



*January 2020*  
**Board Meeting Documentation**  
**Rev. 1 (see yellow highlights)**

ITS Georgia Monthly Board Meeting  
 January 29, 2020  
 10:00 AM - 12:00 PM  
 Kimley-Horn, Peachtree Corners office

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**ITS GEORGIA BOARD OF DIRECTORS**

**Officers / Directors (2020–2021):**

- Winter Horbal, *President***  
Temple
- Tom Udell, *Vice President***  
Jacobs
- Marc Start, *Secretary***  
AECOM
- Tom Glueckert, *Treasurer***  
Kimley-Horn
- Jenny Johnson, *Past President***  
Kimley-Horn

**State Chapter Representative:**

- Michael Holt**  
Stantec

✓ *Indicates present at meeting*

**Directors (2020-2021):**

- Rachel Cohen**  
360ns
- Dee Taylor**  
AECOM
- Brook Martin**  
Cobb County
- Matt Glasser**  
GDOT

**Ex-Officio:**

- Greg Morris**  
FHWA

**Directors (2019-2020):**

- Kofi Wakhisi**  
ARC
- Kristin Phillips**  
Gwinnett County
- Derrick Crowder**  
City of Roswell
- Whitney Nottage**  
Intelight
- Billy Stalcup**  
360ns
- Keith Rohling**  
Clayton County

**Other Attendees Present:**

- Bill Wells, ITS GA
- Dino Pampolina, Jacobs
- Steven Sheffield, WSP

Issues Discussed	Action
<p><b>Welcome</b></p> <ul style="list-style-type: none"> <li>• Winter welcomed back Kristin Phillips.</li> <li>• Winter read the thank you note for Patrece Keeter.</li> <li>• A motion to approve meeting minutes for the December 11, 2019 (motion by Nottage, Johnson support) – the motion was approved unanimously.</li> </ul>	
<p><b>Budget/Financials</b></p> <ul style="list-style-type: none"> <li>• <b>2019 Financial Statement:</b> the net income change for 2019 was a \$50,443 increase. A motion to approve (motion by Start, Phillips support) – the motion was approved unanimously. An action item to audit membership, how it was reported. Glueckert reported that Asco Power Technologies paid twice last year, and so they will be compensated.</li> <li>• <b>2020 Budget:</b> Glueckert increased Intuit and PayPal fees based on historical charges. The intention of the 2020 budget is to build in a loss of approximately \$29,000 since the previous years have provided a surplus. A motion to approve (motion by Glasser, Martin support) – the motion was approved unanimously.</li> </ul>	<p><i>Glueckert to manage an audit of how the membership was reported.</i></p>
<p><b>Committee Updates</b></p> <ul style="list-style-type: none"> <li>• <b>Program:</b> Nottage stated that the monthly meeting locations have been booked through March: Georgia Tech (February) and Peachtree Corners (March). The Peachtree Corners site can support 150 persons. Monthly meeting topics have been booked through May: April will feature the Digital Ignition winner, and May will feature the Sandy Springs ITS Master Plan.</li> <li>• Nottage will send out a list of 22 topics to the board for a vote, and will also send a survey to the general public members about their interest in topics, meeting locations, and presenting agencies. The survey will be sent to board members first, then the membership.</li> <li>• Nottage discussed the July meeting, which is tentatively scheduled to be held in conjunction with the 5GAA conference. The discussion was tabled until the February Board meeting. Horbal will ask for additional information about the conference event schedule.</li> <li>• Wahkisi will review options for the potential joint meeting with the Georgia Planning Association.</li> <li>• <b>Membership and Finance:</b> Martin reported that 27 members have paid their 2020 dues. Non-member rates will apply starting with the March meeting. Monthly meeting sponsorships include 360ns for February, Jacobs for March,</li> </ul>	<p><i>Horbal to address location issue with respect to the City of Sandy Springs.</i></p> <p><i>Nottage to administer surveys to the Board and to the membership.</i></p> <p><i>Horbal to ask for additional information about the 5GAA conference.</i></p> <p><i>Wahkisi to coordinate discussion regarding a potential joint meeting with the Georgia Planning Association.</i></p> <p><i>Wells to adjust website registration to begin charging non-member rates starting with the March meeting.</i></p> <p><i>Sheffield to contact non-member agencies regarding ITS GA membership.</i></p>

Issues Discussed	Action
<p>and Intelight for April. Sponsorships still needed for May, August, October, and January. Sheffield indicated that the focus of new members is technology companies, such as CV + AV companies, Borg Warner warehouse facility in Gainesville, Panasonic Automotive, The Ray, GDOT Transportation Showcase participants, and the GM Innovation Center.</p> <ul style="list-style-type: none"> <li> <b>Networking/Social Activities:</b> Cohen stated that trivia is scheduled for February; a centrally located brewery is scheduled for March; rooftop at the Clairmont meeting location for May. Future opportunities to consider are a tour at CNN with happy hour, another Mercedes Benz stadium tour, and picnic at Lake Lanier (pavilion). A Braves game is normally scheduled in August (with GA ITE). <b>A tailgate for the Clemson-Georgia Tech football game (with GA ITE)</b> is normally held on the Thursday night before Labor Day weekend. Possibly also consider a Gladiators game in Nov, and axe throwing (Sandy Springs). </li> <li> <b>Student Chapter and Scholarship:</b> Glasser stated the committee will meet on Friday. The goals are to assist with the recruiting needs of employers, and to maximize the likelihood that the talent will remain within the ITS industry. </li> <li> <b>Legislative:</b> Udell stated that the state legislature is in budget discussion at the moment. Udell described the new marketing materials, which were used for the GDOT Technology Showcase: (2) banners for monthly meetings, and table top display for booths. Udell is compiling content for conferences at which ITS GA would have a booth, to answer why agencies should join ITS GA. The GMA conference is held in June, and ACCG is held in February. Horbal indicated that a chair is needed for the committee, else possibly combine Legislative with another committee. </li> <li> <b>Communication and Outreach:</b> Engineering Georgia Magazine includes highlights ITS Georgia. Bill stated he assisted with promotion for the GDOT Technology Showcase event held on January 21. The “Introduce a Girl to Engineering” deadline is February 4, and the event is scheduled for Saturday, February 8, at KSU in the morning. Holly Painter (KCI) is the guest speaker. ARC’s Connect Atlanta event is scheduled for March 31, held near the airport. Mike Holt will attend the Building Georgia event scheduled for Feb 11. </li> </ul>	<p><i>Cohen to send a calendar invitation to board members for social events.</i></p> <p><i>Glasser will develop a plan with a new approach for the student chapter + scholarship committee. Also consider how schools outside of GA could be included.</i></p> <p><i>Contact Tolson if you would like to be a speaker at an upcoming Georgia Tech ITS student chapter meeting.</i></p> <p><i>Horbal to include Legislative Committee chair on the agenda for next month, else combine committees.</i></p> <p><i>Send project photos, press releases, and/or new hire info to Wells for the GA Engineering magazine; send articles to Wells for ITS newsletter, Momentum.</i></p> <p><i>Sign up for the “Introduce a Girl to Engineering” event no later than February 4.</i></p> <p><i>Holt to attend the Building Georgia event on February 11.</i></p>

Issues Discussed	Action
<ul style="list-style-type: none"> <li>• <b>Past Presidents and Awards Committee:</b> Johnson is pulling contact info together, and the committee will take over the awards process. The immediate past president will serve as the committee chair.</li> <li>• <b>Education/Outreach/Service Committee:</b> the committee is developing its charge.</li> <li>• <b>GA Engineers Association:</b> a meeting was attended by Horbal, which serves as a lobbyist for the engineering profession. A resource is Chandler, who serves as a STEM coordinator for public schools. They also want to know if there are issues (stories) with professional licensure problems, since there are reportedly funding issues with the licensure department with the State of Georgia.</li> <li>• <b>ACEC:</b> for awards, there needs to be a greater variety of award types, such as operations, that would be more fitting for ITS. The awards are developed by the GPTQ committee. No next steps were assigned.</li> <li>• <b>ITSA Liaison:</b> Holt will sign off on the new charter agreement developed by ITS America; the deadline for the call for papers for the 2020 World Congress is Feb 3, and will be held in LA (a week after Jekyll Island). A committee has formed to identify content for state chapters session track; there are multiple categories, including best practices, outreach with new audiences, international, major initiatives, and reunion social events.</li> </ul> <p><b>2020 ITSGA Annual Meeting,</b> Sept 27-29, 2020. Pampolina stated that the kick-off meeting was held last Friday with committee chairs.</p> <p><b>2021 Site Planning (Savannah)</b> Sept 19-21. Not discussed.</p> <p><b>2022 Regional Conference:</b> Holt will initiate the planning process for the Southeastern ITS Summit. The location opportunities for hosting are Atlanta, Savannah, and Jekyll Island, for 700 attendees. Mike to convene to the executive committee, and they will decide the location. The event will be held in Sept/Oct 2022. Holt to note potential dates significant with respect to the Jewish calendar. The preference is to leave the conference at the 5 chapter size, unless another chapter requests to join. The next step is to identify the committees and respective</p>	<p><i>Johnson to lead development of the committee charge for the Past Presidents and Awards Committee.</i></p> <p><i>The Education/Outreach/Service Committee to lead development of the committee charge.</i></p> <p><i>Contact the GA Engineers Association if you are aware of engineers (or other professionally licensed staff) that has had difficulty with licensure.</i></p> <p><i>Holt to execute the updated <b>affiliation</b> agreement developed by ITS America.</i></p> <p><i>Holt to initiate the planning for the 2022 Regional Conference.</i></p>

Issues Discussed	Action
<p>leaders. A motion to approve Holt as the Georgia representative to lead the conference (Whitney, Kristin support) – the motion was approved unanimously.</p>	
<p><b>Closing Remarks</b></p> <ul style="list-style-type: none"> <li>• Horbal requested that committee leads remain in touch with committee members.</li> <li>• Horbal closed the 1/29 board meeting.</li> <li>• Next board meeting Wednesday, 2/26, 10 AM.</li> </ul>	



## 2020 ITS Georgia Board Meeting

January 29, 2020 at 10:00 AM

Kimley-Horn – Peachtree Corners Office

### ITS GEORGIA BOARD OF DIRECTORS

Officers/Directors (2020-2021):

Winter Horbal, President  
Tom Udell, Vice President  
Marc Start, Secretary  
Tom Glueckert, Treasurer  
Jenny Johnson, Past President

Directors 2019-2020:

Whitney Nottage  
Billy Stalcup  
Keith Rohling  
Kristin Phillips  
Kofi Wakhisi  
Derrick Crowder

Directors 2020-2021:

Rachel Cohen  
Dee Taylor  
Brook Martin  
Matt Glasser

State Chapter Representative

Mike Holt

Ex-Officio

Greg Morris, FHWA

## AGENDA

- 10:00 Take a seat and get started
- Approve 2020 Strategic Planning Meeting Minutes from December
  - Financial Report (Glueckert)
    - 2019 Final Financials – Board Approval
    - 2020 Budget Outlook – Board Approval
      - a. Outstanding items – Student Chapter/Scholarship (2019 = \$15,000)
  - Committee Statuses
    - Program Committee (Nottage/Taylor/Wakhisi - 5 minutes)
      - a. Months shaping up (Topic, Speaker(s), Location, Sponsor) – Feb., March, April, etc.
      - b. **Action item:** Wakhisi to coordinate discussion regarding a potential joint meeting with Georgia Planning Association
      - c. Survey
      - d. Venue ideas needed
    - Membership & Finance (Glueckert/Martin/Sheffield/Phillips – 5 minutes)
      - a. 2020 membership goal = 105 (Budget Goal = 95 with 80 large and 15 small)
      - b. Invoice update – Board Members, others, non-member price for meetings?
      - c. Plan of Attack to reach goal?
    - Networking/Social Activities (Cohen/Thumaty/Volunteer - Md Shafikul Islam Shafik, M.Sc., E.I. (Arcadis)- 5 minutes)
      - a. Trivia on February 27, 2020 @ Wing Factory in Smyrna
      - b. Action Item - Cohen to send calendar invite to all Board Members for social events
      - c. Next Event?
    - Student Chapter and Scholarship Committee combined – (Glasser/Tolson/ volunteers: Morris, Stalcup, Start, Taylor and others outside board – 5 minutes)
      - a. **Action item:** Advise the amount needed for scholarship committee in 2020
      - b. Student Chapters (Jim Tolson)
        - i. **Action item:** Contact Tolson if you would like to be a speaker at an upcoming GA Tech ITS Student Chapter meeting
      - c. Georgia Tech Student Chapter Volunteers
        1. Ramiro Santana (Kimley-Horn and Associates, Inc.) – [Ramiro.santan@kimley-horn.com](mailto:Ramiro.santan@kimley-horn.com)



2. Rahul Pasawala (G. Tech) – [Pasawala.rahul@gatech.edu](mailto:Pasawala.rahul@gatech.edu)

- d. **Action item:** Develop a plan with a new approach for the student chapter + scholarship committee. Consider how schools outside of GA could be included. Expansion ideas: Kennesaw State, University of Georgia, Georgia Southern, smaller Tech Schools (Chattahoochee Tech, Gwinnett Tech, etc.)
- Legislative Committee (Udell/ ? – 5 minutes)
  - a. Update on anything we need to know regarding Legislative Session
  - b. Show off ITSGA marketing items!
  - c. GDOT's Tech Showcase overview
  - d. **Action item:** why are we part of ITSGA and why others should join...
  - e. **Action item:** Need to find someone to run with this committee that has an interest.
- Communications & Outreach (Wells/Horbal – 5 minutes)
  - a. **Action item:** Reach out to people about upcoming meetings!
  - b. **Action items:** Send project photos, press releases, and/or new hire information to Wells for the GA Engineering magazine; send articles to Wells for ITSA newsletter, Momentum
- Past Presidents and Awards Committee (Johnson/ Horbal/ Morris – 5 minutes)
  - a. Update on efforts
- Educations/Outreach/Service (Crowder/ Rohling – 5 minutes)
  - a. **Action item:** lead development of the committee charge...
  - b. Educational – helps to determine what career fairs we can support, organizes the event and find the volunteers
  - c. The budget items at the bottom of the budget spreadsheet – what else are we doing besides just sending money. Is this still something we need to be supporting and why
  - d. Helps with Legislative outreach
  - e. Service Ideas: Coat/Toy drive at our awards meeting and December workshop meetings? Annual meeting service idea – ITSCA mentioned working with a local Charity at the Annual Meeting
- 2020 ITSGA Annual Meeting – September 27-29, 2020, Jekyll Island, GA
  - a. Update - kickoff meeting was Friday, Jan 24 2020
- 2022 xC Summit - site selection (?) (Holt – 5 minutes)
  - a. **Action item:** Holt to provide additional information to the Board
- ITS America items (Holt)
  - a. State Chapter Affiliate Agreement (Holt)
- Schedule at a glance (Horbal)
  - **Next Board Meeting – Wed, 2/26/2020 at 10am at GA Tech – Student Success Center – President Suite A and B**
  - February Monthly Meeting – Wed 2/26/2020 at 11:30 AM at GA Tech – Student Success Center – President Suite A and B
  - Social – Thurs 2/27/2020 at Wing Factory in Smyrna
- **Picture by Bill Wells of Board**
- Adjourn Meeting (Horbal)

**ITS Georgia 2020 Annual Meeting**

The Westin, Jekyll Island, 9/27-9/29/2020  
Budget (5/9/19)

REVENUE		Number	Cost	Budget	Actual
<b>Registration:</b>					
Members (early)	115	\$ 395	\$ 45,425		
Members (late)	15	\$ 445	\$ 6,675		
Non-members (early)	5	\$ 595	\$ 2,975		
Non-members (late)	10	\$ 625	\$ 6,250		
Guest	20	\$ 95	\$ 1,900		
Comped	10	\$ -	\$ -		
Registrations incl. w/sponsorship	0				
	<b>Subtotal =</b>	<b>175</b>	<b>\$ 63,225</b>	<b>\$ -</b>	<b>\$ -</b>
<b>Exhibitors:</b>					
Diamond	3	\$ -	\$ -		
Member (includes power service)	24	\$ 450	\$ 10,800		
Non-member (includes power service)	3	\$ 800	\$ 2,400		
	<b>Subtotal =</b>	<b>30</b>	<b>\$ 13,200</b>	<b>\$ -</b>	<b>\$ -</b>
<b>Sponsorship:</b>					
Diamond	3	\$ 3,500	\$ 10,500		
Platinum	6	\$ 2,000	\$ 12,000		
Platinum (Organizer - Jacobs)	1	\$ 1,000	\$ 1,000		
Gold	8	\$ 1,500	\$ 12,000		
Silver	12	\$ 1,000	\$ 12,000		
	<b>Subtotal =</b>	<b>30</b>	<b>\$ 47,500</b>	<b>\$ -</b>	<b>\$ -</b>

<b>TOTAL REVENUE =</b>	<b>\$ 123,925</b>	<b>\$ -</b>
<b>TOTAL EXPENSES =</b>	<b>\$ (109,337)</b>	<b>\$ (2,381)</b>
<b>TOTAL INCOME =</b>	<b>\$ 14,588</b>	<b>\$ (2,381)</b>

**Notes:**

- \* If we book another Marriott property for our 2021 AM within 6 months of contract signature with Jekyll, then Jekyll will give us a flat \$2,000. (This has NOT been shown in budget yet.)
- \* Registration prices shown above are the increased prices as approved by the board for 2019 AM and moving forward.
- \* Exhibitor fees above have been increased (\$100 increase for members & \$200 increase for non-members).
- \* Did NOT increase sponsorship amounts as these were just increased in 2017.

		EXPENSES					Budget	Actual
Type	Number	Cost	Serv. Chg.	Tax				
<b>Comps:</b>								
Comped meals for keynote speakers	3	\$ 267	\$ 67	\$ 27	\$ 1,081			
Comped room nights	10	\$ 189	\$ 20	\$ 25	\$ 2,341			
	<b>Subtotal =</b>				<b>\$ 3,422</b>	<b>\$ -</b>	<b>\$ -</b>	
<b>Sunday Reception (Westin Front Lawn):</b>								
Pig Roast / Lowcountry Boil	175	\$ 70	\$ 15	\$ 6	\$ 15,991			
Chef Fees	1	\$ 150	\$ 33	\$ 13	\$ 196			
Smores / Fire Pit	175	\$ 15	\$ 3	\$ 1	\$ 3,427			
Bar (4 drinks per person)	175	\$ 28	\$ 6	\$ 2	\$ 6,396			
Bartender Fees	2	\$ 150	\$ 33	\$ 13	\$ 392			
Entertainment - Georgia Sea Turtle Center	1	\$ 1,200	\$ 84	\$ 84	\$ 1,284		<b>(401.25)</b>	
	<b>Subtotal =</b>				<b>\$ 27,686</b>	<b>\$ (401.25)</b>		
<b>The Westin:</b>								
Sunday Late-Night (Observation Deck)	1	\$ 1,500	\$ 300	\$ 126	\$ 1,926			
Monday Breakfast (Continental)	175	\$ 16	\$ 4	\$ 1	\$ 3,655			
Monday Lunch (Buffet)	175	\$ 29	\$ 6	\$ 2	\$ 6,516			
Monday PM Break	175	\$ 15	\$ 3	\$ 1	\$ 3,371			
Monday Late-Night (Observation Deck)	1	\$ 1,500	\$ 300	\$ 126	\$ 1,926			
Tuesday Breakfast (Continental)	175	\$ 16	\$ 3	\$ 1	\$ 3,595			
	<b>Subtotal =</b>	<b>\$ 4,673</b>	<b>\$ 703</b>	<b>\$ 376</b>	<b>\$ 20,989</b>	<b>\$ -</b>	<b>\$ -</b>	
<b>Monday Off-Site Reception (Villa Ospos):</b>								
Villa Ospos Rental	1	\$ 1,800	\$ -	\$ 126	\$ 1,926		<b>(500.00)</b>	
Dinner (catered by The Westin)	175	\$ 65	\$ 14	\$ 6	\$ 14,849			
Off-Site Catering Fee (The Westin)	1	\$ 500	\$ 110	\$ 43	\$ 653			
Bar (4 drinks per person)	175	\$ 28	\$ 6	\$ 2	\$ 6,396			
Bartender Fees	2	\$ 150	\$ 33	\$ 13	\$ 392			
Outdoor Tent Rental	1	\$ 10,000	\$ -	\$ 700	\$ 10,700		<b>(1,000.00)</b>	
Entertainment - Jekyll Island Museum	1	\$ 150	\$ -	\$ 11	\$ 161			
Entertainment - Antique Cars	2	\$ 400	\$ -	\$ 28	\$ 856			
Trolley Transportation	1	\$ 640	\$ 115	\$ 53	\$ 808		<b>(480.00)</b>	
	<b>Subtotal =</b>	<b>\$ 13,733</b>	<b>\$ 279</b>	<b>\$ 981</b>	<b>\$ 36,740</b>	<b>\$ (1,980.00)</b>		
<b>Miscellaneous Cost:</b>								
Audio/visual/pipe & drape	1	\$ 6,000	\$ -	\$ -	\$ 6,000			
Printing	1	\$ 1,000	\$ -	\$ -	\$ 1,000			
Speaker gifts	25	\$ 25	\$ -	\$ -	\$ 625			
Attendee gifts	175	\$ 25	\$ -	\$ -	\$ 4,375			
Tickets, tags, badges, ribbons, etc	1	\$ 500	\$ -	\$ -	\$ 500			
Speaker travel costs	2	\$ 500	\$ -	\$ -	\$ 1,000			
Committee shirts	24	\$ 50	\$ -	\$ -	\$ 1,200			
Raffle Prizes	20	\$ 150	\$ -	\$ -	\$ 3,000			
Tech Committee Lunch Mtg	1	\$ 300	\$ -	\$ -	\$ 300			
PayPal fees (2.9%) - ESTIMATED	1	\$ 2,500	\$ -	\$ -	\$ 2,500			
	<b>Subtotal =</b>				<b>\$ 20,500</b>	<b>\$ (2,381.25)</b>		
					<b>\$ 109,337</b>	<b>\$ -</b>	<b>(2,381.25)</b>	





