October 2022
Board Meeting Documentation

ITS Georgia Monthly Board Meeting
October 19th, 2022
10:00 AM – 11:30 AM
In Person at Maggiano's - Cumberland Mall and Virtual via Google Meets

ITS GEORGIA BOARD OF DIRECTORS

Officers / Directors (2022–2023):

- [✓] **Tom Glueckert,** ***President*** — Kimley-Horn
- [✓] **Rachel Cohen,** ***Vice President*** — 360ns
- [✓] **Steven Foy,** ***Secretary*** — Paulding County
- [✓] **Mahesh Atluri,** ***Treasurer*** — HNTB
- [✓] **Winter Horbal,** ***Past President*** — Temple

Directors (2021-2022):

- [ ] **Emily Dwyer** — GDOT
- [ ] **Natalie Smusz-Menglekoch** — Kimley-Horn
- [✓] **Whitney Nottage** — Q-free
- [✓] **Dino Pampolina** — Atlas
- [✓] **Keith Rohling** — Clayton County
- [✓] **Steven Sheffield** — Seoul Robotics

Directors (2022-2023):

- [✓] **Matt Glasser** — Arcadis
- [✓] **Ken Keena** — Gwinnett County
- [✓] **Holly Painter** — KCI
- [✓] **Greg Ramsey** — City of Peachtree Corners

State Chapter Representative:

- [✓] **Michael Holt** — Stantec

Ex-Officio:

- [✓] **Greg Morris** — FHWA
- [ ] **Andres Ramirez** — FHWA

✓ *Indicates present at meeting*

Other Attendees Present: Colton Hill, George Hernandez

Issues Discussed	Action
Welcome • Glueckert welcomed the board members. • Glueckert noted that the August 24th and October 5th meeting minutes need to be approved by motion (Cohen, Glasser support); passed unanimously.	
General updates • Glueckert also mentioned that the ITS GA Strategic Planning Meeting will be coming up in December and he will send out a doodle poll to everyone to see what dates and times work best for everyone. Glueckert asked Glasser if there were any updates coming out of the Membership working group concerning membership fees, structures, or requirements as well as any proposed changes to the ITS GA By-Laws. Glasser reported that there were no updates since the group had not met since the group was formed.	*Glueckert to send out a doodle poll about the ITS GA about the annual ITS GA Strategic Planning Meeting coming up in December after the new Board members are announced to determine a date and time that works best for everyone.* *Project Rocket 2.0 will meet over the next 2 months and be prepared to discuss action items at the strategic planning meeting.*
Budget/Financials Atluri provided an update. • Glueckert asked Atluri for a financial update. Atluri handed out printed out slides with various financial statistics to board members and then proceeded to give an update on current financial numbers. Atluri explained that Glasser had asked the question about where ITS GA gets incoming funds from and that is why he printed out the slides that he handed out to the board members showing both income and expenses for 2021 and 2022. Atluri said that for 2021 when we look at the numbers overall, ITS GA had about $12K in expenses beyond what the income was for 2021. Atluri went on to explain that for 2022 through September, ITS GA is positive by around $16K based on the income and expenses recorded. Glueckert stated that it should be noted that there were payments made in 2021 for 2023 annual conference somewhere in the range of $30K for a deposit which skews the 2021 numbers quite a bit. Holt mentioned $6K in seed money for this year's Southeastern ITS Summit of which he said he believed that $3K was paid in 2020 and $3K was paid in 2021. Holt also stated that there are no definite numbers for the Southeastern Summit yet because the numbers are still fluid, but it appears that they will be in the black for the conference financially. Atluri told Holt that is good to know and went on to further detail the information on the slides about the incoming membership dues by each of the membership categories. Atluri stated that revenue from	*Glueckert to check on the ITS GA insurance policy details for the Delta Flight Museum event in association with the SE Summit to make sure the ITS GA insurance policy is sufficient.* *Alturi to work with Georgia ITE to determine shared costs for the October 5th Joint Meeting.*

monthly meetings is also broken down in the handouts. Atluri mentioned that administrative costs for 2022 are down from about $34K to $5K which is a savings for this year's budget thanks to volunteer members picking up the tasks that were previously tasks that ITS GA paid someone to do. Glueckert asked if there were any questions from the board after looking at the handouts presented by Atluri. Glasser thanked Atluri for providing the financial information in the presentation. Atluri added that another savings this year has been the fact that some of the meeting locations did not charge to host the monthly meetings. Atluri said that monthly meeting sponsorship helped also and that amount is reported separately on the first slide on the second page of the handouts. Atluri stated that the sponsorship for monthly meetings this year so far totals $5,500. Atluri reported that there were 133 that attended last month's meeting which was a joint ITS GA / GA ITE meeting at Monday Night Brewing and was the maximum number of attendees recorded so far this year. Atluri said that $3,625 was collected in registration fees for the joint meeting and GA ITE actually owes ITS GA money for certain items. Atluri mentioned that he will work with Robinson of GA ITE to get payment for those items. Atluri stated that he has seen a pattern where the monthly meetings that have the highest number of attendees are those where GDOT leadership speaks. Glueckert mentioned that an insurance payment of around $700 was made to help ITS America cover the cost of event insurance for the Southeastern ITS Summit. Moving forward Glueckert stated that ITS GA should look into event insurance also for our annual conference which is around a $500 cost since the normal insurance that ITS GA has does not cover a conference event.	
Committee Updates	
• **Program**: Glueckert asked Glasser if there is any update about the planned SHRP2 training by TIME Task Force for December because GDOT has indicated that they will not sponsor that training now. Glasser reported that he had not heard any updates from GDOT and he thinks that we should shift to the virtual ITS America training that Glueckert mentioned at the last board meeting. Glueckert stated that he had already reached out to ITS America about some training information with an e-mail to them and was planning to follow up with them by calling them. Glueckert said that since the new training program for December is virtual, the sponsor, Atkins can be the sponsor for the next training in January instead of December. Glasser mentioned that he agrees with that plan. Glasser stated that he has a vendor roundtable program planned for January 2023 with open questions and answers for waypoint,	*Glueckert to get more information about the virtual ITS America training from an ITS America representative and coordinate the training with Glasser.*

trajectory...essentially connected and smart vehicle type data. Glasser said he feels that kind of training will be good since that market has exploded in the last couple of years. Glasser mentioned that there are 4 to 6 vendors that deal with that type of data in Georgia that he can get to be at the roundtable event. Glasser mentioned to Ramsey that he was thinking of having the roundtable event at Peachtree Corners if were available. Ramsey asked Glasser for a date and Glasser told him that he was thinking about the event being held January 25th, 2023. Glasser said that he already has a couple of speakers lined up for the event next January. Glasser said that they have been talking about a similar event in April to have an infrastructure vendor roundtable/showcase then. Glasser mentioned that they have also reached out to TDOT for them to speak about the I-24 smart corridor project and that they are interested in speaking after it opens in January of 2023. Glasser said he is penciling them in for a possible March 2023 slot. Glasser mentioned that it may be helpful to sponsor the TDOT speakers travel and stay associated with them coming to us and speaking about their project. Horbal stated that another idea for some programs includes having ITS Georgia award winners make presentations about their projects. Glasser agreed and said that is a great suggestion. Glasser asked if the board felt that Monday Night Brewing is a good venue since there were issues with how the food was delivered at the last meeting. Nottage asked if the room rental rate is much higher when an outside caterer is used instead of Monday Night Brewing for the food. Glasser stated that food costs that Monday Night Brewing charges is approximately the same as the room rental rate increase when you use an outside caterer. Horbal said that Monday Night Brewing is still less than the cost of using Sandy Springs. Glasser said that meetings at Monday Night Brewing could be at a later time also so that food would not necessarily need to be included. Glueckert wondered if the attendance would be as good if the meetings were later in the afternoon. Horbal said maybe it would be something to try for the April meeting when the weather is nicer and it is light outside later. Glasser also asked if the board would consider having a breakfast meeting. Glueckert said that we would probably have better attendance at a breakfast meeting. • **Membership and Finance:** Glueckert mentioned that he believes that there have been 4 new membership renewals and asked Sheffield for a membership update. Sheffield reported	*Program committee will continue to meet and prepare topics for early 2023 meetings.* *Program committee will consider future topics based on Best of ITSGA Award winners.*

that the membership numbers are up to 73 current members so we are still shy from our goal of 95 current members by the end of the year. Sheffield said that he has a campaign going to send out invoices as an effort to get those numbers up particularly with the public sector members. Sheffield said that if we could get the public sector members to renew then we would be pretty close to our original goal of 95 members. Horbal raised a question about do we know which former members were current before COVID hit and now. Sheffield said that he has seen where memberships get hung up in the process even though representatives from an organization indicate that they would like to renew due to staffing changes and other delays with the processing process like checks setting on desks for months. Horbal said that the tracking of who has current membership in regards to awards and elections needs to be improved so that we are more forward thinking about how membership status is tracked through the awards and elections process. Painter asked if that process with awards and elections could be broken up so that others can help. Horbal said that with awards and elections it has to be with someone who is unbiased due to the nature of that type of work so that work cannot be spread out too much. Glueckert agreed that there should be a better tracking mechanism for membership through the awards and elections process. Horbal said that the data that she gets about membership is jumbled up now. Nottage agreed and stated that membership is tracked different ways through Constant Contact, Paypal, and the registration website now. Horbal suggested that there be a shared working document where the member organizations are in alphabetical order for the first column and then other columns of information for each organization can be added from there that everyone uses. Atluri said that his information comes from Paypal and he does not see what comes in from Constant Contact. Horbal told Mahesh that it is important for Atluri to find accounting issues such as double payments. Glueckert said that what worked well for Bill and him in the past was to track everything though Constanct Contact to make sure that everyone paid for membership. Horbal asked who should keep up with that since we don't have Bill anymore and Glueckert said that he thinks that whoever is in charge of membership next year should keep up with membership payments. Glueckert said that our @itsga.org email addresses can be linked to the Constant Contact account and board	*Glasser to coordinate membership working group meeting to discuss membership issues and be prepared to present recommendations at the December retreat/planning event.*

members can get a payment report information automatically sent to them from Constant Contact. Glueckert said that he sees the Membership Chair collecting the information and then sending it to the Treasurer for the Treasurer to make sure that payments are made through Paypal or otherwise. Glueckert also stated that many local governments pay with checks and if they pay after November 9th, 2022 then they should get credit for 2023 membership.	
• **Networking & Social:** Dorminey reported that the joint ITS GA / GA ITE event in early October went well. Glueckert said that Dorminey needs to coordinate with Atluri so that Atluri knows what half of the expenses were for the event so that Atluri can invoice GA ITE. Glueckert said that it would be good for Atluri to provide the GA ITE treasurer with a simple table showing revenues and expenses for the October 5th event. Dorminey said that a pop up bar event around the holidays is being planned.	*orminey to send Atluri about revenues versus expenses for the joint ITS GA / GA ITE event held on October 5th so that Atluri can invoice GA ITE for their part of the expenses associated with the event.*
• **Outreach/Education:** Glueckert reported that he reach out to Randy and Gwen as well as Dr. Hunter with Georgia Tech for outreach opportunities recently and is hoping to hear back from them soon. Glueckert said that he did the same with Kennesaw State University for any future opportunities for outreach.	*Glueckert to follow up with Georgia Tech and Kennesaw State University for future student outreach events.*
• **Service Subcommittee:** Glueckert mentioned generally that ITS GA did sponsor the STEM Day Dream Big event which was good and we should look for other STEM events like that in the future. Glueckert stated that he recently got an e-mail from the ACEC about a future opportunity. Painter said that she and Ramsey are on the planning committee. Painter said the next ACEC outreach event is January 21st, 2023 Ramsey are on the planning committee for that one.	*Glueckert to find out what the ITS America training schedule looks like to determine if there is a training event provided in December that can be used if the SHRP2 training previously proposed is not available.*
• **Training subcommittee:** Glueckert reported that there were no updates for the training subcommittee since the October 5th meeting. Glueckert said that he will get more information about the available ITS America training for December and also that he would follow up about the Carolinas ITS DEI initiative at the Southeastern ITS Summit.	*Glueckert to contact ITS Carolinas contact to get an understanding about the Carolinas ITS DEI initiative at the Southeastern Summit.*

• **Legislative subcommittee**: Glueckert reporting that he is continuing to work on coordinating an effort with ITE and/or ACEC to host a future legislative event. Glueckert said that he will see if the legislative event can be sponsored jointly.	*Glueckert to speak with contacts at ITE and/or ACEC to determine if they would be interested in jointly hosting a future legislative event*
• **Audio-Visual:** Glueckert said that he will follow up with Keena to see if he has received all that he has requested for the audio-visual committee because it has all been ordered. Glueckert mentioned that the A/V equipment ordered was set up to be shipped to the Gwinnett County TCC. Glueckert asked if Keena is ready for the Southeastern Summit. Keena said that all volunteers are lined up and ready to record 1 tract per session during the conference.	
• **Communications:** Glueckert asked for any updates from the chair Nottage. Nottage said that there are a few things she would like to get out for the month of November including a flyer for 2023 memberships, call for 2023 sponsors, and a call for volunteers. Nottage asked Glasser if he wanted to come up with a new flyer for volunteers or if she should use the one from last year. Glasser said that the one from last year worked well. Nottage asked Sheffield if he would send her a membership campaign flyer. Nottage asked for someone to come up with a volunteer flyer and Glasser volunteered. Nottage asked the board everyone thinks a call to volunteer notice should look like. Glueckert asked if she can set up a Constant Contact form for everyone to fill out for volunteers. Nottage said that she can set it up like it is an e-blast with a link to a registration for volunteer opportunities. Glueckert said that would be good. Glueckert said that he will keep paid support as an item for discussion at least until next year. For now, Glueckert said the main thing is to get Nottage items in plenty of time before they need to be sent out. Nottage said that she can maintain the website, but someone else needs to be brought in to modernize it and clean up the website on an on call basis. Glueckert asked where that on call support might come from. Nottage says that she has someone she calls for that type of thing at her normal work. Glasser mentioned that maybe a corporate sponsorship could be offered to a company that is willing to let ITS GA borrow someone that works with them on an on call basis for that kind of support. Glueckert said that many consultants have someone onboard that can	*Board members to send Nottage event and training details for future activities.* *Sheffield to send membership flyer to Nottage to be sent out.* *Glasser to come up a volunteer opportunity flyer to send to Nottage.* *Nottage to coordinate with Glueckert to create a volunteer registration link to be sent out to board members.*

provide that kind of support. Nottage said that another issue is with Constant Contact e-mails be sent out with a weird "cc send" subject title that is causing the e-mails to be sent to a junk or spam folder instead of them going to where they were intended to go. Nottage said that she also needs someone to figure out how to correct that. Glueckert said that we try to setup an e-mail service through our .itsga.org domain to see if that fixes the problem with the Constant Contact e-mails Nottage mentioned. Glueckert said that we might consider paying for a service that does custom websites that also offers some other features such as e-mail service associated with the website. Horbal suggest that we pull in someone that understands web design from a holistic view. Glueckert agreed that could help with the website, but it might not help with the Constant Contact e-mail issue. Horbal suggested that maybe ITS GA leave Constant Contact. Glueckert said that he has explored that possibility previously and the last time it was brought up he looked at the fees associated with other services other than Constant Contact and Paypal which we use now. Horbal said that she thinks we should ask a consult to come in and advise ITS GA as an organization on what they think would be best moving forward. Nottage said that they could have the same issue with competitors of Constant Contact such as Mail Chimp. Ramsey said that he has someone at his work that does this sort of thing full time that could be available to help. Ramsey told Nottage to e-mail him a synopsis of what issues she is having now and he would get this person to work on helping with those issues. Glueckert said that we should see what support we can get from Peachtree Corners on these issues.

Nottage to send Ramsey of list of issues with the ITS GA website and Constant Contact so that Peachtree Corners can offer support in these areas.

- **Past Presidents and Awards: Horbal is Chair**. Horbal said that everything is setup for the elections and awards results announcements on today at Maggiano's.

- **ITS America State Chapter Rep: Holt is Chair**. Holt said that he has been in a dilemma lately because the ITS America state chapter coordinating committee calls have been scheduled recently at 1 pm on the same days as the ITS GA board meetings. Holt said that maybe next year it be considered that the ITS GA meeting dates be different so that there is not any conflict. Holt announced that ITS GA did win the best state chapter award even though ITS GA did not have winners in the government agency and industry categories. Holt said he

received a call about the 2025 ITS World Congress since it is planned to be in Atlanta. Holt mentioned that he thinks that it will be at the Omni and the World Congress Center for the meeting space as well as other overflow hotels. Holt said that he thinks that it will be in the fall and also the 2025 Southeastern Summit is planned around the same time in 2025 in Charlotte, NC. Holt states that in 2025 ITS GA will not need to have a separate annual conference. Glueckert mentioned that an event for ITS GA could be held in the spring of 2025 like a technical showcase for those that might not be attending the larger events in 2025.

Event Updates

- **2022 SE ITS Summit (Atlanta),** Nov 5 - 9, 2022 https://web.cvent.com/event/2132433d-1ba1-4e8e-8321-3b7e2ef9a31b/summary Holt said that he hopes that everyone that is planning to stay in a hotel room has already booked because hotel rooms associated with the conference are almost all booked and the group rate runs out soon. Holt mentioned that there are over 600 attendees the last time that he checked and he feels that they might get close to 700. Holt said that the sponsor's goal has not been met although the exhibit hall spaces sold out. Cohen asked if all 10 of the government scholarships have been given to the Southeastern Summit out and Glueckert confirmed that all 10 have been given out. Holt briefly went over the events for the Summit. Glueckert said that he will call on Holt to make an announcement about the Summit at the regular meeting. Painter asked if ITS GA was going to have a booth at the Summit. Glueckert said that he would send out a poll with times that volunteers can man the ITS GA booth.

- **2023 ITSGA Annual Meeting (Jekyll Island, Westin)**. KCI will organize the conference. Holly is taking the lead on this and Glasser will be in charge of registration. Painter has been in contact with a band that opens up for the Zac Brown Band for the conference. Glueckert reported that a trip to Augusta is lined up next to look at some hotels and venues. Glueckert said that they are looking at Athens, Columbus, Augusta, north Georgia location, and even possibly Atlanta.

Glueckert to send out a poll to board members with times that volunteers can man the ITS GA booth at the SE Summit.

Closing Remarks • Glueckert then closed the October 19th board meeting. • Next board meeting will be in December at Peachtree Corners. • Next regular meeting will be either in December 2022 or January 2023 depending on the ITS America training.	*Glueckert to send out a poll to board members with dates and times for the annual strategic board meeting.*

October 2022 ITS Georgia Board Meeting

October 19th, 2022 at 10:00 AM

Maggiano's Little Italy

ITS GEORGIA BOARD OF DIRECTORS

Officers/Directors (2022-2023):	Directors 2021-2022:	Directors 2022-2023:	
Tom Glueckert, President	Whitney Nottage	Matt Glasser	
Rachel Cohen, Vice President	Keith Rohling	Ken Keena	
Steven Foy, Secretary	Emily Dwyer	Greg Ramsey	
Mahesh Atluri, Treasurer	Dino Pampolina	Holly Painter	
Winter Horbal, Past President	Natalie Smusz-Mengelkoch		
	Steven Sheffield		
State Chapter Representative	Ex-Officio	2022 Southeastern Summit Chair	2023 Annual Meeting Chair
Mike Holt	Greg Morris, FHWA	Mike Holt	Holly Painter

AGENDA

10:00 Get on the call/start meeting (Google Meets video conferencing)

- Welcome!
- Approve 8-24-2022 and 10-5-2022 Board Meeting Minutes – MOTION
- General updates
  - Strategic Planning Meeting Planning – Early December
  - Membership working group discussion summary
  - By-Laws Updates
- Financial Report (Atluri)
  - 2022 Budget Updates
  - SE ITS Summit Insurance issues handled
  - October 5th meeting payments
  - Budget Overview
- Committee Status Updates
- Program Committee (Lead: Glasser/Smusz-Mengelkoch, Board Support: Glueckert, Dwyer, External Support: Geoffery Price)
  - Upcoming
    - December – SHRP 2 Training with TIME TF or ITS America Training – **Atkins**
      - Option for ITS America Training – Tom reached back out but no response at this time
- Membership & Finance Committee (Lead: Sheffield, Board Support: Cohen, Painter, Glueckert)
  - 72 Members. 2022 Goal: 95 Members
    - 52 Large Private
    - 12 Large Public
    - 3 Small Private
    - 4 Small Public

- 1 Affiliate/Retiree

- Networking & Social (Lead: Madison Dorminey, Board Support: Painter)
  - December popup bar social event

- Outreach & Education Committee – Subcommittee led
  - Student Chapter/Scholarship Committee – (Lead: Smusz-Mengelkoch, Board Support: Painter)
    - Reached out to Georgia Tech for partnership opportunities
    - Will reach out to KSU for partnership opportunities
  - Service Subcommittee (Lead: Rohling)
    - Ideas for future STEM events or service opportunities
  - Training (Lead: Glasser, Board Support: Glueckert, External Support: Andy Borders)
    - SHRP 2 training at December meeting or alternative training program
    - ATMS Training to be scheduled by GDOT
    - DEI initiative
      - Glueckert to follow up with ITS Carolina's at SE Summit
  - Legislative Committee
    - Reaching out to ITE and ACEC about future legislative events

- Audio/Visual Committee (Lead: Keena, External Support: Hill, Dickerson)
  - Purchased additional equipment for general support/SE ITS Summit

- Communications Committee (Lead: Nottage, Board Support: Foy, Sheffield, Ramsey, Glueckert, External Support: Esteban Carrillo)
  - RFP for paid support/Direct hire of professional firm
  - Better advertising for upcoming events/ITSGA needs (future meetings /elections /service opportunities /etc)
  - How can we all support?
  - Support needed
    - Creative/technical writing
    - Social Media support
    - Others?

- Past Presidents Committee (Lead: Horbal, Board Support: Glueckert)
  - Press releases ready to publish to website and social media
  - Awards:
    - Any last minute details needing to be ironed out
  - Elections:
    - Any last minute details needing to be ironed out

- ITS America State Chapter Rep (Lead: Holt, Board Support: Glueckert)
  - ITS America updates
  - ITS America ITS World Congress in Atlanta 2025 – local support needs?

- Conferences

- 2022 Southeast (SE) ITS Summit - (Holt)
  - Nov. 5-9, 2022, Hyatt Regency, Atlanta
  - Event website: https://web.cvent.com/event/2132433d-1ba1-4e8e-8321-3b7e2ef9a31b/summary
- 2023 Jekyll Island (Lead: Painter)
  - September 23-25, 2023
- 2024
  - Coordinating with Helms Briscoe on next steps
  - Trip to Augusta to look at hotels and venues 10/19-10/20
  - Other possible locations (Athens, Columbus, N. GA, or Atlanta)

- Other Items/Concerns
- Schedule at a glance (Glueckert)
  - Next Board Meeting – ?
  - Next Meeting – ?
- Adjourn Meeting ~ 11:30 AM (Glueckert)

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.