



BOARD OF DIRECTORS
January 12, 2010 – 1:30 PM

Participants

L. A. Griffin
Ken Jacobs
Jesus Martinez
Dale Cody
Mary Hamill
Erika Birozak

Gregg Letts
Charles Wallace
Chester Chandler
Jay Calhoun
Sandy Beck
*Guest

Minutes

- I. Call to Order – Ken Jacobs called the meeting to order at 1:34 p.m. He stated that the meeting was recorded to assist with the meeting minutes.
- II. Action Item
 1. Approve Minutes from Last Month’s Meeting. Jesus Martinez made the motion to approve the December 8, 2009 meeting minutes. L. A. Griffin seconded the motion, which carried.
- III. Other Action/Discussion
 1. An announcement of the 2010 committee chairs was made by Ken Jacobs. He reported the following appointments:
 - Outreach Committee – Mary Hamill
 - Anita Vandervalk and Charlie Wallace – Legislative Outreach
 - Professional Capacity Building (PCB) – Dale Cody
 - Events Committee – Jesus Martinez
 - Member Services – Tahira Faquir
 - Management Committee – L. A. Griffin

A liaison is needed for Floridians for Better Transportation. Charlie Wallace will continue as a liaison for FTBA and ITSA. Jay Calhoun will continue as the liaison for FSITE and Jim Reynold agreed (via email after the meeting) to be the liaison for TEAMFL .
 2. The 2010 ITS Florida Board meeting schedule was discussed. It was noted that the calendar did not provide a face-to-face until August but that a meeting location could be added as needed.
 3. It was requested that ITS Florida approve the travel arrangements for Sandy Beck for the ITS America 2010 Annual Meeting and exhibition in Houston. Mary Hamill made the motion to approve the travel related arrangements for the May meeting in Houston. Jesus Martinez seconded the motion, which carried.
- IV. Old Business

- None

V. Members' Comments

Gregg Letts reported that Rory Santana expressed his thanks to ITS Florida for the December award he accepted.

VI. Standing Committee Reports

A. **Member Services Committee**

Sandy Beck reported for Tahira Faquir the following:

Charles Ramdatt has continued to contact previous ITS Florida members in a campaign to increase membership. Forty-one companies have paid membership dues for 2010. Three new companies have joined ITS Florida during December/January. Two of the new companies were a result of the Technology Forum held December 9th, 2009.

Sandy Beck provided an overview of the financials for 2009 and the Annual Meeting.

The membership survey results are being summarized by John Easterling and Jim Reynold. The results will be sent out to the members through e-mail.

Gregg Letts indicated he provided Tahira Faquir with a memo regarding his discussion with Edgar Martinez on sponsorships. It was recommended that the memo be shared and be discussed at a future meeting.

B. **PCB Committee:**

Jesus Martinez provided the following update on the 2009 PCB committee.

1. **PCB Course**

December 9, 2009 - Technology Forum

The first technology forum was very successful. A larger meeting room was required to accommodate the 61 members. Six Professional Development Hours (PDHs) were offered to our members that submitted a request. The PDH certificates will be sent out as soon as an issue with the Florida Board of Professional Engineers issues our provider

Thank You letters were drafted and sent to each of the presenter. The presentations will be available on the ITS Florida web site from those presenters that granted permission. Only one presenter has requested a delay in posting the presentation. The comments received from our members were excellent.

In summary, 25 forms out of the 61 attendees were received; of which, 15 were "anonymous". All feedback was positive regarding expectations, diversity of presentations and the number of breaks. Value of the forum was found in providing the most current practices of ITS; however, more FDOT participation was suggested as an improvement. The majority of those providing feedback stated a forum of this type would be valuable once to

twice per year. In addition, feedback indicates the attendees would benefit from real technical training covering all facets of ITS, if ITSFL was to provide alternate types of training.

2. ITS Florida Leadership Workshop

The ITS Florida Leadership Workshop was held on December 10 from 8:30am-11am. The three new board members (Gregg, Howard and Erika) participated along with L.A., Ken, Sandy and Jesus. The information shared was valuable and many ideas were presented for the coming year including the committee assignments for the coming year. Jesus recommended that this workshop become a regular event at the annual meeting. He also recommended that part of the annual retreat be set aside to update the presentation material for this workshop.

3. Lunch and Learn Program

As a recap, four lunch and learn sessions were offered during year. The last session hosted by Trey Tillander at the Traffic Engineering and Research Laboratory (TERL) was the most successful with a total of 37 participants. The comments received from the member survey will be used to plan lunch and learn sessions in 2010.

4. ITS Technical Solutions Subcommittee

Pete Vega, Technical Solutions Subcommittee Chair, provided a presentation at the Technology Forum on the mission and accomplishments of this subcommittee. Several new members were added as a result of the presentation. Pete will provide the minutes of the last meeting held on November 18, 2009, and an announcement of the new chair. Adam Moser, Pinellas County, volunteered to head this subcommittee. Pete has requested a bio of each member of the subcommittee to post on the ITS Florida website along with the minutes of the meetings.

C. Outreach Committee:

Mary Hamill reported on the Outreach Committee activities.

1. Legislative Outreach

Mary Hamill reported that ITS Florida would continue to be an ITS resource. Charlie Wallace agreed to continue in this role. Ken mentioned that he had a discussion with Anita and she also said agreed to continue as Legislative Liaison.

2. Speakers' Bureau – Team of Experts

Dale Cody and Shawna Slate (also serving on ITS World Congress Local Organizing Committee) will continue on this task in 2010. The Team of Experts' Bios are on the website, as is the presentation created by Steve Bahler. ITS Florida experts may also choose a presentation of their own.

3. Publications

The following Disseminator articles are planned:

- Feb: Message from the President
- March: Call for Papers Transpo2010.

4. Event Support

The New ITS Florida Banners were displayed at the Board Meeting and were used at the Banquet. One promotes Transpo2010 and the other promotes ITS World Congress 2011 in Orlando.

The banners will be used at the FTBA meeting February 22 – 23 in Orlando. This exhibit will be shared with 511.

Promotional flyers/full page Public Service Announcements (PSA) ads (save the date, become a sponsor) were created for Transpo2010. These were sent to DTOEs/ITS Managers and consultants to post, along with a full page promotional flyer on 2011 World Congress in Orlando. The flyers will be sent to Georgia, Tennessee, and the Carolinas as well. A Transpo2010 awareness item will be produced for distribution in early 2010.

Mary Hamill reported an excellent response to the ITS Florida Photo Contest and the 2010 Calendar. It was recommended that the 2011 Calendar process start earlier this year. Sandy Beck will send out thank you letters and calendars to sponsors.

5. Website:

The Website is updated weekly.

6. Transpo Trademark

Charlie Wallace had requested that the Transpo trademark information be brought to the board. Charlie researched the Transpo trademark and found that there was no conflict at this time. He recommended that ITS Florida continue to use Transpo but recommended that it not be registered since there was no competition. He also recommended that the Transpo logo be created through 2020. Mary Hamill agreed to have the Transpo logo prepared through 2020.

D. Events Committee

1. Annual Meeting

Ken Jacobs reported the Banquet, Technology Forum and the Leadership Workshop presentation was very successful. There were 100 attending the banquet, 61 at the Technology Forum and 7 at the Leadership Workshop.

The Orlando Organizing Committee (OOC) for the ITSA / World Congress 2011 meeting was held December 8th and 9th. The rooms were provided by ITS Florida. An invoice for the food and A/V equipment will be prepared and sent to ITS America.

2. Transpo2010

The next Transpo2010 teleconference is scheduled for Friday, January 15. The theme selected is: Transpo2010: ITS Now More Than Ever. Jay Calhoun reported that the committee was on schedule. The Program Sub-committee was working on the program and golf details were in progress. A speaker has been engaged for this event. The website was relocated to a new location due to hackers. The relocation was transparent to anyone accessing ITSTranspo.org.

3. ITSA World Congress 2011

Ken Jacobs reported that the Orlando Organizing Committee met December 8th and 9th on-site at the Rosen Centre Hotel. He also reported that the Discovery Cove contract was signed and the 25% deposit was completed. Charlie reported that the technical tours and accompanying guest (i.e. spouses) tours would be short listed in the next six months.

Gregg Letts stated that Edgar Martinez of ITSA has offered to handle all of the sponsorship activities for ITS Florida's World Congress 2011 event. It was noted that this may help ITS Florida sponsorships as well since companies may have separate budgets for local and national events. Tahira Faquir and Gregg Letts will discuss and bring back a recommendation to the board. Erika Birosak recommended a sponsorship page on the ITS Florida website.

4. ITSA 2010 Houston

Ken Jacobs asked for volunteers to assist with the ITS Florida booth in Houston. A notice will be sent to the members.

5. ITSA World Congress - Korea

No report at this time.

E. Management Committee

L. A. Griffin anticipates a kickoff teleconference during January.

F. Advisory Committee

There was no information to report at this time.

VII. Liaison Reports

- A. FBT – A liaison is needed.
- B. FTBA – Charlie Wallace agreed to continue as the liaison.
- C. ITS America – Charlie Wallace agreed to continue as the liaison.
- D. TEAMFL – Jim Reynold has been invited by the liaison. (has since agreed via email)
- E. FSITE – Jay agreed to continue as the liaison

VIII. Chapter Administrator's Report

IX. Items Pending from This Meeting

1. **Committee Chairs** to submit written reports prior to each board meeting. The next date due is **February 2, 2010** for committee reports to be emailed to the president and administrator. Sandy Beck will distribute to the board.
2. **Charles Ramdatt** will continue to follow-up with unpaid members to encourage dues payment and notify each that their company information will be removed from the website. (Pending)
3. **Denise Bunnewith** volunteered to encourage membership from MPOs. (Pending)
4. **Jim Reynold** volunteered to assist **Tahira/John Easterling** with summarizing the survey results. (Pending)
5. **All:** The revised Bylaws with bracketed explanation of changes were submitted and received ITS America approval. Following approval, the bylaws were sent to the members for approval through the voting process. Voting took place through Zoomerang in October and email/fax through November. Anita Vandervalk volunteered staff to assist. (Pending)
6. **Tahira Faquir and Mary Hamill** will discuss a Certificate of Appreciation for submission of articles and photos and make a recommendation to the Board. (Pending)
7. **Andy Lucyshyn** to contact various publications about using Transpo2010 PSAs. (Pending)
8. **Gregg Letts** is organizing a subcommittee to seek sponsorships for events. (Pending)
9. **Sandy Beck** will send out the Technology Forum PDHs as soon as the provider number is assigned by FBPE. (Pending)
10. **Sandy Beck** to post Technology Forum presentations on website. Website page to be created by Web host. (Pending)
11. **Sandy Beck** will post the ITS Technical Subcommittee Bios and minutes when received. Website page to be created by Web host. (Pending)
12. **Sandy Beck** to send Transpo2010 flyers to Georgia for distribution. (Pending)
13. **Sandy Beck** to send Thank You letters and Calendars to sponsors. (Pending)
14. **Mary Hamill** to provide Transpo logos through 2020. (Pending)
15. **Sandy Beck** to prepare invoice for ITSA World Congress 2011 December planning meeting food and A/V equipment. (Pending)
16. **Sandy Beck** will send email requesting volunteers to assist at the ITS Florida booth in Houston. (Pending)

X. New Business: None

The meeting was adjourned at 3:25 p.m.

The next Board meeting will be held **Tuesday, February 9th at 1:30 p.m. via teleconference.**