2025 ITS Georgia Strategic Planning Meeting Minutes

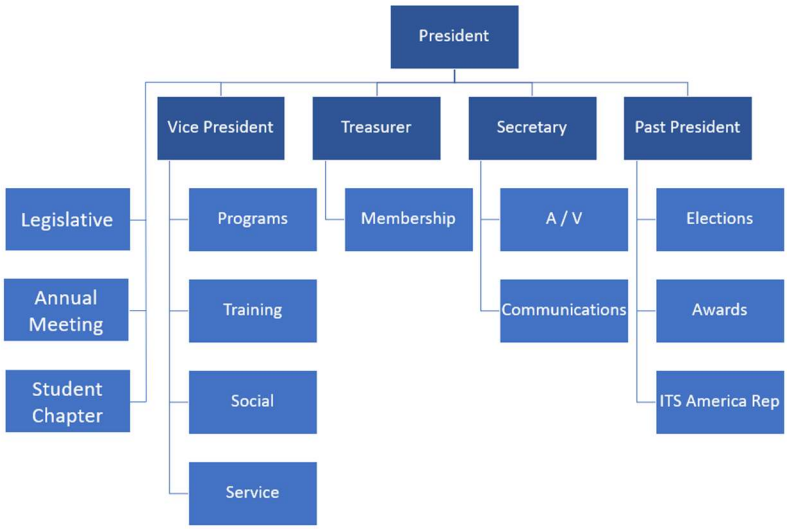
December 6, 2024 at 10:00 AM
In-Person w/Call in option

ITS GEORGIA BOARD OF DIRECTORS			
Officers/Directors (2024-2025):	Directors 2023-2024:	Directors 2024-2025:	Directors 2024-2025:
Matt Glasser, President	Whitney Nottage	Kaitlyn Stewart	Gautam Mistry
Holly Painter, Vice President	Emily Dwyer	Alex Estrada	Kelly Patrick
Michael Presley, Secretary	Steven Sheffield	Kate Shearin	Steven Sheffield
Farrah Glasgow, Treasurer	Mary Thumaty	Derrick Crowder	Mary Thumaty
Tom Glueckert, Past President	Troy Galloway		Troy Galloway
	Greg Ramsey		Greg Ramsey
State Chapter Representative	Ex-Officio		
Mike Holt	Greg Morris, FHWA		

AGENDA

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

- Welcome New Board Members!
- Approve Board Meeting Minutes from November – **MOTION**
- Getting Started Exercise (10 minutes)
  - Review agenda
  - Capture your thoughts for any items with your name
  - Capture your thoughts for where you want to go
- Committee Statuses
  - Org Chart



	Lead	Assistant(s)	Officer Support
Programs	Kaitlyn	**Registration:** Kaitlyn, Kelly **Sponsors / Technical:** Steven, Mary **Venue / Food:** Kate	Vice President
Training	Mary	Gautam, Alex	Vice President
Social	George??	Kaitlyn, Steven, Troy, Gautam	Vice President
Service / Outreach	Gautam		Vice President
Membership	Troy	Kate, Kaitlyn	Treasurer
A / V	Ken Keena	Gautam	Secretary
Communications	Steven	**Constant Contact:** Steven **Buffer:** Holly (for time being – Steven as shadow) **Website Management:** Alex, Kelly **Calendar:** Kelly	Secretary
Elections	Tom		Past President
Awards	Tom		Past President
ITS Rep	Mike Holt		Past President
Legislative / Bylaws	Mary	Steven, Alex	President
2027 Annual Meeting			President
Student Chapter	Greg	**KSU:** Gautam **GT:** Greg **UGA:** Gautam	President

- **ACTION ITEMS for all committees by January 15 (send update to your respective Officer):**
  - Review and update captured notes for your strategic plan Goals/Plans
  - Budget (funds needed to support your 2024 goals/plans)
  - Finalize your internal organization – lead, volunteers
  - Obtain access to your email account/password

- Vice President (Holly)
  - **ACTION:**
    - Constant Contact Info@itsga.org doesn't work. Get with Matt G to fix.
    - Make sure there is a note in VP notes to monitor additional gmail account.
  1. Programs
     a. 2024 Debrief/lessons learned (Kate)
        i. Update Google Drive (share with Officers, Communications, A/V)
        ii. Update Google sheets for topic/sponsor tracking
        iii. Update Google calendar for milestone tracking
        iv. Challenges / Lessons Learned:
            1. We need a separate host committee for the registration, name badges, being at the meeting to check people in (Kaitlyn would like to do that)
            2. July attendance was bad – really consider doing a training or something lower scale because it GAITE
            3. Calendar engagement and AV work went well
            4. Mary Mac's was tough space
            5. Potential speakers
     b. Upcoming

	Topic / Speaker	Location	Sponsor
January	ITSTN summit	Chattanooga	Multiple
February	_	Sandy Springs?	TCS
March	_	_	Temple
April			
May			

c. 2025 Strategic Plan
   i. General Themes:
   ii. Location Ideas: ____
   iii. Sponsor outreach plan: ____
   iv. Topics/presenters:
      1. Alan Davis and/or John Hibbard
      2. Kate updating speaker list
      3. Waymo – autonomous ubers (currently mapping downtown/midtown)
      4. LiDAR
      5. Cybersecurity – insecure industry standards and OpEx funding
      6. Towards the end of the year – new laws from administration change
         A. Build America / buy America – is ITS waiver going to be cancelled? What is happening? FHWA speaker
      7. Vendor Roundtable
      8. Broadband
         A. commercialization to take place in March / progress report – look at summer/fall timeframe
         B. DB update
      9. Autonomous Vehicle Panel of individuals outside our direct orbit – OEM, insurance company, Georgia power, telecoms, etc.
      10. LA 2028 Olympics Traffic Management Plan
      11. Disaster Recovery from Helene – NCDOT
      12. GDOT – new ATMS provider
      13. World Cup – probably wait until afterwards
      14. Budgeting from TIA
      15. Greg Ramsey – Ghost intersections
         A. Left turn prohibition on Peachtree industrial – not near signal. Poor sight distance
         B. Small safety applications
      16. V2X in Douglas County
      17. Adaptive Timing – Gwinnett (digital twin)

d. Actions:
   i. Set up checklist in Google Docs for monthly meeting prep
   ii. Populate google calendar with all monthly meetings
   iii. Keep 3 month backlog – get with communications on all needs for constant contact / e-blast
   iv. Add sheet at registration desk for volunteers

2. Training
   a. 2024 Debrief/lessons learned (Mary)
      i. Update Google Drive (share with Officers, Communications, A/V).
      ii. Update Google sheets for topic/sponsor tracking.
      iii. Update Google calendar for milestone tracking.
      iv. Challenges / lessons learned:

1. May was a joint meeting with ITE – very successful/well attended. Needed a lot more lead time on scheduling for. participants and speakers. **At least 2 months in advance**.
2. When scheduling in advance – remember to do more check-ins with venue, speakers, and caterer.
3. Anticipate a lot of last-minute stuff (day of). Need to budget volunteer time accordingly.
4. Training doesn't have its own Constant Contact Account.
5. Make sure happy hour place is open.

b. 2025 Strategic Plan
   i. General Themes: _____
   ii. Location Ideas: ____
   iii. Topics/presenters:
      1. next level CV2X from USDOT
      2. Big Third Party Data updates
   iv. Partnerships: _____

c. Action Items:
   i. Advertise training 2 months in advance.
   ii. Matt to create Constant Contact for Training committee.

3. Networking/Social Activities
   a. 2024 Debrief/lessons learned (Madison)
      i. Update Google Drive (share with Officers, Communication)
      ii. Add tracking sheet of historic 2024 events (for planning purposes)
      iii. Folks are generally not showing up for standalone events
      iv. Tied to event (like training) or another group (braves for ITE) do work
      v. Top Golf in Buford went well
      vi. Bigger events may work better
   b. 2025 Strategic Plan
      i. Events:
         1. community service type project?
         2. summer holiday party – Christmas in July?
         3. Can we find activities where we negotiate group rate discounts?
      ii. Locations: _____
      iii. Partnerships:
         1. ITE
         2. WTS
      iv. Target Frequency: Quarterly
   c. Action items:
      i. ___
4. Service / Outreach
   a. 2024 Debrief/lessons learned (Steven)
      i. Was not a shortage of events
      ii. Challenge was devoting out effort to a singular event or direction we wanted to go.
      iii. Difficult to find something that we could hang our hat on/put our name on
      iv. Didn't have great participation from volunteer standpoint
      v. Provided sponsorships
   b. 2025 plans
      i. Events:
         1. Need to have one focused event we volunteer at

A. Atlanta Community Food Bank?

ii. Partnerships: _____

iii. 2025 Strategic Vision:

1. Merge activities with Social?
2. Outreach + social event afterwards

c. **Actions:**

i. Identify 3-5 events that we can discuss for a focused effort.

- Treasurer (Farrah)

1. Financial Report (Farrah)
   a. 2024 Budget and other items
   b. 2025 Budget – preparation time – Committees to get with Farrah and make request!
   c. **ACTION:** Investigate money market / higher interest rate return savings account. Look for low risk options.
2. Membership
   a. 2024 Debrief/lessons learned (Galloway)
      i. 2024 Goal: 90 Members. 2024 Actual: 85 members
      ii. Update Google Drive (share with Officers, Communication)
      iii. Actions from previous year:
         1. Get QR code and post at monthly meetings
         2. Set up at monthly meeting registration desk
         3. Build company/organization target list
         4. Set up monthly goals for outreach to new companies
         5. Remove associate membership for selection or require them to email.
         6. Get updated logos from all members
      iv. Challenges:
   b. 2025 Membership drive
      i. Already received some membership for 2025
   c. 2025 Strategic Plan
      i. Areas of growth: _____
      ii. Local agencies: _____
      iii. Recapturing old members: ____
      iv. Goal: 85, stretch 90
   d. **Action items:**
      i. Revisions:
         1. Revise small business to 5 people. __ rate
         2. Create medium business classes.
            A. Public
            B. Private ___ rate
         3. Increase large private business to $500 for 2026 and $550 for 2027.

- Secretary (Michael Presley)

1. Audio-Visual
   a. 2024 Debrief/lessons learned (Ken Keena)
      i. Equipment Update:
         1. Working well and looking into lights
      ii. Live Streaming:
         1. All posted on youtube (less than 10)
      iii. Challenges:
         1. Lighting can be issue in speaker area

2. Some locations do not have good wifi
   b. 2025 Equipment needs (budget request)
      i. Portable lighting
   c. 2025 Strategic Plan
      i. Increase quality AV for all meetings
   d. **Action:**
      i. Purchase lighting
      ii. Schedule volunteers
      iii. Get contact info for venue coordinator (Kate to assist)
2. Communications
   a. 2024 Debrief/Lessons learned (Nottage, Steven, Mike, Alex)
      i. Website update
      ii. Constant Contact management strategy
      iii. Calendar Updating
      iv. Challenges:
         1. Break into website and constant contact
         2. Buffer – used to push posts to all social media accounts. Lost access to various channels.
   b. 2025 Strategic Plan
   c. Actions:
      i. Whitney to provide access to Holly.
      ii. Obtain write-up from Precision Creative for uploading pictures to the website.
      iii. Whitney to help Alex obtain access to WordPress
      iv. Alex to set up time with Whitney to do walkthrough.

- Past President (Tom Glueckert)
  1. Elections and Awards
     a. 2024 Debrief/lessons learned (Tom)
        i. Need to get out sooner
     b. 2025 Strategic Plan
        i. ___
     c. **Action**
        i. ___
  2. ITS America State Chapter Rep
     a. 2024 Debrief/lessons learned (Mike Holt)
        i. Challenges
     b. 2025 Strategic Vision
- President (Glasser)
  1. Legislative / Bylaws / ACEC
     a. 2024 Debrief/lessons learned (Steven)
     b. 2025 Strategic Vision
     c. Action:
  2. Annual Meeting
     a. 2024 Debrief/lessons learned (Madison)
     b. 2025: ITSWC (Glasser)
     c. 2026: ITS Southeast Summit (Glueckert)
     d. 2027:
        i. Call for planning committee volunteers. Holly not lead, but will be happy to help figure it out
  3. Student Chapter
     a. 2024 Debrief/lessons learned (Greg Ramsey)

i. Challenging communicating with professors
ii.

b. 2025 Strategic Vision
c. Action:
    i. Gautam to take on KSU
    ii. Event planned (tentatively) for September.
    iii. Curiosity Lab with GT

- Other Items/Concerns
- Schedule at a glance (Glasser)
- Adjourn Meeting ~ 3:00 PM

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.

Position and Task Summary

The table below outlines each committee, primary tasks, and positions.

Committee	***Primary Tasks***	***Positions***
Past Presidents and Elections/ Awards	Maintain connection with Past Presidents for service to the Board, and administer the biannual Board elections and annual membership awards.	• *Chair (Past President)* • *Other past presidents* • *Coordinator*
Program	Coordinate the monthly meeting program, including event location, food, speakers, moderators, sponsors, and speaker gifts.	• *Chair (member of Board)* • *Speaker coordinator* • *Event coordinator* • *Support position*
Membership and Finance	Track the membership roles, set annual membership goal, pursue new members, and collect dues payment.	• *Chair (member of Board)* • *Support position*
Audio-Visual	Manage audio-visual needs for in-person meetings, live-streaming for virtual meetings, recordings and photography, and computers/presentations for speakers.	• *Chair (member of Board)* • *Producer* • *Technical coordinator*
Communications	Manage all aspects of ITSGA's communication, both internal and external, as requested by each of the other committees. This includes event registration, event advertisement, e-blasts, website management, and social media management.	• *Chair (member of Board)* • *Website coordinator* • *Social media coordinator* • *Registration coordinator (Constant Contact)* • *Creative writer*
Networking/ Social Activities	Organize events to enhance member personal and professional growth.	• *Chair (member of Board)* • *Activity coordinator*
Outreach/ Education	Support relationships with student chapters, organize service projects, and develop training for the membership; also, track key issues with policy makers that may affect the organization and its members, and educate policy makers on the benefits of ITS.	• *Chair (member of Board)* • *Student chapter coordinator* • *Service coordinator* • *Training coordinator*

		• *Legislative coordinator*
Annual Meeting	Plan, coordinate, staff, and deliver all aspects of the Annual Meeting with the support of the Audio-Visual and Communications Committees.	• *Chair (not Board member)* • *Annual Meeting Committee (approx. 10)*
ITS America Representative	Serve as the primary connection with the ITS America organization, coordinate with other state chapters, and to develop materials related to ITS America awards.	• *Chair (may be member of the Board, but not a requirement)* • *Award coordinator*