



December 2020
Board Meeting Documentation

ITS Georgia Monthly Board Meeting

December 9, 2020

11:30 AM - 2:00 PM

Via Audio/Video Conference and at the IATL, 3000 Summit Place, Alpharetta, GA 30009

ITS GEORGIA BOARD OF DIRECTORS

Officers / Directors (2020–2021):

Directors (2020-2021):

Directors (2019-2020):

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

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

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

State Chapter Representative:

Ex-Officio:

- Michael Holt**
Stantec

- Greg Morris**
FHWA

- Keith Rohling**
Clayton County

✓ *Indicates present at meeting*

Other Attendees Present:

- Ty Alexander, AECOM (2021 ITS Georgia Annual Meeting Chair)
- Emily Dwyer, Georgia Department of Transportation (2021 – 2022 Director)
- Dino Pampolina, Jacobs (2021 – 2022 Director)
- Steven Sheffield (2021 – 2022 Director)
- Natalie Smusz-Mengelkoch, Kimley-Horn (2021 – 2022 Director)
- Bill Wells, ITS GA

Issues Discussed	Action
<p>Welcome</p> <ul style="list-style-type: none"> • A motion to approve meeting minutes for the November 18, 2020 meeting (motion by Cohen, Martin support) – the motion was approved unanimously. • Horbal requested that everyone consider how to increase the number of volunteers to support the committees. • Horbal requested that the Board consider opportunities for interaction between multiple committees, and consider impact of committee work on the entire membership (public, private, statewide, consultants, vendors, contractors, etc.) 	
<p>Budget/Financials</p> <ul style="list-style-type: none"> • Annual Meeting Financials: No discussion. • 2021 Budget Planning. Committee chairs should submit budget needs associated with the committee goals to Glueckert by January 10. Get request to Tom (action item). Think about growth of membership, types of activities (categorize), how often the activities will occur. • 2021 Support Contract. A motion to approve a bonus to Wells for supporting additional work performed in 2020 related to COVID for an amount of one month’s salary (\$2,600), and to extend Well’s contract through 2021 with no increase in salary pay (motion by Johnson, Udell support) – the motion was approved unanimously. 	<p><i>Holt to provide Glueckert with details about what the PDH certificates should include.</i></p> <p><i>Committee chairs to send Glueckert budget information in advance of the January 10 meeting.</i></p> <p><i>Horbal to address scope modifications for Well’s support contract in 2021.</i></p>
<p>Committee Updates</p> <ul style="list-style-type: none"> • Program: Nottage (taking personal time until later in 2021), <u>Glueckert (chair)</u>, Dwyer (new member on committee). The speakers for the first four monthly meetings of 2020 are already planned. The January 27 program is the effects of COVID (virtual). The February 24 program is the Smart Columbus (OH) program manager, (virtual). The March 24 program is Marc Plotkin providing an update on the GDOT ATMS project. The April 28 program is Marsha Anderson Bomar speaking on the MARTA transit plan. Sponsors and moderators are needed. A future meeting possibility is at the Paulding County TCC, and possibly a presentation. Contact Nottage or Glueckert if you want to be part of the program decisions. • Membership and Finance: <u>Sheffield (chair)</u>, with Martin and Phillips supporting. The actual membership for 2020 was 75, and the goal was 105 in 2020. The 2021 goal is 80 members. It will be important to remind agencies about the benefits of membership, and to increase communication and outreach. Udell has some testimonials from the survey. 	<p><i>Contact Nottage or Glueckert if you would like to serve on the Program Committee.</i></p> <p><i>Membership and Finance should send Glueckert targets for private/public and small/large memberships.</i></p> <p><i>Udell to provide the Membership and Finance Committee the reasons why agencies have joined ITS Georgia.</i></p> <p><i>Provide Bill Wells with board member, video-based testimonials for the website regarding the benefits of membership.</i></p>

Issues Discussed	Action
<ul style="list-style-type: none"> • Networking/Social Activities: <u>Cohen (chair)</u>; Cohen requested ideas for viable virtual social events. Else, the committee would re-start when COVID subsides (summer). Holt provided an idea for a virtual wine-tasting event idea. Dwyer provided an idea for a mixology class. • Outreach/Education: a chair was not identified during the meeting. There are four subcommittees, as follows: <ul style="list-style-type: none"> • Student Chapter/Scholarship subcommittee: <u>Smusz-Mengelkoch (chair)</u>, with Jim Tolson (Arcadis) at KSU (Marietta Campus) and Ramiro Santana (KH) at Georgia Tech supporting. • Service subcommittee: <u>Rohling (chair)</u> with Pampolina supporting. activities may include can drives, Boys & Girls Club, mentorships, and internships. For the Boys and Girls Club career fair event on December 16, Glasser stated that Bill Gunter, David Swales, Smusz-Mengelkoch will support. • Training subcommittee: <u>Glasser (chair)</u> with Start supporting. Glasser is also a TIME board member. A goal is to build a bridge between the infrastructure designers and the first responders. TIME holds certification opportunities (SHRP2 training). • Legislative subcommittee: <u>Udell (chair)</u> with Taylor supporting. The Georgia Municipal Association (GMA) Annual convention is normally scheduled for the end of June. ITS Georgia may want to have a presence at the event, so outreach information may be needed. The legislative area will likely be very active with the change in administrations. ACEC is the lobbyist with respect to ITS Georgia, since they represent the engineering profession. • Communications & Outreach: <u>Wells (chair)</u>, with Horbal supporting. Wells supports all ITS Georgia committees, and will support membership surveys upon request. • Past Presidents and Awards: <u>Johnson (chair)</u> and Horbal. The committee serves as a sounding board for the Board and organizes the elections and awards. The 2021 awards are 	<p><i>Cohen to hold a short survey of the membership to solicit ideas for social events.</i></p> <p><i>Contact Smusz-Mengelkoch if you would like to be a speaker at an upcoming Georgia Tech ITS student chapter meeting.</i></p> <p><i>Contact Rohling if you would like to be a speaker at student events at schools.</i></p> <p><i>Contact Udell if you would like to serve on the Legislative committee.</i></p> <p><i>Board members are encouraged to submit for the time capsule, which will be opened in 2030.</i></p> <p><i>Send information about other awards granted to ITS GA members to Wells.</i></p> <p><i>Wells to send board members a reminder email with a Zoom link the morning of a board meeting.</i></p> <p><i>Wells to send members a reminder email with a Zoom link or in-person arrangements the morning of a monthly meeting.</i></p> <p><i>Forward all media inquiries to 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>

Issues Discussed	Action
<p>already scheduled to take place at Maggiano’s in November 2021.</p> <ul style="list-style-type: none"> • ITS America State Chapter Rep: Holt; the ITSA meeting has been moved to Charlotte, NC, for December 7-10, 2021. <p>Event Updates</p> <p>2021 ITS America Meeting (Charlotte, NC), December 7 – 10, 2021. The conference was previously scheduled for Atlanta.</p> <p>2021 ITSGA Annual Meeting (Savannah), Sept 19 - 21, 2021. <u>Ty Alexander (planning committee chair)</u>, with Taylor supporting. The committee leads include: Marc Plotkin is the Technical Committee chair, Mark Demidovich is the Sponsorship chair, Yancy Bachmann is the Exhibit Hall chair, Cohen is the Networking Reception chair, Wells is the Communications chair, Jeff Legg is the Golf chair, Catherine Johnson is the Registration chair, Cohen is the Raffle chair, Ken Keena is the AV chair, and Start is an advisor.</p> <p>Board member suggestions: normally there are 3 sponsors for specific events: Sunday night dinner, Monday reception, and Monday evening dinner and program. Horbal has provided Alexander with conference “lessons learned” from the past two years, and the program schedule. To support GDOT’s process for funding staff participation, have first draft of program available in February/March, with the general topics for each session. Include GDOT staff on the committees. Cohen offered to assist with food selection and reception ideas. Johnson suggested that the planning committee contact the hotel to receive ideas for events. Plotkin will coordinate the Program Committee, and ITS America is available to assist with technical content. The keynote speaker should be locked down relatively soon. Copy Horbal on committee meeting invites. Wells can assist with membership survey to get information from the membership. Hold first committee meeting in mid-January (or sooner).</p> <p>2022 SE ITS Summit (Atlanta): Holt has approximately a dozen volunteers so far. The next Executive Committee meeting will be held next week. The contract is signed with the Hyatt Recency. The committees are targeted for January start date; ITS GA to take the chair position on 2-3 committees.</p>	<p><i>2021 ITSGA Annual Meeting Planning Committee to develop preliminary technical program by February/March to assist GDOT’s staff participation at the meeting.</i></p> <p><i>2021 ITSGA Annual Meeting Planning Committee to copy Horbal with committee meeting invites.</i></p> <p><i>2021 ITSGA Annual Meeting Planning Committee to contact the hotel to receive ideas for events.</i></p> <p><i>Contact Holt with 2022 SE ITS Summit committee chair nominations.</i></p> <p><i>Glasser to reach out to the GDOT Office of Strategic Communications for assistance with the 2022 SE ITS Summit.</i></p>
<p>Closing Remarks</p> <ul style="list-style-type: none"> • Other concerns. Send Horbal your concerns (now or later). • Horbal closed the December 9 board meeting. • Next board meeting is Wednesday, January 27, 10 AM. 	



2020 ITS Georgia Pre-Strategic Planning Meeting

December 9, 2020 at 11:30 AM

Zoom Video Conference Call & In-Person for a few

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

Directors 2021-2022:

Whitney Nottage
Keith Rohling
Emily Dwyer
Dino Pampolina
Natalie Smusz-Mengelkoch
Steven Sheffield

State Chapter Representative

Mike Holt

Ex-Officio

Greg Morris, FHWA

2020 Annual Meeting Chair

Dino Pampolina (Jacobs)

2021 Annual Meeting Chair

Ty Alexander (AECOM)

AGENDA

11:30 Get on the call (Zoom video conferencing)

- Welcome New Board Members!
- Approve 2020 Board Meeting Minutes from November - **MOTION**
- Financial Report (Glueckert)
 - 2020 Budget and other items
 - 2021 Budget – preparation time – Committees to get with Glueckert and make request!
- Committee Statuses
 - Things to consider for ALL committees:
 - Goals/Plans (start with 3 items you would like to accomplish in 2021)
 - Budget (funds needed to support your 2021 goals/plans) – **IMPORTANT ACTION**
 - Volunteers (both Board members and especially outside Board)
 - Communications (utilizing Bill Wells and all Board members)
 - Consider surveys (past & future ideas)
 - Call for volunteers or presentation ideas, etc.
 - Advertise events, awards, committees, etc.
 - Utilize ITSGA YouTube channel (meetings, trainings, etc.)
 - Interaction with other committees (ex. Coat drive at November Awards)
 - Consider our members! Does this benefit our current and future members?
- 1. Communications & Outreach (Wells/Horbal)
 - a. Start with this committee b/c it is a part of EVERY committee!
 - b. 2020 Time Capsule request for letter to the future and/or items!
 - c. Action items: Send project photos, **member awards**, press releases, and/or new hire information to Wells for the GA Engineering magazine; send articles to Wells for ITSA newsletter, Momentum
- 2. ITS America State Chapter Rep (Holt)
 - a. Includes monthly call attendance and keeping ITS America updated on ITSGA
- 3. Membership & Finance (Martin/Sheffield)
 - a. 2020 Recap: Membership Update – currently 75 paid w/ 2020 membership goal = 105 (Budget Goal 80 large & 15 small)
 - b. 2021 Strategic Plan (volunteers and realistic Goal) - **ACTION**



4. Networking/Social Activities (Cohen)
 - a. 2021 Strategic Plan (volunteers, ideas, communications, other considerations?)
5. Outreach/Education Committee (need an overall chair?) –
 - a. Combining a few committees after speaking with some board members (main reason \$, any suggestions? any objections?)
 - i. **ACTION:** Need Board Manager and overall Committee Chair (naggers)
 - ii. **ACTION:** Need definition to include all subcommittees (see last sheet)
 - b. Student Chapter/Scholarship Committee – (Utilize Outside Board/Tolson?)
 - i. 2021 Strategic Plan (volunteers, communications, budget, other)
 - c. Service (Rohling)
 - i. 2021 Strategic Plan (volunteers, communications, budget, other)
 1. Boys & Girls Club – recent email from Matt Glasser
 - d. Training (Glasser/Start)
 - i. 2021 Strategic Plan (volunteers, communications, budget, other)
 - e. Legislative Committee (Taylor/Udell)
 - i. 2021 Strategic Plan (volunteers, communications, budget, other)
 - ii. This includes educating the Board/ITSGA members as well as educating outside ITSGA (ex: GMA)
6. Past Presidents and Awards Committee (Johnson/ Horbal) -
 - a. 2021 Strategic Plan
7. Program Committee (Nottage/Glueckert)
 - a. December Training: in progress
 - b. 2021 Strategic Plan (volunteers, 1. locations, 2. sponsors, 3. Topics/presenters)
- Conference(s)
 8. 2021 ITSGA Annual Meeting (AECOM) – (Alexander/Taylor/Pampolina)
 - a. Sept. 19-21, 2021, JW Marriott, Savannah, GA
 - b. Lessons learned from 2020 and looking to 2021!
 9. 2022 Southeast (SE) ITS Summit - (Holt)
 - a. Nov. 5-9, 2022, Hyatt Regency, Atlanta
 - b. EMAIL: Soliciting committee volunteers – Budget, Communication, Exhibitors, Golf, Key Speakers, Local Arrangements, On-Site, Marketing, Registration, Sponsors, Technical Speakers
- Other Items/Concerns
 10. Bill Wells Contract – **ACTION/MOTION**
 11. Anything to discuss?
- Schedule at a glance (Horbal/Udell)
 - **Next Board Meeting** – Do we have a monthly meeting being planned? If so, what is the date? If not, then let's plan for Wednesday, January 27th at 10 AM.
 - **ACTION items?!?!**
- Adjourn Meeting ~ 2:00 AM (Horbal)



MISSION

We believe that ITS is a valuable tool for improved management of any transportation system, regardless of the inherent complexity of the system. ITS can help operate, manage, and maintain the system once it has been constructed.

We believe that ITS should be systematically incorporated into the earliest stages of project development, especially into the planning and design of transportation projects.

We believe the best way to achieve this systematic incorporation into the process is through a coordinated, comprehensive program to “get out the word” on ITS to constituencies that might not otherwise consider the relevance of ITS to their transportation system.

GOALS

1. Provide forums to share and coordinate ITSGA member missions and experiences
2. Educate our members of national directions and technologies
3. Develop a broader ITS constituency
4. Educate policy makers (e.g., agency administrators, county commissioners, mayors, planning commissions, etc.) on benefits of continued operations and maintenance and how ITS can help.



Committee

2020 Committee Chair

2020 Board Manager

Program Committee

Nottage/Glueckert

This committee is responsible for planning the monthly chapter luncheons and for coordinating other workshops and ITS-related activities in Georgia.

Past Presidents and Elections/Awards

Johnson/Horbal

The Past President's Committee is comprised of ITSGA Past Presidents and will communicate to the Board of Directors through the Immediate Past-President, who will also serve as Chair of the Committee. Direct responsibilities of the committee include administering the chapter's annual recognition awards program, facilitating the chapter's annual elections process, providing advice and leadership to the Board of Directors upon their request or whenever the Committee feels this is appropriate, and assisting the Board in governing the Association based on past practices. The Committee is encouraged to meet at least once a year

Communications and Outreach

Wells/Horbal

This committee is responsible for preparing a communications plan for the year and implementing that plan. The committee coordinates outreach activities of the other committees.

Membership and Finance

Sheffield

Martin/Phillips

This committee is responsible for identifying and recruiting new organizations and individuals. It will also work with the Treasurer to encourage members to pay dues in a timely manner.

Networking/Social Activities

Cohen

This committee is responsible for organizing special programs to enhance member professional and personal growth.

Outreach/Education

Student Chapter and Scholarships

Tolson?

This committee is responsible for advising and coordinating with the GA Tech ITS Student Chapter. Additionally, this committee is responsible for administering the Wayne Shackelford Scholarship program.

Service

Rohling

Definition:

Training

Glasser/Start

Legislative

Udell/Taylor

This committee is responsible for keeping track of key issues with policy makers that may affect the organization and its members.