July 2023
Board Meeting Documentation

ITS Georgia Monthly Board Meeting
July 28th, 2023
10:00 AM – 11:30 AM
Sandy Springs City Hall and Virtual via Google Meets

ITS GEORGIA BOARD OF DIRECTORS

Officers / Directors (2022–2023):

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

Directors (2022-2023):

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

Directors (2023-2024)

- [ ] **Whitney Nottage** — Q-Free
- [✓] **Emily Dwyer** — GDOT
- [✓] **Steven Sheffield** — Seoul Robotics
- [✓] **Mary Thumaty** — SEI
- [✓] **Troy Galloway** — Arcadis
- [✓] **Farah Glasgow** — Utilicom

State Chapter Representative:

- [✓] **Michael Holt** — Stantec

Ex-Officio:

- [ ] **Greg Morris** — FHWA

✓ *Indicates present at meeting*

Other Attendees Present:

Issues Discussed	Action
Welcome • Glueckert welcomed the board members. • Glueckert noted that the June 28th meeting minutes for the June ITS Georgia board meeting was sent out not long before this meeting so board members can review them for now until the August board meeting when the minutes will be considered for approval. **General updates** • Glueckert mentioned that there have been some protocols and standards developed for the ITS GA Google calendar. Glueckert said that he had come up with four color codes for different types of events and activities on the calendar. Glueckert explained the color-coding system to everyone. Glueckert said that yellow is for ITS GA events that need to be advertised. Glueckert stated that blue items are for tasks that are assigned to someone. Glueckert then mentioned that green items are for internal discussions at meetings between board members. Glueckert next said that purple items are tasks or events related to the annual meeting. Glueckert then asked everyone to help use and keep the calendar up to date. Glueckert also mentioned that blue can also be used for major milestones. Painter asked about calendar sharing with other professional groups. Glueckert said that he would like to explore that further once the new ITS GA website is online with the ITS GA calendar on it. **Budget/Financials** Atluri provided an update. • Glueckert asked about any 2023 budget updates. Atluri said that he has e-mailed everyone the latest budget. Atluri continued on and said that anyone that has questions can contact him. Atluri added that the budget now reflects that a $10K deposit has be made for the 2024 conference venue at the Crowne Plaza in North Augusta. Atluri reported that another $10K will be due by December 15th for the 2024 conference venue. Atluri also mentioned that ITS GA has paid the annual fee to ACEC magazine. Atluri said that the insurance payment for ITS GA should be paid next month so that will be showing up in the budget soon. Atluri stated that sponsorship money in the amount of $20,500 has been received for the 2023 conference sponsorship. Atluri also reported that another $9,500 has been received for exhibitors at the conference this fall. Atluri mentioned that he noticed that the number of new	*Board members to review June 28th board meeting minutes for consideration at the August board meeting.*

registrations for the 2023 conference increased in June and slowed down some in July. Atluri also said that money is expected from Florida ITS in association with the Southeastern ITS Summit last fall in Atlanta. Glueckert mentioned that the amount from ITS Florida should be somewhere between $25K to $30K. Glueckert asked if anyone had any questions about the budget and no one responded with any questions.

Committee Statuses

- **Program**: Glueckert asked Dwyer for an update of upcoming meeting programs. Dwyer said that she is working on nailing down the speakers for the August meeting and the date for that meeting at the KIA plant in LaGrange will either be the 23rd or 30th. Dwyer added that there will be tours of the plant available from 10:30 am as well as at 1:00 pm. Thumaty mentioned that it might be good to advertise that the August program will be in Lagrange. Glueckert mentioned that he would announce some information about the upcoming program at this meeting. Dwyer added that the program will be in the training facility and not in the plant where the tours will be. Dwyer stated that they can handle 115 to 120 participants for the plant tours. Glueckert stated that there should be some AECOM people there since AECOM is the sponsor. Glueckert said that ITS GA can set up registration online although GA ITE is supposed to handle that. Glueckert said that this may be necessary if GA ITE does not set that up soon. Dwyer agreed and said that maybe it would be best if ITS GA plans on getting that registration link setup. Glueckert that the annual meeting will be in September followed by the October meeting that will be a joint meeting and social with NSBE at Monday Night Garage. Glueckert asked if any speakers have been nailed down for the October program and Thumaty said that they have not. Glueckert mentioned that there is money for speaker travel and lodging if needed for speakers that must travel to come speak. Glueckert continued and said that a senior level staff member of one of the local engineering firms could speak about how important soft skills are to them. Glueckert stated that December is still to be determined and that is fine since we still have time to nail that one down. Glueckert went on to mention that it would be acceptable if the training program in December is virtual since it is around the holidays. Glueckert said that once again the number of registrants has increased right before the meeting, and he is wondering if it would help to start enforcing late registration fees. Glueckert added that it something can be mentioned for future programs that a late fee

of $10 for private sector members and $5 for public sector members. Glueckert said that the late fee would be for those that register within a week of the meeting. Glueckert added that he had been working on a survey to go out to the members asking about what type of content they would like to see at the meetings. Glueckert stated that this type of survey might be something a future board would like to think about sending out to the group. Glueckert stated that he is open to any other ideas to increase early registration.	
• **Membership and Finance:** Glueckert asked Galloway about membership updates. Galloway said that he is working on getting a good list of organizations that might be interested in joining ITS GA. Galloway stated that some organizations he contacted told him that they are not interested in joining ITS GA even though they are sponsoring booths at the annual ITS GA conference. Galloway mentioned that he will contact any organization that members think would be good to contact. Glueckert stated that he will announce at the regular meeting that there is a $200 discount for members that register for the annual conference to try to help membership. Glueckert said that the goal is 85 members, and we have 15 memberships to go. Glueckert added that the membership goal will be a topic of discussion for the annual strategic planning board meeting. Galloway asked when membership is normally opened. Glueckert said that membership opportunities are announced shortly after the annual meeting. Dwyer asked if a list can be made available to the board members of those that were members previously but not members recently. Galloway said that he has lists like that that are available.	*Board members to send Galloway ideas for organizations to join ITS GA.*
• **Audio-Visual:** Glueckert asked to confirm that we have the ability to mystream. Keena confirmed that we are able to mystream meetings and events now. Glueckert said that we can start advertising that there will be a live stream option for members that cannot attend the meetings in person. Glueckert then asked if the YouTube video recordings are all posted online up to the last meeting. Keena said that they are not all up to date at this point, but they have made progress. Glueckert posed a question about the general timeline for posting the meeting videos through YouTube. Keena stated that is their goal to have those videos up to date in three months. Glueckert asked to be kept in the loop on the progress so that it can be advertised once the videos are up to	

date online. • **Networking & Social:** Glueckert mentioned that it would be good to do an event at an escape room or something like what has been done in the past in August. Others mentioned that they enjoyed that, and it would be a good idea to do that. Glueckert also stated that it would be good to get the announcement out soon about the joint ITS GA and GA ITE Braves social event coming up. • **Student Chapter Outreach Subcommittee:** Glueckert asked Ramsey if he has a new contact for Georgia Tech. Ramsey said that he has good contact information for Georgia Tech and he is talking with his contacts for upcoming events. • **Service / Training Subcommittee:** Glueckert stated that he brought up some service opportunities in and around Jekyll Island at the last meeting. Gluckert said that a couple of service opportunities include sponsoring the local sea turtle center or the Jekyll Island Foundation. Glueckert said that there is a food bank that is local to the general area named America's Second Harvest Food Bank that could be sponsored which covers the entire southeast coast of Georgia area. Glueckert asked the board if one of those seems more interesting to sponsor than the others. Sheffield said that he is in support of sponsoring the sea turtle center and that it would be a good idea if someone from the center came to speak one night at the conference. Cohen suggested that the opportunity to sponsor a charity could be done at the awards banquet event at Maggiano's. Glueckert said that he was thinking that someone from the sea turtle center could speak about their cause at casino night. Glasser asked if it would be possible to do a raffle for something where the proceeds are split pot between the charity and the winner of the raffle. Glueckert said he is fine with that if at tax time the raffle raised money for a 503 C nonprofit organization. Galloway asked if the charity could entirely handle the raffle. Glueckert said that it could be possible to do that. Cohen asked if an ITS GA venmo account could be set up so that the raffle could be done through venmo or contributions to charity could be made through venmo. Glueckert said that he will send out a poll to members asking them which charity they wish to sponsor.	*Ramsey to stay engaged with local student chapter contacts.* *Glueckert to send out a poll to members asking them which charity they wish to sponsor.*

Painter mentioned the upcoming ACEC STEM day on August 26th. Glueckert said that he plans to have a booth with a Synchro/signal timing demonstration again as he has done before. Glueckert added that he will make sure that there will be an announcement about the STEM event soon.

- **Legislative subcommittee**: Glasser said that there will be a vote on the proposed bylaws. Glueckert asked how and when the vote should be done. After a pause, Glueckert said that the specifics of that do not have to be decided today. Glasser mentioned that the proposed bylaws must be advertised for 30 days to the members before the vote. Glueckert stated that he will make an announcement at the meeting about the proposed bylaws and the upcoming vote on the bylaws.

- **Communications:** Glueckert said that he understands that Nottage is finalizing one thing with the vendor so that constant contact works with the new ITS GA website goes live. Glueckert added that Nottage is going to send a demo link to everyone. Glueckert encouraged everyone to try the new website when they get the demo link and then comment on the website before it goes live.

- **ITS America State Chapter Rep: Holt is Chair**. Glueckert asked Holt if there were any updates. Holt said that there were no updates at this time.

- **Past Presidents and Awards:** Glueckert said that ballots for elections will open today, and elections will close on September 1st or afterwards when there is a statistically significant number of votes for determining the winners. Glueckert encouraged everyone to vote early. Glueckert mentioned that the results will be announced September 25th at the conference. Glueckert added that the best of ITS GA award nominations opens today. Glueckert encouraged everyone to spread the word about award nominations so that all nominations are received. Glueckert said that the awards will be announced at the November 15th meeting at Maggiano's. Glueckert added that the voting for the ITS GA awards ends September 29th.

Conferences

- **2023 ITS GA Annual Meeting (Jekyll Island, Westin)**. KCI will organize the conference. Holly is taking the lead on this. Painter reported that there will be 85 booths available for exhibitors and there are a couple booths left. Painter said that she plans to announce that there are some booths available at the meeting and also that the earlier bird special for registration will be ending soon. Glueckert asked if the board would be fine sponsoring public sector members to attend the conference after the early bird discount ends. There was a discussion about ways to increase public sector involvement, particularly GDOT involvement. Everyone agreed that it would be good to do things to increase public sector participation.

- **2024 ITS GA Annual Meeting**. Glueckert had previously reported that they now signed the contract for the 2024 conference venue and is waiting to get a copy of the fully signed contract. Glueckert said that they are looking for a 2024 lead organization for the conference. Glueckert asked if board members could ask around to find an organization to be the lead.

Closing Remarks

- Glueckert then closed the July 28th board meeting.
- Next month's regular meeting will be in August at the KIA plant. Glueckert to send out a poll to determine when the next board meeting will be.

Glueckert to send out a poll for when the next board meeting will be.

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.