



## March 2021 Board Meeting Documentation

ITS Georgia Monthly Board Meeting  
March 24, 2021  
10:00 – 11:00 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

#### 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 (2021-2022):

☐ Emily Dwyer  
GDOT

☒ Natalie Smusz-  
Mengelkoch  
Kimley-Horn

☒ Steven Sheffield  
Ouster

☐ Whitney Nottage  
Q-Free

☐ Dino Pampolina  
Jacobs

☒ Keith Rohling  
Clayton County

#### Other Attendees Present:

Bill Wells, ITS GA  
Ty Alexander, AECOM

Issues Discussed	Action
<b>Welcome</b> <ul style="list-style-type: none"> <li>A motion to approve meeting minutes for the February 24, 2021 meeting (motion by Sheffield, Martin support) – the motion was approved unanimously.</li> <li>Whitney Nottage will return full-time on April 12.</li> </ul>	
<b>Budget/Financials</b> <ul style="list-style-type: none"> <li><b>2020 Budget Finalization.</b> Glueckert is working on completing the audit for 2020.</li> <li>Glueckert is working on April 15 deadline for taxes.</li> <li><b>2021 Budget Planning.</b> A motion to approve the 2021 budget (motion by Glueckert, Taylor support) – the motion was approved unanimously.</li> </ul>	<p><i>Glueckert to finalize the audit process for 2020.</i></p> <p><i>Glueckert to complete tax return by April 15.</i></p>
<b>Committee Updates</b> <ul style="list-style-type: none"> <li><b>Program:</b> Glueckert stated that meetings will remain virtual through the May meeting. The April meeting content is MARTA. The May meeting content is a panel of university faculty.</li> <li><b>Membership and Finance:</b> Sheffield stated that achieving the membership goal should not be difficult, based on responses so far this year.</li> <li><b>Networking/Social Activities:</b> Cohen’s survey regarding social activity opportunities had 280 views, and 49 responses. Four options were presented: casino, cocktail, cooking, and no activity. 45% responded with “wait until we can meet in person.” Cohen will consider holding a virtual casino event in April, then possibly the cocktail event in May.</li> <li><b>Outreach/Education:</b> Winter currently serves as the chair for the subcommittees. <ul style="list-style-type: none"> <li><b>Student Chapter/Scholarship subcommittee:</b> Smusz-Mengelkoch stated that there are Georgia Tech dates available for guest speakers.</li> <li><b>Service subcommittee:</b> Rohling is working on a proposal for student backpacks. The target is July 1. He has not heard back from ACEC about the STEM workforce taskforce.</li> <li><b>Training subcommittee:</b> Glasser reported that ACEC is working to develop a consolidated calendar, however he has not received responses to his questions. The back-up option would be the ITS GA calendar on the website.</li> </ul> </li> </ul>	<p>.</p> <p><i>Contact Smusz-Mengelkoch if you have contacts for folks with virtual connections with colleges/universities outside of the Atlanta metro area.</i></p> <p><i>Contact Rohling if you would like to be a speaker at student events at schools.</i></p> <p><i>Board members to send Glasser training opportunities that their organization provides.</i></p>

Issues Discussed	Action
<p>The TMC Operations contract is preparing training material for new ATMS software. Glasser requested that training material be made available to a larger audience. Two consultants have offered to develop training videos. Glasser will work later on clarifying the platform for delivering the training. Kimley-Horn will deliver training on the SigOps health metrics. The ITS Georgia training for the GDOT video management system training on Friday currently has 136 registrants.</p> <ul style="list-style-type: none"> <li>• <b>Legislative subcommittee:</b> Udell mentioned that establishment for a separate entity for the GA professional engineering and surveying board is proceeding. GA is considering a plan to extend comity for PEs moving from other states that would require less effort. The GMA conference in August is expected to be an in-person meeting in Savannah. Udell will receive information about the GMA so that the board can determine how to perform outreach at the meeting.</li> <li>• <b>Communications &amp; Outreach:</b> Wells has begun supporting the committee work for the 2022 Summit. For the 2021 Annual Meeting, he has almost completed registration forms so that the conference can be opened for sponsorships, exhibitors, and registration. Wells requested information from ITS Georgia member firms about news that can be broadcasted by ITS Georgia. Wells has sent out the final reminder for paying 2021 membership dues.</li> <li>• <b>Past Presidents and Awards:</b> No update.</li> <li>• <b>ITS America State Chapter Rep:</b> Holt mentioned the new training courses now available by ITS America, and the 2021 ITS America meeting in Charlotte, NC.</li> </ul>	<p><i>Horbal to add GMA conference outreach to the next agenda.</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><b>Event Updates</b></p> <p><b>2021 ITS America Meeting (Charlotte, NC),</b> December 7 – 10, 2021.</p> <p><b>2021 ITSGA Annual Meeting (Savannah),</b> Sept 19 - 21, 2021. Alexander provided an overview of the technical program for Board input. Alexander provided 3 logos for Board input, and option 3 was preferred. Horbal asked that contractor staff be considered for the technical program.</p>	<p><i>Alexander to share logo native files to Wells.</i></p>

Issues Discussed	Action
<p><b>2022 SE ITS Summit (Atlanta)</b> Nov 5 - 9, 2022. Holt stated there will be another executive committee call tomorrow. A motion to assign \$3K seed funding for the conference (motion by Holt, Glasser support) – the motion was approved unanimously.</p>	
<p><b>Closing Remarks</b></p> <ul style="list-style-type: none"> <li>• <b>Other concerns.</b> Send Horbal your concerns (now or later).</li> <li>• Horbal closed the March 24 board meeting.</li> <li>• Next board meeting is Wednesday, April 28, 10 AM (virtual).</li> </ul>	



## 2021 ITS Georgia Board Meeting

March 24, 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 - x  
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!
- Approve 2021 Board Meeting Minutes from February – **MOTION**
- Financial Report (Glueckert)
  - **Jan. Action:** Committee Chairs to send 2021 budget information
  - **Feb. Action:** Working through 2020 Tax submittal, including finalize audit of 2020 financial info
  - 2021 Proposed Budget – **MOTION** and Board needs to hopefully **APPROVE**
- Committee Statuses/Things to Consider
  - 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?
- 1. Communications & Outreach (Wells/Horbal)
  - a. **Membership Dues:** Update on next steps – removing logos from website?
  - b. **Action Items:** Bill Wells 2021 Contract formally signed (Glueckert/Horbal/Wells)
  - 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 – **GA Column for Eng GA Mag was sent**
  - d. 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 – jury duty dependent)
  - a. Participated in the SCC call on 3.16 – just promoting ITSA in Charlotte for Dec.
- 3. Membership & Finance (Martin/Sheffield)
  - a. 62 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. **Feb. Action:** hold a short survey of the membership to solicit ideas
- 5. Outreach/Education Committee (need an overall chair? Horbal for now) –



- a. **Dec. Action:** Need Board Manager and overall Committee Chair (naggers)
- b. **Dec. Action:** Need definition to include all subcommittees (see last sheet)
- c. Student Chapter/Scholarship Committee – (Smusz-Mengelkock)
  - i. **Jan. Action:** send contacts for any connections with colleges/universities outside the Atlanta metro area
  - ii. **Request:** Anyone interested in presenting to ITSGA GT?
  - iii. **May Monthly Meeting:** Natalie has been working with the Universities
- d. Service (Rohling/Pampolina)
  - i. Preparing program scope for Board review – update?
  - ii. Rohling is our ACEC contact for their STEM Workforce Task Force focused on Gas K-12
- e. Training (Glasser/Start)
  - i. **Jan. Action:** Board members to send training opportunities that their organization provides
  - ii. ATMS Video demonstration on **March 26** – virtual and interactive open-house
- f. Legislative Committee (Taylor/Udell)
  - i. State, Federal, International update? - This includes educating the Board/ITSGA members as well as educating outside ITSGA (ex: GMA)
  - ii. ICMA in-person meeting in August... What? Where? Etc.?
- 6. Past Presidents and Awards Committee (Johnson/ Horbal) -
  - a. **Jan. Action:** Send information about awards granted to ITS GA member to Johnson/Wells/Horbal so we can acknowledge.
  - b. No Update – elections/awards kicked off later this year
- 7. Program Committee (Nottage/Glueckert/Dwyer)
  - a. City Springs Contract updated. New dates – 6/23, 7/28, 8/25
  - b. Today - Wed., March 24, 2021 (Virtual) – Connected Vehicles Going to the Next Level
  - c. Wed., April 28, 2021 (Virtual?) – MARTA Update
  - d. Wed., May 26, 2021 (University?) – University Happenings?
  - e. Coordinating w/Annual Meeting Committee for ideas past May.
- Conference(s)
  - 8. 2021 ITSGA Annual Meeting (AECOM) – (Alexander/Taylor)
    - a. Jan. ACTION item – Alexander to coordinate with Glueckert regarding the 2021 ITSGA Annual Meeting budget
    - b. Sept. 19-21, 2021, JW Marriott, Savannah, GA – “On The Road Again”
    - c. **Feb. Action:** Alexander to provide conference agenda at this board meeting
  - 9. 2022 Southeast (SE) ITS Summit - (Holt – jury duty dependent)
    - a. Nov. 5-9, 2022, Hyatt Regency, Atlanta
    - b. Committee chairs are finalized, first all-CC call scheduled tomorrow
    - c. **MOTION:** Request approval for up to \$3,000 initial contribution to ITS SE Summit checking account for initial funding needs (deposits, promotion, etc.) Funding to be transferred from ITSGA account to ITS SE Summit account once it's setup.
- Other Items/Concerns
  - 10. Anything to discuss?
- Schedule at a glance (Horbal/Udell)
  - Next Monthly Meeting (Virtual) – Wednesday, April 28<sup>th</sup> (Virtual) MARTA Update!
  - **Next Board Meeting** – Wednesday, April 28<sup>th</sup> (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.*



Starting Balances	Checking =	\$ 28,035.21
	Savings =	\$ 105,701.73
	Savings Interest =	
	WePay	
	PayPal =	\$ 26,411.19
		\$ 160,148.13

INCOME

		BUDGET			
CATEGORY	DESCRIPTION	INCOME	EXPENSE	NUMBER	TOTAL
Administrative					
Membership Dues	Small (Public/Private)	\$ 150.00		15	\$ 2,250.00
Membership Dues	Large (Public)	\$ 350.00		15	\$ 5,250.00
Membership Dues	Large (Private)	\$ 400.00		65	\$ 26,000.00
Membership Dues	Affiliate/Retiree	\$ 25.00		3	\$ 75.00
Subtotal					\$ 33,575.00
Annual Meeting					
Registration		\$ 63,225.00		1	\$ 63,225.00
Sponsorship		\$ 47,500.00		1	\$ 47,500.00
Exhibitors		\$ 13,200.00		1	\$ 13,200.00
Subtotal					\$ 123,925.00
Monthly Meetings					
Monthly Meeting Fees	Registration	\$ 1,800.00		6	\$ 10,800.00
Monthly Meeting Sponsors	Lunch meeting sponors	\$ 500.00		10	\$ 5,000.00
Subtotal					\$ 15,800.00
Donations					
COVID-19 Relief	For Digital Learning Equipment				

TOTAL INCOME = \$ 173,300.00

EXPENSES

Administrative					
Wells Communication Inc	Bill Wells' contract		\$ 2,600.00	12	\$ 31,200.00
General Admin Expenses	Marketing, administrative, etc.		\$ 2,000.00	1	\$ 2,000.00
Website fee	Annual fee for web/domain reg. (\$270 paid every 3 years, next payment = 2023)		\$ 270.00		\$ -
Inuit/Paypal fees	CC and reader usage fees		\$ 350.00	12	\$ 4,200.00
Zoom Fees	Zoom Fees		\$ 30.00	12	\$ 360.00
ACEC Administrative Agreement	Administrative fee and magazine		\$ 1,104.00	1	\$ 1,104.00
Secretary of State	Corporate registration		\$ 30.00	1	\$ 30.00
Insurance	Hartford liability + D&O		\$ 1,200.00	1	\$ 1,200.00
Taxes	Filed by ITSGA Treasurer (DUE MAY 15th)		\$ -	1	\$ -
ITSA memberships	Membership dues		\$ 500.00	1	\$ 500.00
ITSGA member rebates	Assume 5 requested		\$ 100.00	5	\$ 500.00
Networking/social committee	Networking activities		\$ 2,500.00	1	\$ 2,500.00
Training	Webinars, ITSA workshops, etc.		\$ 1,000.00	1	\$ 1,000.00
Past President's Committee	Immediate Past President's discretion		\$ 1,000.00	1	\$ 1,000.00
Miscellaneous	President's discretion		\$ 500.00	1	\$ 500.00
Subtotal					\$ 46,094.00
Annual Meetings					
Bill Wells Comps	Comps for 2021 AM attendance		\$ 1,000.00	1	\$ 1,000.00
Comps	Comps for 2021 AM (speakers, public agency, etc.)		\$ 4,545.00	1	\$ 4,545.00
JW Marriott Savannah (Hotel Contract)	Rent / food & beverage / etc.		\$ 71,375.00	1	\$ 71,375.00
Sunday Night Entertainment	Sunday Night Entertainment		\$ 1,000.00	1	\$ 1,000.00
Monday Night Entertainment	Monday Night Entertainment		\$ 1,000.00	1	\$ 1,000.00
2021 Miscellaneous	Speaker gifts, shirts, prizes, etc.		\$ 20,500.00	1	\$ 20,500.00
Future AM Deposits	Deposits for 2023 AM (Westin Jekyll Island)		\$ 20,000.00	1	\$ 20,000.00
Future AM Planning	Site visits for future 2022 Summitt		\$ 500.00	1	\$ 500.00
Subtotal					\$ 119,920.00
Monthly Meetings					
Constant Contact	Web hosting for registration		\$ 70.00	12	\$ 840.00
Monthly Meetings	Room Rental + Catering		\$ 2,500.00	6	\$ 15,000.00
Speaker travel	Travel expenses		\$ 500.00	2	\$ 1,000.00
Subtotal					\$ 16,840.00
Sponsorships/Scholarships					
ACEC GA Engineering Awards Sponsorship	Sponsorship (includes 2 tickets to dinner)		\$ 500.00	1	\$ 500.00
Collegiate Student Chapter(s) Sponsorship(s)	Monthly meeting reimbursements		\$ 100.00	6	\$ 600.00
GT Exploring Engineering Academy	EEA Student Scholarship (Golden Eagle)		\$ 1,000.00	1	\$ 1,000.00
TIME Sponsorship	Sponsorship for TIME conference		\$ 600.00	1	\$ 600.00
Gerogia Municipal Association	Conference registrations / expenses / etc.		\$ 2,000.00	1	\$ 2,000.00
Scholarships	Student scholarships/outreach (ITS/TEOF)		\$ 15,000.00	1	\$ 15,000.00
Awards	ITSGA awards & scholarship plaques		\$ 1,200.00	1	\$ 1,200.00
Subtotal					\$ 20,900.00

TOTAL EXPENSE = \$ 203,754.00

BUDGETED NET INCOME = \$ (30,454.00)