



January 2021 Board Meeting Documentation

ITS Georgia Monthly Board Meeting
January 27, 2021
10:00 – 11:30 AM
Via Audio/Video Conference

ITS GEORGIA BOARD OF DIRECTORS

Officers / Directors (2020–2021):

| | |
|-------------------------------------|--|
| <input checked="" type="checkbox"/> | Winter Horbal, <i>President</i> Temple |
| <input checked="" type="checkbox"/> | Tom Udell, <i>Vice President</i> Jacobs |
| <input checked="" type="checkbox"/> | Marc Start, <i>Secretary</i> AECOM |
| <input checked="" type="checkbox"/> | Tom Glueckert, <i>Treasurer</i> Kimley-Horn |
| <input checked="" type="checkbox"/> | Jenny Johnson, <i>Past President</i> Kimley-Horn |

State Chapter Representative:

| | |
|-------------------------------------|--------------------------------|
| <input checked="" type="checkbox"/> | Michael Holt Stantec |
|-------------------------------------|--------------------------------|

✓ Indicates present at meeting

Directors (2020-2021):

| | |
|-------------------------------------|------------------------------------|
| <input type="checkbox"/> | Rachel Cohen 360ns |
| <input checked="" type="checkbox"/> | Dee Taylor AECOM |
| <input checked="" type="checkbox"/> | Brook Martin Cobb County |
| <input checked="" type="checkbox"/> | Matt Glasser GDOT |

Ex-Officio:

| | |
|-------------------------------------|----------------------------|
| <input checked="" type="checkbox"/> | Greg Morris FHWA |
|-------------------------------------|----------------------------|

Directors (2021-2022):

| | |
|-------------------------------------|--|
| <input checked="" type="checkbox"/> | Emily Dwyer GDOT |
| <input checked="" type="checkbox"/> | Natalie Smusz-Mengelkoch Kimley-Horn |
| <input checked="" type="checkbox"/> | Steven Sheffield |
| <input type="checkbox"/> | Whitney Nottage Q-Free |
| <input checked="" type="checkbox"/> | Dino Pampolina Jacobs |

| | |
|-------------------------------------|--|
| <input checked="" type="checkbox"/> | Keith Rohling Clayton County |
|-------------------------------------|--|

Other Attendees Present:

Bill Wells, ITS GA

| Issues Discussed | Action |
|---|--|
| Welcome <ul style="list-style-type: none"> A motion to approve meeting minutes for the December 9, 2020 meeting (motion by Martin, Glueckert support) – the motion was approved unanimously. | |
| Budget/Financials <ul style="list-style-type: none"> 2020 Budget Finalization. Glueckert will finalize by next month's meeting. 2021 Budget Planning. Glueckert will updated the 2021 budget as he receives information. | <i>Committee chairs to send Glueckert budget information (if they have not done so already).</i> |
| Committee Updates <ul style="list-style-type: none"> Program: Glueckert stated that 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. May - then University happenings (at university). Membership and Finance: Sheffield stated the 2021 goal is 80. 40 members have paid. Starting in March, the logos of members that have not paid will be removed from the website. Networking/Social Activities: No update. Outreach/Education: Winter currently serves as the chair for the subcommittees. <ul style="list-style-type: none"> Student Chapter/Scholarship subcommittee: Smusz-Mengelkoch requested for contacts for folks that have virtual connections to colleges/universities located outside of the Atlanta metro area. In addition, students that are studying disciplines such as data analyst and computer science are encouraged. Udell suggested that faculty should nominate a student for the scholarship. Rohling suggested a program similar to the Clayton County extern program, in which the student is not paid a salary but rather only a stipend for gas, etc. Johnson confirmed that ITS GA has reimbursed student chapters in the past for meeting-related expense upon request (specifically, up to \$100 per meeting, 6 meetings). Service subcommittee: Rohling requested ideas from the board. Rohling has a contact for a place that will be | <i>Contact Nottage or Glueckert if you would like to serve on the Program Committee.</i> <i>Provide Bill Wells with board member, video-based testimonials for the website regarding the benefits of membership.</i> <i>Wells to send reminder to members that have not paid dues in early February.</i> <i>Cohen to hold a short survey of the membership to solicit ideas for social events.</i> <i>Contact Smusz-Mengelkoch if you have contacts for folks with virtual connections with colleges/universities outside of the Atlanta metro area.</i> <i>Contact Rohling if you would like to be a speaker at student events at schools.</i> |

| Issues Discussed | Action |
|---|--|
| <p>getting rid of their laptops, which may be useful for ITS GA outreach to student groups.</p> <ul style="list-style-type: none"> • Training subcommittee: Glasser described a training calendar that includes standard training performed by other agencies (ITE, TIME, etc.). A suitable calendar platform will also be required. The calendar currently includes 37 training events, and GDOT's goal is 50. Glasser requests that board members share training that companies are willing to provided. For instance, 15 min videos would count as a training opportunity. The next area of interest is how to track learning by participants. • Legislative subcommittee: Udell mentioned that the new federal administration is getting settled and the Georgia legislature is now is session. • Communications & Outreach: Horbal described the opportunity to join the iATL alliance, and will send the MOU to board members via email. GDOT was awarded \$3.2M award, and the news will be shared with the membership. • Past Presidents and Awards: No update. • ITS America State Chapter Rep: Holt attended the coordination call last week. Holt will reach out to ITSA to receive a summary of the new training opportunities. Still discussion about virtual meetings. Winter requested that Glasser take a look at the offerings (Holt to send to Horbal). | <p><i>Board members to send Glasser training opportunities that their organization provides.</i></p> <p><i>Send information about other awards granted to ITS GA members to Wells.</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> |
| <p>Event Updates</p> <p>2021 ITS America Meeting (Charlotte, NC), December 7 – 10, 2021.</p> <p>2021 ITSGA Annual Meeting (Savannah), Sept 19 - 21, 2021. Taylor reported that the theme will “on the road again.” The Technical Committee is scheduled to be filled by the end of next week. Alexander will coordinate with Glueckert on the budget.</p> <p>2022 SE ITS Summit (Atlanta) Nov 5-9, 2022. Holt will hold an executive call tomorrow. He is trying to confirm the committee chairs. He has the volunteer support he needs at this time from ITS GA.</p> | <p><i>Alexander to coordinate with Glueckert regarding the 2021 ITSGA Annual Meeting budget.</i></p> |

Closing Remarks

- **Other concerns.** Send Horbal your concerns (now or later).
- Horbal mentioned that Chuck Bailey (KCI) was approached by the Classic Center Athens, GA about holding the ITS GA Annual Meeting in a future year.
- Horbal closed the January 27 board meeting.
- Next board meeting is Wednesday, February 24, 10 AM (virtual).



2020 ITS Georgia Pre-Strategic Planning Meeting

January 27, 2021 at 10:00 AM

Zoom Video Conference Call

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 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

2021 Annual Meeting Chair

Ty Alexander (AECOM)

AGENDA

10:00 Get on the call (Zoom video conferencing)

- Welcome to 2021!
- Approve 2020 Board Meeting Minutes from December - **MOTION**
- Financial Report (Glueckert)
 - 2020 Budget/Annual Meeting audit
 - 2021 Budget Update
- Committee Statuses/Things to Consider/Past Action Items
 - Goals/Plans – consider starting with 3 items you would like to accomplish in '21
 - Budget (funds needed to support your 2021 goals/plans)
 - Consider volunteers (outside Board)
 - Interaction with other committees (ex. Coat drive at November Awards)
 - Consider our members! Does this benefit our current and future members?
 - Wells – send reminders with link for those who registered for Monthly meetings
- 1. Communications & Outreach (Wells/Horbal)
 - a. Bill Wells 2021 Contract officially/formally signed (Glueckert/Horbal/Wells)
 - b. 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
 - c. Wells can also assist with surveys, call for volunteers and/or presentation ideas, advertise events, awards, committees, etc. for increased exposure.
- 2. ITS America State Chapter Rep (Holt)
 - a. Includes monthly call attendance and keeping ITS America updated on ITSGA
 - i. ITSA Virtual Training?
- 3. Membership & Finance (Martin/Sheffield)
 - a. 40 paid (Reminder: Board members organizations need to be paid – per bylaws)
 - b. 2021 Goal = 80 (Budget Goal 65 large & 15 small - 2020 = 75 paid)
- 4. Networking/Social Activities (Cohen)
 - a. No Updates
- 5. Outreach/Education Committee (need an overall chair? Horbal for now) –
 - a. **ACTION:** Need Board Manager and overall Committee Chair (naggers)



- b. **ACTION:** Need definition to include all subcommittees (see last sheet)
- c. Student Chapter/Scholarship Committee – (Smusz-Mengelkock)
 - i. No updates at this time
- d. Service (Rohling)
 - i. Who was involved in December B&G event and how did it go?
- e. Training (Glasser/Start)
 - i. Strategic communications never responded (even after a few pokes).
 - ii. Want to discuss calendar sharing with TIME Task Force
- f. Legislative Committee (Taylor/Udell)
 - i. State, Federal, International update
 - 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. No Update – elections/awards kicked off later this year and budget sent to Glueckert
- 7. Program Committee (Nottage/Glueckert/Dwyer)
 - a. Glueckert to coordinate with Annual Meeting Tech Chair (Marc Plotkin)
 - b. Wed., Jan. 27, 2021 (Virtual) – *Impacts of COVID on projects, budgets, plants/programs, etc.*
 - c. Wed., Feb. 24, 2021 (Virtual) – Smart Columbus
 - d. Wed., March 24, 2021 (City Springs?) – GDOT ATMS Update
 - e. Wed., April 28, 2021 (City Springs?) – MARTA Update
 - f. Wed., May 26, 2021 (University?) – University Happenings?
- Conference(s)
 - 8. 2021 ITSGA Annual Meeting (AECOM) – (Alexander/Taylor)
 - a. Sept. 19-21, 2021, JW Marriott, Savannah, GA – “On The Road Again”
 - b. Kick-off Meeting last week and Tech kick-off meeting this week!
 - c. Other updates/goals – Logo, General Tech outline, etc.?
 - 9. 2022 Southeast (SE) ITS Summit - (Holt)
 - a. Nov. 5-9, 2022, Hyatt Regency, Atlanta
 - b. Soliciting committee volunteers – Budget, Communication, Exhibitors, Golf, Key Speakers, Local Arrangements, On-Site, Marketing, Registration, Sponsors, Technical Speakers?
- Other Items/Concerns
 - 10. Anything to discuss?
- Schedule at a glance (Horbal/Udell)
 - Next Monthly Meeting (Virtual) – Wednesday, February 24th (Virtual) GDOT ATMS Update with Marc Plotkin/Matt Glasser/others!
 - **Next Board Meeting** –Wednesday, February 24th (Virtual) at 10 AM
 - **ACTION items?!?!**
- Adjourn Meeting ~ 11:15 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.