October 2023
Board Meeting Documentation

ITS Georgia Monthly Board Meeting
October 25th, 2023
10:00 AM – 11:30 AM
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:

Madison Dorminey - AECOM

Issues Discussed	Action
Welcome • Glueckert welcomed the board members as well as the upcoming newly elected future board members in attendance. • Glueckert congratulated the future board members on their wins and thanked Glasgow for stepping up to fill the treasurer's position. Glueckert encouraged the future board members to reach out and ask questions if they have. • Glueckert noted that the June 28th meeting minutes needed to be approved (Cohen motion, Glasser support); passed unanimously. • Glueckert noted that the July 28th meeting minutes needed to be approved (Painter motion, Glasser support); passed unanimously. **General updates** • Glueckert mentioned that Glasser has setup a strategic planning meeting in early December (December 1st). **Budget/Financials** Glueckert / Atluri provided budget updates. • Glueckert shared some 2023 budget updates including the $44K payment to Jekyll Westin to close out the 2023 ITS GA payments. Glueckert noted that Painter is working on an audit of the 2023 annual meeting. Glueckert said that he believes that the annual conference resulted in a net gain for the cash balance. Glueckert added that the cash balance for ITS GA is currently relatively high since the balance is around $320K. Glueckert noted that it is good to have a buffer, but this amount can be used to provide a service for members and asked everyone if they have any ideas about what some of this amount should be used for since ITS Georgia is a nonprofit organization. Dorminey suggested that more money be used for social events. Cohen asked the question about what amount would be a good balance to have. Glueckert said that a little more than double what would be needed in case of an annual meeting cancelation resulting in a beak in the contract has been a general target amount discussed before. The amount that would be owed if there were an annual meeting cancellation would be around $65K to $70 so a little more than double that would be around $150K and the balance is currently more than the general target amount. Shearin suggested making vouchers available for public sector members. Thumaty suggested a voucher for first time members. Cohen suggested that we look at different more expensive venues for the annual meeting. Glasser asked if the final payment to the Jekyll Westin had been made. Glueckert noted that it had not and the balance would be	*Painter to complete an audit of the 2023 annual ITS GA conference prior to the November board meeting.*

about $275K once that payment to the Jekyll Westin is made. Glasser asked if there were any outstanding payments to be made. Glueckert responded that at the beginning of the year the balance was around $156K and that sponsorship ramped up this year. Atluri added that $55K also came from the SE ITS Summit this year as well. Painter added that the net gain for the last annual conference is around $20K. Glueckert said that those were some good ideas and those ideas as well as what the target balance amount is will be discussed at the strategic planning meeting in early December.

Committee Statuses

- **Program**: Glueckert announced that there is the joint NSBE meeting today with soft social skills training and a social event to follow. Glueckert also announced that the best of Georgia ITS Awards annual meeting is coming up on November 15th and that he has been working with Nottage on an e-blast that will be sent out soon. Thumaty gave an update on today's meeting which is the first joint meeting between ITS GA and NSBE. Thumaty said that NSBE normally meets in the evenings, so this is a different time than normal for them. Thumaty suggest that for a future meeting with NSBE the board could consider having it on a Friday afternoon or just have the meeting being a social as opposed to a training and social event because that way it would not be as much time away from work for attendees. Thumaty said that she is working on finalizing training in December or January and she will have a meeting to determine when the next training event will be. Thumaty mentioned that she has a couple of different ideas depending whether the December meeting will be based on a training event since she has speakers lined up for either December or January. Glueckert said that typically we generally have a plan for January through March of the next year. Thumaty said that she has talked with Jacobs and Tapco about a couple of meeting ideas for the early months of 2024. Gluekcert said that program ideas for future meetings will be discussed at the upcoming strategic planning meeting.

- **Membership and Finance:** Glueckert asked Galloway about membership updates. Glueckert noted that the last spreadsheet he saw indicated that there were 82 current ITS GA memberships with a goal of 85 memberships. Galloway said that he will go back and confirm the exact membership count and that he knows that we are close to the goal of 85 current memberships. Glueckert mentioned that it would be good to

Galloway to coordinate with Nottage making a notice about the early 2024 ITS GA membership discount by the end November.

offer 2024 term memberships for those that sign up late this year. Galloway asked if there will be an early bird discount this year also. Galloway said that it would be nice if we could send something out in November advertising the 10% early bird discount for 2024 memberships. Glueckert agreed with that idea and said that Galloway should coordinate with Nottage on getting that page advertising the discount ready. Glueckert then asked the group what their thoughts about offering the early bird discount again. Cohen spoke up in favor of offering the early bird discount again and Galloway added that he seconded that idea. Galloway said that it would be nice to have the discount advertised earlier this year than last year. Galloway said that Painter got several companies to get memberships prior to registering for the annual conference due in part to the registration discount that members get for annual conference. Painter added that it is important also to advertise the discount that members get for the annual conference registration, especially for those that are exhibitors. Glueckert said that it would be good to open up 2024 membership links prior to the annual awards banquet so that membership opportunities can be advertised at the banquet. Galloway asked if there is anyone that has a concern about offering the early bird discount. Glasser asked what the cut off date is for the discount. Galloway said that last year the date was the end of January. Glueckert told Galloway to e-mail Nottage about getting a 2024 membership signup link setup. Glueckert noted that he is available if Nottage and Galloway wish to discuss the best way to set up membership registration.	*Galloway to coordinate with Nottage making a link live for 2024 ITS GA membership sign up before November 15th awards banquet.*
• **Audio-Visual:** Glueckert asked Keena for any updates. Keena said that everything went well at the annual conference and there were only a few that were watching the conference remotely via livestream. Keena said that there were a couple of technical hiccups since that was the first time they had livestreamed the conference but overall everything went well. Keena noted that volunteers and having the right equipment were key to making it a success. Keena said that he will continue to serve heading up the Audio-Visual Committee over the next year and gave some updates on who is volunteering for next year. Keena said that they will be around today to record the meeting so that there is something to post to the ITS GA YouTube channel.	

- **Networking & Social:** Glueckert asked for updates from Dorminey. Dorminey said that she is working with GA ITE to get money owed to ITS GA for the joint Braves social held back in September. Dorminey said that she is considering a December social at a brewery and an event in January. Glueckert said that he is open to discussions for a post-holiday social event early next year. Glueckert asked for Dorminey to keep him posted about the December social event as details are formed.

- **Student Chapter Outreach Subcommittee:** Glueckert asked Ramsey if he has any updates from the student chapter. Ramsey said that there is a new representative for the student chapter. Glueckert said that since ITS GA could sponsor student attending the monthly meetings since the cash balance for ITS GA is currently relatively high. Ramsey said that he will let them know that sponsorship is available.

- **Service / Training Subcommittee:** Glueckert stated that he reached out to several STEM organizations around the coastal Georgia area but never heard back from anybody. Glueckert credited Thumaty with the idea of having an ITS GA match for a charity organization of our choice if we take donations. Glueckert suggested that collecting donations and having an ITS GA match could be part of a post-holiday party social event. Painter mentioned that the Future Cities event is coming again in January. Painter also said that Clark's Christmas Kids would be a good service idea for ITS GA. Glueckert said that he would like Painter to send him some information on that opportunity. Dorminey agreed that Clarks Christmas Kids event would be a good one for ITS GA to be involved with. Glueckert said that training for external members was a goal for this year and asked Foy for an update. Foy said that he reached out to Illumin8 to see where the training event discussed at Marrietta was at. Glueckert said that future training event ideas will be discussed at the strategic planning meeting in early December.

- **Legislative subcommittee**: Glueckert asked Glasser for any updates. Glasser said that there was a vote on the proposed bylaws. Glueckert said that he will e-mail the results of the bylaws vote to Glasser and that it appears that there are enough votes to be above the quorum threshold. Glueckert

informed Glasser that there were some questions asked about how membership is available to individuals. Glueckert said that individuals are available at the $450 level which allows them to be fully engaged as an individual. Glueckert noted that individual membership is not something that is being advertised although it is covered by the bylaws. Glasser said that the membership types including individual and affiliate memberships were included in the bylaws were to be more inclusive of those that want to be engaged but cannot attend the meetings in person. Glasser reminded everyone that annual registration is active now for all professional engineers in Georgia.	
• **Communications:** Glueckert said that we do have a new ITS GA website that Nottage recently passed on to Glueckert and Glasser for review before it goes live. Glueckert asked if there are two to three other volunteers that would like to review the website design. Painter and Glasgow volunteered to review the site. Glueckert said that he will send the e-mail with the new draft ITS GA website link out to Painter and Glasgow after the meeting. Nottage asked if there is training before out December meeting planned since there is sponsor for the December meeting. Thumaty explained that she is working out the logistics for that now. Nottage said that she needs to know early enough for announcements to be sent out in time. Nottage said that we are close to having membership and registration links setup within the new website and that those details need to be buttoned up shortly after the December strategic planning meeting. Glueckert said that Galloway should be coordinating with her to get 2024 membership registration announced soon with the early bird discount like what was done last year. Nottage also said that she needs to know about call for volunteer e-blasts that need to go out.	*Glueckert, Glasser, Glasgow, and Painter to review the draft ITS GA webpage before it is made live and available to everyone online.*
• **ITS America State Chapter Rep: Holt is Chair**. Glueckert said that since ITS GA won the best chapter award last year we will not be able to submit an application to win this year's best chapter award from ITS America but we can submit for the following year. Holt confirmed what Glueckert said about the ITS GA chapter award and that we can work to get the award in 2025.	
• **Past Presidents and Awards:** Glueckert announced that the	

best of ITS GA 2023 Awards event is coming up on November 15th at Maggiano's Little Italy Cumberland Mall. Glueckert reported that there are candidates in all categories so there will be a full slate of awards handed out. Glueckert added that the award plaques have been ordered and should be done in time for the event.

Conferences

- **2023 ITS GA Annual Meeting (Jekyll Island, Westin)**. Glueckert noted that the 2023 Annual Meeting has wrapped up and Painter is working on a final audit of the conference. Glueckert asked for any updates that came from the post conference debriefing call. Painter said that for the 2024 conference we need to be better about messaging the exhibitors prior to the conference but other than that everything went well thanks to all of the volunteers that helped. Cohen suggested a registration site similar to what GRITS has used for registering online for their conference since it makes the registrants provide a good amount of information that is useful in event planning. Painter responded by letting everyone know that she has been working with Nottage to have a different site design for the online registration next year.

- **2024 ITS GA Annual Meeting**. Glueckert noted that ITS GA is looking for a meeting host for the 2024 Meeting. Dorminey had stated previously the AECOM would be willing to host it. Glueckert noted that AECOM had hosted another recent annual meeting, and they like to spread out who hosts it. Glueckert said that we need to lock down a host before the strategic planning meeting coming up in early December. There was further discussion about which organization should do it. Dorminey said that she would check with the administration at AECOM if it would be fine for them to host it again and let them know. Thumaty said that Southeastern Engineering is too small to host but they do have people that would be willing to help. Glueckert said that he agrees that there should be diversity in which organizations help and are represented. Painter suggested that there should be a cochair for hosting the annual meeting and Glueckert agreed. Galloway with Kimley-Horn volunteered to be cochair for the 2024 Annual Meeting with Dorminey. Nottage noted that before the chair had about 4 primary volunteers helping the chairperson. Glueckert agreed that Dorminey should spread out the load for hosting. Glueckert stated that he would get some documentation for the

2024 Annual Meeting to Dorminey and Galloway soon since they will be host/co-host of the upcoming conference Sept. 14th – Sept. 16th 2024. **Closing Remarks** • Glueckert then closed the October 25th board meeting and thanked everyone that attended including the new upcoming board meeting. • Next month's regular meeting will be November 15th at Maggiano's Little Italy – Cumberland Mall. • The annual strategic planning meeting will be December 1st.	

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.