



BOARD OF DIRECTORS
August 11, 2009 – 1:00 PM
Participants

L. A. Griffin
Ken Jacobs
Tahira Faquir
Jesus Martinez
Mary Hamill
Dale Cody
John Easterling
Elizabeth Birriel
Charles Wallace

Jay Calhoun
Mark Reichert
Charles Ramdatt
Robert Bebee
Carlton Urban
Jerry Wentzel
Sandy Beck
*Guest

Minutes

- I. Call to Order – L. A. Griffin called the meeting to order at 1:10 p.m. He stated that the meeting was recorded to assist with the meeting minutes.

Ken Jacobs welcomed everyone to the Board Meeting and Workshop. L.A. thanked Ken and Sandy for providing the facility and setting up the luncheon.

- II. Action Item

1. Approve Minutes from Last Month's Meeting. Jesus Martinez made the motion to approve the July 14, 2009 meeting minutes. Dale Cody seconded the motion, which carried.

- III. Other Action

Sandy Beck reported that she received the invoice of \$1350 for the 2010 ITS America Annual Meeting and Exhibition that will be held in Houston. This fee represents 50% of the cost of the booth only. The other 50% is due next year. She requested that the board approve the payment. Dale Cody moved to approve payment which was seconded by Jesus Martinez. For discussion purpose, Charlie Wallace raised the question on whether or not ITS Florida should have a display at this event. There was discussion regarding our presence at the 2010 ITS World Congress in Korea, the ITSA State Chapter Pavilion, and the pros and cons of exhibiting. After the discussion, the motion was tabled until additional information could be obtained.

- IV. Old Business – There was no old business discussed.

- V. Members' Concerns – There were no member concerns discussed.

VI. Standing Committee Reports

A. Member Services Committee

Tahira Faquir reported that Chester Chandler and Sandy Beck continue to follow up with members for dues. They have confirmed that RCC and RuggedCom are renewing and are attempting to get in contact with SERCO. Charles Ramdatt volunteered to assist Sandy Beck for 2009 and 2010 membership dues. Charles requested membership and contact information sent to his attention.

Charlie Wallace and L.A. Griffin, in conjunction with Rick Morrow, have set up a meeting to present District 5 with their TMC award on August 17th. The plaque has been designed and ordered.

John Easterling reported that he had received comments and would incorporate those into the Membership Survey. He will establish the survey on Zoomerang for members to access.

Tahira reported that scholarship funds for 2009 have been received from TransCore. Tahira has received confirmation of a donation from Metric in the amount of \$500. She is waiting to hear back from PBS&J as to amount of their donation. Sandy published a notice to all members requesting funding for scholarships in the August newsletter.

Notices for the 2009 scholarship program will be sent during September. Tahira will follow up with Dr. Lily Elefteriadou on the status of this program. L. A. Griffin and Jay Calhoun have volunteered to judge the scholarship submissions.

Dale Cody requested changes to the website so that documents could be published. There was further discussion about setting up a technology forum (blog) on the website..

B. **PCB Committee:**

The PCB held its monthly meeting on August 4th. This meeting was attended by Ken Jacobs, Gregg Letts and Sandy Beck. Pete Vega was unable to attend, but provided the status of the efforts of the Technical Solutions Subcommittee. The following items were discussed:

1. **PCB Course(s)**

There was a lot of discussion on the topics for the instructor led session that will be held concurrently with the annual meeting. The subcommittee feels that a one day Technology Forum that focuses on emerging ITS topics might be of most interest to our members. This forum would be held on December 9th which is the day after the annual meeting. Possible session topics discussed included: TSM&O (full life cycle management of roadways), Successful TMC collocation

of state and county agencies to manage respective roadway networks, Traffic Control Signal System Innovations, and possible presentations from US DOT Probe Data Workshops and/or IntelliDrive applications. Committee members will solicit possible presenters for the next meeting. ITSA and FHWA will also be contacted for possible session topics. Board members with suggestions for other possible topics are welcomed to submit them.

Based on the success of the first webinar, additional webinars are planned for later in the year. The results of the member survey will be used to determine which topics are of most interest.

2. ITS Florida Leadership Workshop

There was discussion on the merits of a leadership workshop for incoming board members and it was agreed that we should develop a course that provides a good foundation on ITS Florida history, policies, subcommittee structure, etc. as described in earlier reports. The intent is primarily to assist new members and officers as they assume their duties for the upcoming year. It would also be a good refresher for existing board members.

Sandy offered to provide available information such as past ITS Florida presentations that may serve a baseline for this effort. The development of the workshop material is expected to be team effort and the PCB Committee will be soliciting help from other board members for its completion. The intent is to provide this workshop during the annual meeting when new board members are present. Coordination with the Event Committee is expected to minimize the impact to the other scheduled activities.

3. Lunch and Learn Program

- A fourth session is tentatively planned for September in Jacksonville. Pete will be hosting it as part of his Technical Solutions Subcommittee. The topic of the lunch and learn will be the TERL approval process for ITS and traffic signal deployments.
- Trey Tillander (FDOT) has provided his approval for the fifth and final lunch and learn session of the year. This session will be hosted by the TERL in October. The date will be October 7 with a backup date of October 21. This session will discuss the functions of the TERL and provide guidance to our members on getting on the APL, etc.

3. ITS Technical Solutions Subcommittee

Pete Vega FDOT plans to hold the third meeting of this subcommittee during the first week of September. Vacation and work schedules have caused a schedule conflict during the summer months. Pete is going to try to identify an individual to serve as a co-chair to keep the committee moving forward. Pete expects the subcommittee to quickly regain momentum in the coming months.

4. Miscellaneous Items

Jesus submitted an article for the September edition of the SunGuide Disseminator. The topic of the article is “Intelligent Vehicles: Improving Transport for Industry and the Military”. This article was written by Ryan Lamm who is the manager at Southwest Research Institute responsible for VII/IntelliDrive initiatives.

Jesus attended the Floridians for Better Transportation Conference and along with Jay thanked State Representative, Rich Glorioso, for his past support of ITS Florida initiatives.

C. Outreach Committee:

1. Legislative Outreach-

No special sessions planned at this point. The Web and content updates serve as the best legislative resource. State Representative Rich Glorioso was at Florida Transportation Commission meeting in St. Pete Beach during FBT meeting July 16. Mary Hamill, Jay Calhoun and Jesus Martinez spoke with him and thanked him for his continuing support of ITS in Florida.

2. Speakers' Bureau – Team of Experts

Dale Cody and Shawna Kennedy are also serving on the ITS World Congress Local Organizing Committee.

The ITS Florida PowerPoint presentation has been updated by Steve Bahler.

3. Publications

The Disseminator article by Southwest Research on VII/IntelliDrive is ready for the September edition. Photos and article on the District 5 RTMC recognition is targeted for October. In November, photos and write-up of August 17-18 World Congress 2011 on-site visit and planning will be featured. ITS FL site visit to SeaWorld for special evening event during WC.

4. Event Support

Promotional flyers/full page PSA ads (save the date, become a sponsor) have been created for Transpo2010. These will be sent to DTOEs/ITS Managers and consultants to post, along with full page promotional flyer on 2011 World Congress in Orlando. Andy Lucyshyn has agreed to contact publications about using the PSAs. We can produce in smaller versions, when we receive requests. Karen Crawford can use the flyer to update the Transpo2010 Web site.

Promoting 2011 World Congress in Orlando at ITS World Congress in Sweden:

In Sweden, the US Pavilion (approximately a 20' x 30' exhibit space) is available to promote the 18th World Congress. A preliminary drawing of the pavilion is available. Patty del Pozo from my team is working with Michelle Schulte (Rebecca McCollum's colleague) to obtain Orlando graphics for the different panels.

The Orlando video which debuted at the 15th World Congress in New York last November will be playing in Sweden.

"Save the Date" postcards could be produced for promotional purposes. Mary Hamill suggested development of a PowerPoint presentation since there will be some plasma screens at the Pavilion. The presentation could run continuously in the pavilion.

Mary will work with Tahira Faquir on producing a Certificate of Appreciation for those who submit articles.

An announcement provided by Chester Chandler extends the deadline of the Photo Contest. The deadline has been extended to October 1. ITS Florida has received excellent entries!

Mary Hamill complimented Pete Vega on his article in the SunGuide Disseminator.

D. Events Committee

The Agenda and arrangements are complete for the retreat. Lunch will be served at 11:30. Hotel information was forwarded to all participants and we have scheduled a tentative reservation at the Island Grill for our Dutch Treat dinner. On August 12th a light snack to begin the day will be served. The "Transportation Management Center of the Future" video will be shown. This was a live demonstration at the ITSA / World Conference 2008 in New York City.

Sandy Beck and Ken Jacobs are actively searching for a hotel to host the annual meeting. The Annual Meeting will be held in the Orlando area in December 8-9, 2009. The proposed activities include a Board Meeting, Annual Meeting and Awards Banquet with a PCB training class. We are anticipating at least 50 for the banquet. The Events committee is working with PCB committee to develop the companion course for the annual meeting.

The contract with Marriot Sawgrass Golf Resort has been finalized and executed. Jay Calhoun will provide a report from the July 24th Transpo2010 teleconference. The next teleconference for Transpo2010 is set for Friday, August 21, 2009 at

2:00pm. The ITS Florida Annual Meeting and Awards Banquet will be held at Transpo2010.

Preliminary discussions are underway relative to the ITS Florida sponsored reception that is scheduled for the evening of October 17, 2011. As discussed previously, this event is customarily hosted by the local chapter. The primary location discussed with ITSA for this event has been Discovery Cove in Sea World. There will be a tour of the Discovery Cove facility on Monday, August 17th. This is a major event for ITS Florida along with a significant cost. Ken stressed the importance to be prepared to work jointly with all our members to make this a successful event. Jay, Charlie Wallace and Ken will be attending the tour. Ken Jacobs moved to approve ITS Florida's sponsorship of an event for ITS World Congress in 2011. Jesus Martinez seconded the motion which carried.

Many of the ITSA 2011 committees are being formed and many of the Board members are working on different aspects of the meeting. It was recommended that a list of members who are participating on the various committees be developed. There will be a meeting of the Organizing Committee in Orlando on Tuesday, August 18, 2009. Mark Reichert stated that Tip Franklin is briefing others on ITS World Congress 2011. Mark Reichert will keep ITS Florida informed.

Carlton Urban has volunteered to assist the Events and PCB Committee.

E. Management Committee

Sandy Beck indicated that it was time to select a Nominating Committee. L. A. Griffin appointed Anita Vandervalk as Chair of the committee. Charlie Wallace, Elizabeth Birriel, and Sandy Beck will serve on the committee. L. A. stressed that those nominated need to get approval from their employer concerning the time, effort and travel requirements of serving on the board.

F. Advisory Committee

There was no information to report at this time.

VII. Liaison Reports

- A. FBT – No report
- B. FTBA – No report
- C. ITS America – No report
- D. TEAMFL – No report.
- E. FSITE – No report.

VIII. Chapter Administrator's Report

The report was distributed.

IX. Items Pending from This Meeting

1. **Committee Chairs** to submit written reports prior to each board meeting. The next date due is **September 9** for committee reports to be emailed to the president and administrator. Sandy Beck will distribute to the board.
2. **Elizabeth Birriel** will be the FDOT contact for all FDOT information requests. Requests will be made via telephone and not via email. (Ongoing Reminder)
3. **Sandy Beck** sent the draft website policy and procedure to the ITS Florida Board for review. (Pending)
4. **Tahira Faquir** to prepare the citations and Charlie Wallace will have the plaques prepared for new TMCs in District 1, & 4 . (Pending)
5. **Elizabeth Birriel** will find the opportunity to present plaques at stand-alone events. (Pending)
6. **Sandy Beck will provide membership information to Charles Ramdatt. (Completed)**
7. **Charles Ramdatt** will follow-up with correspondence to unpaid members to encourage dues payment and notify each that the company information will be removed from the website August 2009. (Pending)
8. **John Easterling** to setup survey on Zoomerang and send out notice to members to take survey. (Pending)
9. **All:** The revised Bylaws with bracketed explanation of changes was be submitted for ITS America approval by Sandy Beck. Following approval, the bylaws will be sent to the members for approval through the voting process. (Pending)
10. **Tahira Faquir** will send an announcement to members requesting sponsorship for the 2009 Scholarship program. (Pending)
11. **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)
12. **Tahira Faquir and Dr. Lily Elefteriadou** will start the process for the ITS Florida Awards. Notices to be sent to the members. (Pending)
13. **Sandy Beck** will mail a one page "save the date" flyer for Transpo2010 and World Congress 2011 to DTOEs to post and distribute. (Pending)
14. **Sandy Beck will request changes to the website to include a Members' Forum and a Benefits page. (Pending)**
15. **Andy Lucyshyn to contact various publications about using Transpo2010 PSAs. (Pending)**
16. **Karen Crawford to update Transpo website. (Pending)**
17. **The Nominating Committee (Anita, Charlie, Elizabeth and Sandy) to begin process in September. (Pending)**

X. New Business: None

The meeting was adjourned at 2:51 p.m.

The next Board meeting will be held **Tuesday, September 15th at 1:30 p.m.**

The Board meeting was reconvened on August 12 at 10:25 a.m. The motion made by Dale Cody and seconded by Jesus Martinez regarding approval to pay \$1350 for the ITSA

exhibit in 2010 was presented for approval. After a brief discussion, the board voted to approve the motion and it carried. The board members voting on this motion: Anita Vandervalk, L. A. Griffin, Jesus Martinez, Ken Jacobs, Tahira Faquir, Elizabeth Birriel, Dale Cody, Denise Bunnewith. The meeting was adjourned at 10:35 a.m.