



**BOARD OF DIRECTORS**  
**February 10, 2009 – 1:30 PM**  
**Teleconference**

**Participants**

**L. A. Griffin**  
**Jesus Martinez**  
**Tahira Faquir**  
**Dale Cody**  
**Mary Hamill**  
**Anita Vandervalk**

Chester Chandler  
Charles Wallace  
Gregg Letts\*  
Sandy Beck  
\*Guest

**Minutes**

- I. Call to Order – L. A. Griffin called the meeting to order at 1:35 p.m. A board quorum was not met for this meeting. It was decided that any board action taken at this meeting would be presented at the March 10<sup>th</sup> meeting.
- II. Action Item
  1. Approve Minutes from Last Month’s Meeting. Jesus Martinez made the motion to approve the January 13, 2009 meeting minutes. Mary Hamill seconded the motion which carried.
- III. Other Action
  1. There were no other actions.
- IV. Old Business
- V. Standing Committee Reports
  - A. Member Services Committee

Tahira Faquir reported that John Easterling will serve on the committee. He is reviewing the 2007 member survey and will recommend revisions for a survey this year. Jesus Martinez will provide information for the survey to include training. This will combine the Member Services and PCB survey into a single survey.

The 2008 Scholarship campaign has been posted on the web and at the member universities. The current plan is to accept applications through February 27th and have recommendations submitted to the board March 20<sup>th</sup> .

Benefits of ITS Subcommittee – Dale Cody developed the overall subcommittee goals. He stated that he has developed the bullets for the Road Ranger business

card that will be distributed to the legislators. Dale stated that these cards are similar to the highlights of a football game. The Road Ranger paper posted on the web provides more details. The business card is designed to be used as an education tool. He is requesting feedback from the board and concurrence to move this forward to the Outreach Committee. Comments should be sent to Mary Hamill with copies to Dale Cody, L. A. Griffin and Anita Vandervalk.

It was suggested that the legislative outreach plan be finalized including who, when and how to reach out to the legislative body. Anita Vandervalk volunteered to draft the plan and work with Mary Hamill. The Outreach Committee will distribute the information.

Mary Hamill stated that the Outreach Committee has finalized the talking points on 511 and has a PowerPoint outline.

Charlie Wallace reported that he had the opportunity to speak with State Representative Mr. Lake Ray and will be meeting with him later this week. Charlie will use this additional meeting opportunity to discuss ITS information with him.

L.A. stated that Andy Lucyshyn of PBS&J will wait until the April 14<sup>th</sup> Board Meeting in Orlando to make the formal presentation of the scholarship check. These funds have been deposited into the ITS Florida bank account. A lunch will be planned with a nominal charge to cover expenses.

B. Professional Capacity Building (PCB) Committee

Jesus Martinez submitted his committee report and plan for 2009. The plan is an aggressive plan. There are five Lunch & Learn meetings planned for 2009. Two in Jacksonville, one in Miami in April or May, one in Orlando and one in Tallahassee are planned. Jesus will discuss the Tallahassee meeting with Elizabeth Birriel. He will look at a fee to cover the cost of the lunch depending upon location. L. A. Griffin stated he would assist Dr. Oloufa in the Orlando area.

Due to the economy and travel restrictions, the PCB Committee is proposing one instructor led course at the end of the year. Jesus Martinez reported that web based courses are being planned and he has recruited Dr. Hadi for a 90 minute course on ITS Benefits and a second 90 minutes course on ITS Grounding. The proposed cost of the courses would be \$99 per course. This makes them affordable and doesn't require travel. Jesus trusts that Dr. Oloufa may be able to offer one course as well.

Jesus talked with Pete Vega on his objectives, lessons learned, and strategy for 2011. Pete will have meetings every other month beginning in March. Pete will also be providing the two Lunch & Learn sessions in Jacksonville.

A leadership workshop will be prepared for the retreat and the meeting held at the end of the year. This workshop will provide the history of the organization, how we do business, the objectives and other tools needed for new board members. Gregg Letts has joined the committee.

C. Outreach Committee

Mary Hamill reported that the major accomplishment was the debuted of the new website. The countdown clock to 2011 is a nice feature. If you have comments or questions, please send to Sandy Beck at [ITSFlorida@ITSFlorida.org](mailto:ITSFlorida@ITSFlorida.org).

The article for the March edition of the Disseminator will be on the new website and it will use the photo taken at the ITS World Congress event last November. KK Saxena will be preparing a profile of Lap Houg. Elizabeth Birriel will be contacting KK to see if he needs assistance.

Andy Lucyshyn is on the Outreach Committee and he will be working on member involvement for the ITSA meeting. There continues to be a focus on ITS Success Stories.

The ITS Florida display will be in Orlando at the FTBA/FDOT meeting February 24 - 25. L. A. reported that there are a couple of speakers for LESS. He has coordinated for George Gilhooley and Rick Morrow to speak on February 25 at 10:15.

D. Events Committee

Ken Jacobs will plan the lunch for the April 2009 meeting. Sandy and L. A. will assist.

Jesus reported that the PCB and Events (Ken Jacobs) will work together as a benefit to the organization. Jesus also stated that he will be attending the ITS America 2009 Annual Meeting in Washington.

Charlie Wallace reported that the Transpo2010 had a planning meeting and is considering three sites in Jacksonville. He noted that ITS Florida will be the only organization with financial responsibility. ITS Georgia will be a non-financial sponsor of the event.

Charlie stated that ITS Florida needs to devise a strategy to have ITS Florida represented at ITS World Congress in Korea in 2010.

ITSA will have a site visit of Orlando for ITS World Congress 2011, Feb 23 - 24. ITSA representatives will visit the Convention Center, Hotel, and surrounding area. FDOT and Charlie will participate. ITSA is planning the demos already and expects to have a Disney like venue event. Charlie will also discuss with ITSA how ITS Florida can attend ITS World in Korea.

E. Management Committee

Anita Vandervalk reported that a Management Committee meeting will be scheduled in the near future. The topics will include website policy, Bylaws, and the Advisory Committee. Comments regarding the Bylaws should be submitted to Anita and Sandy as soon as possible.

Anita requested that the Committee Chairs complete the Generic Calendar for 2009 and submit the information to Sandy Beck.

The ITSA Awards application must be submitted by March 2. L. A. Griffin will contact Denise Bunnewith to request her assistance in preparing the document. Anita Vandervalk volunteered to assist Denise in its preparation.

F. Advisory Committee

No report. This will be discussed at the Management Committee meeting.

VI. Liaison Reports

- A. FBT – Anita Vandervalk indicated that there was nothing to report.
- B. FTBA – The stimulus package is the focus point at this time.
- C. ITS America – No additional information
- D. TEAMFL – No report.
- E. FSITE – No report

VII. Chapter Administrator's Report

The report was distributed. L. A. asked about membership dues. Sandy reported that ITS Florida was behind last year at this time. She stated that Chester Chandler has volunteered to contact member companies to assist in prompting dues payments.

The Fourth Quarter Financial Report and the January Financial Report were briefly discussed. Tahira Faquir has reviewed and approved. The financial situation is positive. Transpo2008 has been finalized with a split to each organization in the amount of \$9,540.75.

VII. Members' Concerns

VIII. Items Pending from This Meeting

1. **Committee Chairs** will develop a Work Plan for 2009 for the February board meeting.
2. **Committee Chairs** to submit written reports prior to each board meeting. The next date due is **March 4<sup>th</sup>** for committee reports to be emailed to the president and administrator. Sandy will distribute to the board.

3. **Sandy**, with assistance from **Anita's** office, will provide the content for the website. (Ongoing)
4. **Essam provided Jesus with information on a leadership course for the ITS Florida BoD. Consideration will be given to finalizing the information for the course at the annual retreat and presenting it at the annual meeting in December.**
5. **Tahira Faquir** working with Eric Hill will accept applications through February 27 and will review of the applications and selection to take place on the 13<sup>th</sup> of March with the winners announced on 3/20. Award to be made at April 14<sup>th</sup> Meeting. (Pending)
6. **Elizabeth Birriel** will be the FDOT contact for all FDOT information requests. Request will be made via telephone and not via email. (Ongoing)
7. The **Management Committee** will develop a draft policy and procedure on website changes.
8. **Sandy Beck** will develop a 2010 calendar. (Ongoing)
9. **Anita Vandervalk** volunteered to list the objectives that would be the 2009 focus for ITS Florida. (Pending)
10. **Mary Hamill** to follow-up with **Chester Chandler** regarding the photo contest and the plan. (Pending)
11. **Jesus Martinez** will provide PCB questions for the Members Survey to **Tahira Faquir**. (Pending)
12. **Comments** regarding the Road Ranger bullets should be sent to **Mary Hamill**, with copies to Dale Cody, Anita Vandervalk and L. A. Griffin.
13. **Anita Vandervalk** will draft the legislative plan and work with **Mary Hamill**. The Outreach Committee will send out the information.
14. **Ken Jacobs** will plan the lunch for the April 2009 meeting. **Sandy and L. A.** will assist.
15. **L. A. Griffin** will contact **Denise Bunnewith** to request her assistance in preparing the ITSA Awards application. It is due by March 2nd. Anita Vandervalk volunteered to assist Denise in its preparation

IX. New Business: None

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

The next board meeting will be held **March 10th** on **Tuesday at 1:30 p.m. via teleconference.**