168K, however that is subject to change. There is a call next Tues to discuss the budget. The Registration Committee is hiring a hiring contractor. There are key speakers and regular speakers, and Alan Davis is on the committee. Sponsorships will be offered at 6 levels, ranging from \$20K+ to \$1K. The Sunday evening reception will be at the hotel, and off-site for Mon evening and Tues evening.</p>	