



## *February 2011 Board Meeting Documentation*

**ITS Georgia Board Meeting**  
**February 24, 2011**  
**10:00 am – 11:30 am**  
**Georgia Tech**

<b>ITS GEORGIA BOARD OF DIRECTORS</b>		
<p><i>Officers/Directors (2010-2012):</i>  <b>Marion Waters, President</b>            Gresham Smith &amp; Partners  <b>Mark Demidovich, Vice President</b>            Georgia DOT  <b>Kristin Turner, Secretary</b>            ARCADIS  <b>Christine Simonton, Treasurer</b>            Delcan  <b>Anthony Bradford, Immediate Past President</b>            Georgia DOT</p>	<p><i>Directors 2010-2012:</i>  <b>Marwan Abboud</b>            ARCADIS  <b>Ronald Boodhoo</b>            Georgia DOT  <b>Susie Dunn</b>            ARC  <b>John Hibbard</b>            PBS&amp;J  <b>Carla Holmes</b>            Gresham Smith &amp; Partners  <b>Scott Mohler</b>            URS  <b>Tom Sever</b>            Gwinnett County</p>	<p><i>State Chapter Representative</i>  <b>Kenny Voorhies</b>            Cambridge Systematics</p> <p><i>Directors 2011-2013:</i>  <b>Kenn Fink</b>            Kimley Horn &amp; Associates  <b>Patrece Keeter</b>            DeKalb County  <b>Bayne Smith</b>            URS</p>

**Attendance:**

<b>Members Present</b>	<b>Members Not Present</b>	<b>Other Attendees Present</b>
Waters, Marion – GSP Demidovich, Mark – GDOT Smith, Bayne – URS Abboud, Marwan – ARCADIS Boodhoo, Ron - GDOT Holmes, Carla – GSP Mohler, Scott – URS Sever, Tom – Gwinnett County Simonton, Christine – Delcan Bradford, Anthony – GDOT Fink, Kenn - Kimley Horn & Associates	Dunn, Susie - ARC Hibbard, John - PBS&J Keeter, Patrece – DeKalb County Morris, Greg – FHWA Robbins, Dana – FHWA Turner, Kristin – Wolverton & Assoc. Voorhies, Kenny – Cam. Sys.	Wells, Bill – ITSGA Sinha, Prasoon – Arcadis Wolf, Kay - Stantec

<u>Issues Discussed</u>	<u>Action</u>
<p><b>Approval of Meeting Agenda</b></p> <ul style="list-style-type: none"> <li>From previous meeting action items, Marion advised that he has not gotten insurance information from ITS America. He has a meeting with Tom Kern next week and will discuss with him then.</li> <li>A motion to approve the minutes from January 28, 2011 was made and seconded. Approval was unanimous.</li> </ul>	<p>Marion to get insurance information from ITSA.</p>
<p><b>Program Committee</b></p> <ul style="list-style-type: none"> <li>Prasoon distributed proposed calendar of monthly meeting speakers and topics.</li> <li>Meetings will be based on five focus areas: Managed Lanes, Performance Measures, Transit, Innovative Technologies / Concepts, and Local Agency Needs / Updates.</li> <li>March will be the joint ITE meeting at the Sweetwater Brewery. ITE will do everything for the meeting. The registration fees for this meeting will be the same for ITE and ITSGA members, even though they are normally different. ITE and ITSGA will split the profits from the meeting according to the number of members identified during registration. A State Legislator will speak at the meeting, which will also feature the ITE Traffic Bowl between Georgia Tech and Southern Poly.</li> <li>The April meeting speaker will be Steven Sheffield of SRTA presenting on managed lanes. Marion suggested polling the Board for questions in advance so that the presentation addresses the many questions raised from last month's managed lanes presentation which focused primarily on construction. There are still many technology questions regarding operation of the managed lanes.</li> <li>ZoomSafer will present and sponsor the June meeting. Board discussed whether or not it was appropriate for a vendor to present. It was determined that if they want to talk about one of their products, they need to be a sponsor and do this as part of their 5 minute sponsor presentation. Otherwise, they should refrain from any product marketing during their presentation and just present on the issue.</li> <li>Tom advised that Carlson Construction has approached him about their interest in sponsoring a monthly meeting. They have also inquired about membership. Will put them in touch with Scott.</li> <li>Question was raised regarding what benefits sponsors received. Scott advised that he and Bill are working on a mailer detailing the benefits of sponsorship.</li> <li>Prasoon has provided Christine with a proposed budget for monthly meeting speaker gifts to be incorporated into the budget. He may also want to include an amount to sponsor travel.</li> </ul>	<p>Board to provide questions to Steven Sheffield in preparation for April luncheon presentation.</p> <p>Scott to contact Carlson Construction about their interest in sponsorship and membership.</p> <p>Bill and Scott to develop a mailer regarding the benefits of sponsorship.</p>

<p><b>Membership Committee</b></p> <ul style="list-style-type: none"> <li>• Scott distributed copies of the Membership Committee Report and provided an update of the Committee’s activities.</li> <li>• Scott advised that Taylor Stukes has volunteered to serve on the Membership Committee.</li> <li>• Kay volunteered to help make phone calls to those agencies who have not renewed their membership, but will not be a permanent member of the Committee.</li> <li>• Bayne advised that AECOM and DMJH are now the same company, so the membership list should be updated to reflect that and remove DMJH as being not paid.</li> </ul>	<p>Kay to make phone calls to agencies who have yet to renew their membership.</p> <p>Christine to update the membership list to reflect that DMJH is now AECOM.</p>
<p><b>Legislative Committee</b></p> <ul style="list-style-type: none"> <li>• Marion reported that he and Susie attended the GEA Legislative Meeting earlier in the month.</li> <li>• Marion advised that Tom Leslie will be providing a legislative update at the meeting today. He will update attendees on the latest news about the Transportation Investment Act (TIA). He also advised that there is a possibility that GDOT will be downsizing significantly – an estimated 25%. Marion encouraged questions from the Board during Toms presentation.</li> <li>• It was discussed if new GDOT Board Members should be invited to the March ITE / ITS Georgia joint meeting. Kay volunteered to contact ITE to suggest that the GDOT Board be invited.</li> </ul>	<p>Kay to contact Georgia Section ITE to suggest that GDOT Board Members, particularly the new ones, be invited to the March joint meeting.</p>
<p><b>Scholarship Committee</b></p> <ul style="list-style-type: none"> <li>• Ron informed the Board that all three of the Shackelford Scholarship Winners from last year will be presenting at the meeting today. They will each have 10 minutes to present on the ideas they proposed in their scholarship submission essays.</li> <li>• Ron suggested that for next year the scholarship award be a trip to TRB. Registration costs are low so we would be able to afford to sponsor more students to attend.</li> <li>• Ron advised that he intends to have the scholarship application ready for distribution in the next two months. Marion asked Ron to have the draft scholarship application ready for Board review next month.</li> <li>• Ron advised that Kristin, Ashlyn, Taylor and Carla will continue to work with him on the Scholarship Committee this year.</li> </ul>	<p>Ron to have the draft scholarship application ready for Board review in March, and the final application ready for distribution in April.</p>
<p><b>Elections Committee</b></p> <ul style="list-style-type: none"> <li>• Anthony advised that he will work with his Committee to have the nominations out by July, with elections following in August.</li> <li>• Candidates will have an opportunity to speak at the July meeting and distribute resumes and other “campaign” information.</li> <li>• Marwan and Mark volunteered to serve on the Elections Committee.</li> </ul>	<p>Anthony will work to have the nominations out in July and hold elections in August.</p>
<p><b>Awards Committee</b></p> <ul style="list-style-type: none"> <li>• Kenn advised that he will work to get information about awards out earlier this year. He will begin making announcements soon.</li> <li>• Advised that he would like for the Committee to explore if any changes are needed in some of the award categories and/or criteria.</li> <li>• One change that is recommended is to relax the requirement that nomination write-ups be limited to only 100 words.</li> </ul>	<p>Kenn to revisit award categories, criteria and nomination requirements.</p>

<p><b>Social / Networking Committee</b></p> <ul style="list-style-type: none"> <li>• Marion reported in Kristin’s absence.</li> <li>• Discussed the planned Sweetwater Brewery Tour scheduled for next month</li> <li>• There needs to be some clarification about the BeltLine Hike – some confusion about fees / payment.</li> <li>• Kenn recommended that the Committee also find networking opportunities outside of the regular monthly meetings for members in addition to social activities.</li> <li>• One suggestion was to have a reception for the GDOT Transportation Board. Christine advised that WTS did this and it was very successful.</li> </ul>	<p>Kristin to clarify fees for the BeltLine Hike.</p>
<p><b>Communications Committee</b></p> <ul style="list-style-type: none"> <li>• Bill reported that the attendance at today’s meeting is approximately 50. We have a sponsor for today’s meeting, so there should be about a \$400 profit.</li> <li>• Bill advised that ITS Georgia’s sites on Facebook, Twitter, and LinedIn are up and running.</li> <li>• Bill “Tweeted” the Board’s acceptance of the January meeting minutes during this meeting.</li> </ul>	
<p><b>Annual Meeting Technical Program Committee</b></p> <ul style="list-style-type: none"> <li>• Tom advised that the Committee met yesterday, and has determined a proposed theme for the Annual Meeting – 2020 Vision – a look at ITS in Georgia in the year 2020, and the steps needed to get us there. Discussed some of the ideas for topics proposed by the Technical Program Committee.</li> <li>• Tom will work to have the preliminary agenda ready for distribution by May, and the final agenda set by July.</li> <li>• Tom requested that if anyone has ideas for Annual Meeting speakers or topics to please let him know. He is specifically looking for ideas for a futurist to speak at the conference.</li> </ul>	<p>Tom to have preliminary Annual Meeting agenda ready for posting by May and final agenda posted by July.</p> <p>Board is to give Tom speaker / topic ideas.</p>
<p><b>Annual Meeting Arrangements Committee</b></p> <ul style="list-style-type: none"> <li>• Carla reported that the contract with the Ritz Carlton has been signed.</li> <li>• She will notify the Board when the reservation system has been set up so that the Board and Annual Meeting Committee Members can make reservations before they are opened up to everyone.</li> <li>• Carla reported that there will be a Committee Meeting on Fri., February 25<sup>th</sup>.</li> </ul>	<p>Carla to send out hotel reservation information to Board and Annual Meeting Committee Members as soon as it becomes available.</p>
<p><b>Treasurers Report</b></p> <ul style="list-style-type: none"> <li>• Christine distributed the Monthly 2011 Financial Statement. Checking Account = \$40,038.03 and Savings Account = \$34,856.35.</li> <li>• Christine reported that we are using Pay Pal for electronic registration payment, but it is difficult to determine what payment is for what, and there are delays in getting them to deposit money into our account. We are still using Google, but must use PayPal with Constant Contact.</li> </ul>	

**ITS Georgia Board Meeting Minutes**

233 Peachtree Street, Ste 700; Atlanta, GA; 30303; (404) 521-2324

**New Business**

- Christine advised that the TIME Task Force has the ear of 3 GDOT Board Members on traffic incident management, and would like to suggest that this could be an area where ITSGA and TIME could partner to get out information to policy makers and raise awareness about the importance of traffic incident management.
- Scott stated that he is Chair of the ITE Public Officials Education Committee and they are working to educate elected officials through GMA and ACCG about transportation engineering. There may be an opportunity for TIME to piggyback on what they are doing. Christine and Scott will talk further.
- Bayne is also working on a public agency awareness campaign for ITSGA, so this is another opportunity for TIME.

Christine to talk with Scott and Bayne about opportunities for TIME to work with ITE's and ITSGA's ongoing efforts on policy-maker awareness / education.