



*November 2020*  
*Board Meeting Documentation*

ITS Georgia Monthly Board Meeting  
November 18, 2020  
10:00 - 11:30 AM  
Via Audio/Video Conference

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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

**Directors (2020-2021):**

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

**Directors (2019-2020):**

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

**State Chapter Representative:**

- Michael Holt**  
Stantec

**Ex-Officio:**

- Greg Morris**  
FHWA

✓ *Indicates present at meeting*

**Other Attendees Present:**

- Bill Wells, ITS GA
- Emily Dwyer, Georgia Department of Transportation
- Steven Sheffield
- Natalie Smusz-Mengelkoch, Kimley-Horn

| Issues Discussed  | Action   |
|---|--|
| <p><b>Welcome</b></p> <ul style="list-style-type: none"> <li>• A motion to approve meeting minutes for the October 28, 2020 meeting (motion by Nottage, Martin support) – the motion was approved unanimously.</li> <li>• Horbal noted that Derrick Crowder will continue to serve in a role related to the COVID-19 crisis through January 2021.</li> <li>• These Directors for 2021-2022 attended the meeting: Emily Dwyer, Natalie Smusz-Mengelkoch, and Steven Sheffield.</li> </ul>  |  |
| <p><b>Budget/Financials</b></p> <ul style="list-style-type: none"> <li>• <b>Annual Meeting Financials:</b> Glueckert reported there are a few remaining items from annual meeting to resolve.</li> <li>• <b>2020 Financials.</b> Glueckert sent to Board members the 2020 financial update.</li> <li>• <b>2021 Budget Planning.</b> Glueckert is assembling information for the 2021 budget. Committee chairs to send Glueckert budget information in advance of the December 9 meeting.</li> </ul>   | <p><i>Committee chairs to send Glueckert budget information in advance of the December 9 meeting.</i></p>  |
| <p><b>Committee Updates</b></p> <ul style="list-style-type: none"> <li>• <b>Program:</b> The normal role for the Program committee is to identify the venue, speaker, moderator, and sponsor. Nottage reviewed 2020, which involved last-minute monthly meeting arrangement decisions and changes due to COVID. Wells manages the technology arrangements and meeting invitations. Sponsor(s) are needed for the December training series (3 parts), which focuses on data uses. The topics are TMC data, corridor before/after data analysis, and machine learning/artificial intelligence applications. In 2021, Glueckert will manage the committee while Nottage is on personal leave. Wakhisi is a committee member and going off the board next year, so a new committee member will be needed. Whitney will provide 2021 meeting topics for the first months of 2021. No program is programmed for May, due to the ITS America conference in Atlanta.</li> <li>• <b>Membership and Finance:</b> Martin reported that the paid membership stands at 75, an increase of 1 from last month. In 2021, it will be important to remind agencies about the benefits of membership, and to increase communication and outreach. It may also be possible to leverage the ITSA conference in ATL to the benefit of membership. ITSA should look further outside of the “traffic” industry in 2021 for membership opportunities. Wells reported that the invoices for 2021 due will go out first week in December.</li> </ul> | <p><i>A new committee member will be needed for the Program Committee.</i></p> <p><i>Wells to send 2021 dues invoices during the first week of December.</i></p> |

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| <ul style="list-style-type: none"> <li>• <b>Networking/Social Activities:</b> No networking activities happened in 2020. Cohen will bring the ideas slated for 2020 to the table for 2021.</li> <li>• <b>Student Chapter and Scholarship:</b> Glasser summarized the activity in 2020; the scholarships were eliminated; a survey was conducted to understand the membership staffing needs and associated training; purchased laptops and cellular routers for students to help with COVID. In 2021, the current direction may include offering mentorships for ages 18+ for those exiting the Boys &amp; Girls program and networking opportunities for the Boys &amp; Girls program. The contracting community tends to feel isolated from the ITS Georgia community, so there is a need to be more inclusive, and possibly recruit a person from the contracting community on the board. Glasser will be more engaged with the TIME organization and ITS Georgia and seeks to support the training for all types of ITS professionals; similarly, GDOT's objective is also to provide increased and enhanced training opportunities in 2021. The member agencies of ITS Georgia are welcome to provide resources for training improvements and enhancements, which could be a key element of attracting new organizations to ITS Georgia.</li> <li>• <b>Legislative:</b> Not discussed.</li> <li>• <b>Communication and Outreach:</b> Wells reported that the normal cycle of work includes maintaining website, developing the column for Engineering Georgia, supporting the technology for the monthly meetings, and assisting with the Annual Meeting arrangements.</li> <li>• <b>Past Presidents and Awards Committee:</b> Johnson reported the 2020 ITS Georgia awards were previously put on hold until next year. ITS Georgia will recognize members who have won a transportation or ITS award from another agency this past year. The award recognition will be distributed by Wells to the membership via an email blast</li> <li>• <b>Education/Outreach/Service Committee:</b> In 2020, Rohling coordinated the purchase of chromebooks for children in metro Atlanta and Clayton County. In 2021, the opportunities may include (1) possibility for mentorships (2) Clayton County (for example) needs traffic signal technicians, and there are currently six open positions; Keith reached out to</li> </ul> | <p><i>Contact Glasser if you would like to be a speaker at student events at schools.</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>Add Legislative committee to the strategic planning meeting agenda. Forward all media inquiries to Bill Wells.</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 ITSA newsletter, Momentum.</i></p> <p><i>Send information about previous ITS GA member awards for ITS Georgia members to Bill Wells.</i></p> <p><i>Wells to create eblasts for the awards.</i></p> |

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|---|--|
| <p>the local community college to explore hands-on internship options (3) The students continue to need support with respect to electronic devices for education (4) address training deficiencies, and (5) provide education for the political process. Several subcommittees are possible.</p> <ul style="list-style-type: none"> <li>• <b>ITSA Liaison:</b> Not discussed.</li> </ul> <p><b>Event Updates</b></p> <p><b>2020 ITSGA Annual Meeting (Jekyll Island),</b> Sept 27 - 29, 2020. Horbal reported that she is still receiving compliments about the conference. Lessons learned: Whitney developed a detailed schedule for the speakers; have a back-up moderator ready; bios need to be concise; add phone numbers in the program schedule (for reference); practice. The commercials were well-received. Board members are encourage to submit for the time capsule.</p> <p><b>2021 ITS America Meeting (Atlanta),</b> May 17 – 20, 2021. Udell suggested that ITS Georgia organize a social event or hospitality suite for the membership in coordination with ITS America.</p> <p><b>2021 ITSGA Annual Meeting (Savannah),</b> Sept 19 - 21, 2021. Not discussed.</p> <p><b>2022 SE ITS Summit (Atlanta):</b> Holt will provide a list of the committees and send to the board. ITS Georgia will chair three of the committees, which should be put into motion in early 2021. Contact Holt with committee chair nominations.</p> | <p><i>Board to consider subcommittees or reorganization of the Education/Outreach/Service Committee.</i></p> <p><i>Board members are encouraged to submit for the time capsule.</i></p> <p><i>Board to consider hospitality suite for an ITS Georgia social event at the ITS America conference, including ITS America representatives.</i></p> <p><i>Holt to provide list of committees for which he seeks a chair and supporting members.</i></p> <p><i>Contact Holt with committee chair nominations.</i></p> |
| <p><b>Closing Remarks</b></p> <ul style="list-style-type: none"> <li>• <b>Other concerns.</b> Send Winter your concerns (now or later).</li> <li>• Horbal closed the 11/18 board meeting.</li> <li>• Next board meeting is December 9, 10 AM.</li> </ul>  |  |