



**BOARD OF DIRECTORS**  
**June 8, 2010 – 1:30 PM**

**Participants**

**L. A. Griffin**  
**Ken Jacobs**  
**Jesus Martinez**  
**Dale Cody**  
**Tahira Faquir**  
**Mary Hamill**  
**Gregg Letts**  
**Elizabeth Birriel**

**Erika Birosak**  
**Howard Glassman**  
Jim Reynold  
Mark Reichert  
Dave Muntean\*  
Carlton Urban\*  
Sandy Beck  
\*Guest

**Minutes**

- I. Call to Order – Ken Jacobs called the meeting to order at 1:33 p.m. Ken reminded the participants that the teleconference was being recorded for assistance with the minutes, if needed.
- II. Action Item
  1. Approve Minutes from last month’s meeting. Tahira Faquir made the motion to approve the May 11, 2010 meeting minutes. Jesus Martinez seconded the motion, which carried.
- III. Other Action/Discussion
  1. Ken Jacobs announced that ITS America reauthorization committee has requested that the state chapters increase their contribution to the campaign. L. A. Griffin stated that the Management Committee had not had time to discuss this request and he recommended it be brought back to the Board in July.
- IV. Old Business
  1. None
- V. Members’ Comments
  1. None
- VI. Standing Committee Reports
  - A. **Member Services Committee**

L. A. Griffin reported that the Management Committee had met on May 25<sup>th</sup> to discuss how to improve membership. He reported the following:

The Management Committee identified possible ways to increase membership in ITS Florida as follows:

- Increase members
- Discount dues to new members at any time of year 50% off or 75% last quarter. 75% maximum discount.
- If full \$385.00 is paid for a new membership on or after July 1 this would cover dues for the remainder of the calendar year plus all of the next year. This would potentially provide up to a year and a half membership for a one year dues payment.
- A new member is defined as a member that has not been a member in good standing for the past 3 years or is truly a new member.
- Membership committee will review possible referral benefit/discount.
  - Membership committee to look at Pros/Cons
- Ask all members to look around areas of responsibility and come up with valid candidates for new membership. These areas should include cities, counties and other municipalities deploying or planning to deploy ITS.
  - FDOT ITS prequalified list (6.3.1 through 6.3.4) of firms.
- Tahira to draft letter for new members under Ken's signature.
  - This letter to be customized for specific individuals.
  - Specify benefits of Training and Technical Subcommittee

Tahira Faquir discussed the elements of the draft letter she would prepare. Mary Hamill suggested a World Congress special. Mark Reichert suggested the Florida Trucking Association as a possible member. Sandy will set up a list of former members over the last three years.

Dale Cody will work with Charles Ramdatt on membership. He will make an additional contact with former members later this month. Tahira will research organizations and other groups for potential members.

The scholarship program will move forward in August as the school year begins with applicant review and evaluation in October.

## **B. PCB Committee:**

Dale Cody provided the following update on the 2010 PCB committee.

### **1. PCB Course**

No information to report.

### **2. Lunch and Learn Program**

The next Lunch and Learn tentatively planned is 'Grounding and Surge Protection'. Dale stated he had two volunteers and a possible third member to provide 10 minutes each. Each will also provide the technical backing to support their presentation. Dale will facilitate the training. ITS Florida will remain unbiased while providing this valuable training. Dale will work with Jesus Martinez on the format.

Dale Cody asked about the timing of training around Transpo2010. Ken Jacobs responded that a "Laws, Rules and Ethics" course would be offered at Transpo. It is a four-hour course

that will be offered immediately following the completion of Transpo. Additional rooms may be available for other training.

### **3. ITS Technical Solutions Subcommittee**

Dale Cody reported that Adam Moser is doing a great job and that he would distribute the minutes of the subcommittee's June 7<sup>th</sup> meeting.

### **4. Leadership Workshop**

No information to report.

## **C. Outreach Committee:**

Mary Hamill reported on the Outreach Committee activities.

### **1. Legislative Outreach**

Mary Hamill discussed with Mark Reichert the possibility of holding a legislative hearing at Transpo2010. Mark responded that the timing was not conducive due to the elections in November. He stated the Committee Chairs would not be appointed by that time. Mark thought it would be appropriate to invite legislators and staff. He indicated staff was responsible for the Road Rangers language being placed back into the budget. So education of the staff is critical as well as the legislators. Jim Reynolds suggested the committee reach out throughout 2010 and again in January 2011.

It was reported that Governor Crist vetoed the \$160 million raid on the transportation funds. While it turned out good for transportation, a new requirement is for FDOT to send finance models along with its projects.

### **2. Speakers' Bureau – Team of Experts**

No new information.

### **3. Publications**

The following Disseminator articles are planned:

- July: Dale Cody to provide an article on training.
- August: Transpo2010 Call for Papers

### **4. Event Support**

The ITS Florida flyers were displayed at the ITS America World Congress planning meeting in Orlando, May 17 – 19. The ITS World Congress banner and Polycom teleconferencing equipment were also provided by ITS Florida.

Transpo2010 clocks and flyers were sent to FDOT and for GRITS. The flyers will also be electronically sent to Georgia, South Carolina and North Carolina this month.

Sponsorship for the 2011 calendars will be discussed at the close of this meeting.

## **5. Website:**

The website is updated weekly. The Calendar display issue was corrected.

## **D. Events Committee**

Jesus Martinez reported on the Events Committee.

The next face-to-face meeting will be the Board Retreat. This is scheduled for Tampa, August 10-11 at the FDOT District Seven Office. The Embassy Suites (USF) was available for \$109. The notice was sent to the Board and was in the Newsletter. A dinner location has not been selected. The cost for lunch, snack and breakfast will be approximately \$20.

Jesus requested that the Management Committee discuss the agenda. L. A. Griffin will schedule a meeting later this month.

### **1. Annual Meeting**

No additional information.

### **2. Transpo2010**

Ken Jacobs reported that the committee met and that the planning processes are on schedule. There are currently 14 – 15 moderators and speaker applications have been received. He noted that the finances are a bit behind Transpo2008 during the same time frame. Gregg Letts indicated that the early bird registration for attendees has no deadline provided. Sandy Beck will contact Karen Crawford to address this issue.

### **3. ITSA World Congress 2011**

Ken Jacobs reported that there was a planning meeting held May 17 -19 in Orlando. Mark Reichert stated that the Florida Transportation Commission will hold its meeting at ITS World Congress 2011.

Gregg Letts reported that he worked with Edgar Martinez regarding sponsorship for the ITS Florida Discovery Cove opening reception/dinner. He stated that there will be five levels of sponsorship and ITS Florida will receive a portion of all sponsorships sold. A number of complimentary tickets will be provided to sponsors based on the level of sponsorship. Gregg developed a spreadsheet that will clearly track free tickets, maximum number of tickets, revenue, and expenses.

## **E. Management Committee**

L. A. Griffin reported that the Management Committee will hold a meeting later this month regarding the August Workshop agenda. He also stated that an Elections Subcommittee will be established to start the candidate/election process.

## **F. Advisory Committee**

There was no information to report at this time.

## VII. Liaison Reports

- A. FBT – Ken Jacobs reported that FBT and TEAMFL will hold the Transportation Summit at Disney on July 6<sup>th</sup> – 8<sup>th</sup>. Doug Calloway agreed to provide ITS Florida exhibit space at no charge. Ken Jacobs volunteered to handle the exhibit and Charlie volunteered to assist.
- B. FTBA – No information at this time.
- C. ITS America – No additional information.
- D. TEAMFL – Transportation Summit listed above,
- E. FSITE – Dave Muntean reported that the at FSITE summer meeting will be held in Ft. Lauderdale June 16 – 18. He also reported that its 50<sup>th</sup> Anniversary will be held October 24-26 in Orlando.

## 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 **July 7, 2010** for committee reports to be e-mailed 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. **Dale Cody** and Charles will review the information. Dale Cody will follow-up with non-paying members. (On-going)
3. **Howard Glassman** volunteered to encourage membership from MPOs. Dale Cody will attend the July meeting in Orlando to encourage MPO participation. He will have a 10 minute presentation. (On-going)
4. **Jim Reynold, Tahira Faquir and John Easterling** provided next steps to address the responses to the survey. **Board Members** to review the data and make comments at the workshop in August. (Pending)
5. **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)
6. **Andy Lucyshyn** to contact various publications about using Transpo2010 PSAs. (Pending)
7. **Gregg Letts** is organizing a subcommittee to seek sponsorships for events. (On-going)
8. **Sandy Beck** to post Technology Forum presentations on website. Website page to be created by Web host. (Pending)
9. **Sandy Beck** will post the ITS Technical Subcommittee Bios and minutes when received. Website page to be created by Web host. (Pending)
10. **Mary Hamill** to provide Transpo logos through 2020. (Pending)
11. **Sandy Beck** to prepare invoice for ITSA World Congress 2011 December planning meeting food and A/V equipment. (Pending)
12. **Ken Jacobs** will attend FBT/TEAMFL Transportation Summit and display ITS Florida's exhibit July 6 - 8. **Charlie Wallace** will assist. (Pending)
13. **Sandy Beck** will provide Transpo2010 information to DTOEs. She has contacted Elizabeth Birriel and Jay Calhoun. Information will be sent to Georgia, South Carolina and North Carolina in June. (Pending)
14. **Mary Hamill** will follow-up with ITSA staff regarding the hearing held in Houston to educate the legislators for ITS World Congress 2011. (Pending)
15. **Erika Biroesak** will assemble the judging panel for the 2011 ITS Florida calendar photo contest using judges that won't be presenting photos. (Pending)

16. **Tahira Faquir** will draft a letter for new members listing the benefits. **Sandy** will set up a list of former members over the last three years. (Pending)
17. **Dale Cody** will work with **Charles Ramdatt** on membership. (Pending)
18. **L. A. Griffin** will schedule a Management Committee meeting in June to discuss ITS FL Workshop and ITSA Reauthorization Campaign. (Pending)
19. **Sandy Beck** will contact Karen Crawford to address the lack of early-bird deadline on the ITSTranspo website. (Completed)

X. New Business: None

The meeting was adjourned at 2:45 p.m.

The next Board meeting will be held **Tuesday, July 13th at 1:30 pm via teleconference.**