



BOARD OF DIRECTORS
January 13, 2009 – 1:30 PM
Teleconference

Participants

L. A. Griffin
Jesus Martinez
Tahira Faquir
Dale Cody
John Easterling
Dr. Amr Oloufa
Mary Hamill
Elizabeth Birriel

Anita Vandervalk
Denise Bunnewith
Charles Wallace
Jay Calhoun
Gregg Letts*
Sandy Beck
*Guest

Minutes

- I. Call to Order – L. A. Griffin called the meeting to order at 1:35 p.m. He thanked the membership for the opportunity to serve in 2009. He requested participation and attendance to accomplish the goals for 2009. L. A. will help facilitate the process and work toward limiting board meeting teleconferences to one hour in duration. L. A. recognized Anita Vandervalk, ITS Florida Past-President, the board of directors and its membership on the many accomplishments that ITS Florida made in 2008. His objective is to provide a similar list of accomplishments in 2009.

L. A. spoke of the current economic conditions and how ITS Florida refrained from increasing its dues for a third year. He requested that ITS Florida board members and its membership join him in making 2009 a year with an emphasis on building membership value as our primary focus. The ways to accomplish this is to review the ITS Florida Strategic Plan, conduct a survey of ITS Florida members on their needs and respond to survey results to better align with member goals.. He also noted that ITS Florida should be very active in Professional Capacity Building (PCB) training activities and that efforts are underway for training opportunities. He requested that the Outreach and Member Services Committees assist in increasing membership. It is important that ITS Florida reach beyond our current sphere of members. L. A. spoke highly on the advocacy ITS Florida had through the development of a position paper on the Road Ranger Program. He complimented all those involved in the production of the position paper. He requested that we continue to advise members. L. A. also addressed the need to continue to exhibit, provide scholarship opportunities and review the ITS Florida Bylaws and recommend revisions as necessary.

In closing, L. A. expressed his confidence in being able to accomplish these activities together and have fun doing them.

- II. Action Item

1. Approve Minutes from Last Month's Meeting. Jesus Martinez made the motion to approve the December 9th meeting minutes with minor clerical corrections. Dr. Oloufa seconded the motion which carried unanimously.

III. Other Action

1. The following Board members have agreed to chair the committees:

- A. Member Services – Tahira Faquir
- B. PCB – Jesus Martinez
- C. Outreach – Mary Hamill
- D. Events – Ken Jacobs

L. A. requested a motion to approve the appointment of the committee chairs. Tahira Faquir made the motion to approve with a second to the motion provided by John Easterling. The motion carried unanimously.

2. Approved Appointment of Denise Bunnewith to serve remainder of board member term of Jesus Martinez

The ITS Florida Bylaws permit, "Any vacancy among voting members of the Board of Directors may be filled by appointment by the Board of Directors until the next normal election." When Jesus Martinez was elected to Secretary for 2009, he vacated his Director-at-Large position with one year remaining. There was discussion at the December meeting to appoint Denise Bunnewith for the remaining portion of the term ending December 2009. Jesus Martinez made the motion to appoint Denise Bunnewith to the Board for the remainder of 2009. Tahira Faquir seconded the motion and it carried unanimously.

IV. Old Business

The Board Meeting Calendar for 2009 was distributed to the board. A face-to-face meeting is scheduled for Orlando on April 14, 2009. A luncheon may be scheduled to begin at 11:30 AM. Training may also be provided in April. The other face-to-face meetings are scheduled at the Annual Retreat in August and the Annual Meeting in December. All meetings will be available via teleconference. The Board Meeting 2009 Calendar is also available on the ITS Florida website.

V. Standing Committee Reports

L. A. requested that the committee chairs develop his or her work plan and agenda for 2009 and work to get other members involved. He suggested that the new committee chairs talk with the prior chair and provide an outline of a work plan for 2009 for discussion at the February meeting. He also suggested that this time be used to develop plans, add members to the various committees, review the strategic plan for corresponding goals for each committee, enhance/build member value and be in position to show a work plan and how progress will be measured. L. A. requested written committee reports be sent to Sandy a week before the monthly board meetings so they

can be distributed to the board. While the board is available to discuss major issues, it is not the place for normal committee business. He asked that this work take place outside the regular board meetings.

A. Member Services Committee

A schedule for the scholarship plan was received from Eric Hill. The plan is to seek applicants beginning January 27 and ending February 27th. This plan provides two weeks for the selection process and notification by March 20. The announcement and awards are scheduled to coincide with the ITS Board Meeting on April 14th at OOCEA in Orlando. Jesus Martinez suggested that this time period should be clear of exams and Spring Breaks. Tahira will follow-up with Eric Hill. Dr. Oloufa was asked to assist with getting the word out to students at UCF. Jesus volunteered to promote the program at FIU and Eric Hill had indicated he had contacts at USF. Follow-up is needed at UF.

Dale Cody, the Chair of the Benefits of ITS Subcommittee, has prepared goals for this subcommittee and has worked with the Outreach Committee on crossover areas. Mary Hamill and Dale are discussing talking points. Dale will create a draft of these talking points. They will be developing an introductory package and plan to meet with legislative aides and staff every other month to educate them about ITS. The second opportunity will focus on the Road Ranger Program and the third on 511. Dale will send informative fact sheets to the board.

B. Professional Capacity Building (PCB) Committee

Jesus Martinez will contact K. K. Saxena and discuss future courses that are of value to the members. Jesus indicated that he can do Lunch and Learn sessions but that the PCB courses will be more structured. This will require additional coordination for this training to take place. He will have a plan drafted for the February meeting.

C. Outreach Committee

Mary indicated that she will develop the work plan for 2009. She requested a listing of all members. Sandy will provide the most updated list of members.

Anita discussed the Road Ranger paper that was developed over the holidays. She acknowledged the team effort and thanked everyone for their participation. The three page document with the third page provided by Dale Cody. This position paper provides a look at what Road Rangers are, and what they are not. The paper was sent to all chairs, vice chairs and staffers of the Senate, House, the Governors office, and key people around the state. Denise Bunnewith requested additional information concerning funding and it was suggested that she contact Mike Akridge.

Mary Hamill stated that there was a need to finalize the 511 paper and PowerPoint presentation. Elizabeth Birriel will be ITS Florida's contact for facts we need from FDOT. Information is to be requested via telephone and not via email.

Follow-up with State Representative Rich Glorioso is still part of the plans. Mary Hamill stated that the message is "How ITS Technology keeps us moving. Construction is good for the economy and ITS technology keeps us moving everyday even through construction."

Mary suggested that Anita Vandervalk and board members need to be added to the ITS Florida Team of Experts. A photo needs to be provided along with a resume.

Mary Hamill and the board agreed that the ITS Florida Newsletter would be used as news briefs in addition to other articles for ITS Disseminator publication. Sandy Beck will discuss details with Mary Hamill. Elizabeth Birriel indicated that she would assist Mary with a profile on the newest Honor Roll Inductee --Lap Hoang. Mary plans to profile other honor roll members in future articles.

The new website is still being developed. The PayPal feature is needed before we can go live.

Anita is working on an article for the Florida Transportation Monthly magazine about ITS Florida accomplishments for 2008 and upcoming objectives for 2009.

D. Events Committee

Anita Vandervalk asked if anyone was planning to attend the ITS America Annual Meeting in June and/or the ITS World Congress in Stockholm this September, to please contact Sandy Beck. Sandy will be handle the ITS Florida exhibit at ITS America. There are no plans to send anyone to Stockholm.

Charlie Wallace reported that ITS Georgia has agreed to be a non-financial partner of Transpo2010 in Jacksonville. Jay Calhoun has agreed to Chair Transpo2010 with assistance from Charlie. Ken Jacobs and Denise Bunnewith have agreed to assist as well. The Hyatt in Jacksonville was mentioned as a possible venue. Charlie recommended getting an RFP from Karen Crawford after a date has been established.

ITS Florida normally reserves a booth at the ITS America Annual Meetings. Ken Jacobs and Sandy to discuss plans for Houston which is the host for the ITS America Annual Meeting in 2010. Ken will provide information on this meeting to the board when it is available.

There was brief discussion on having an exhibit in 2010 in Korea. No specific plans were discussed except that ITS Florida should plan to have a booth to provide information and encourage attendance at ITS World Congress 2011 in Orlando.

Pat McGowan is establishing committees for the ITS World Congress 2011 that will be held in Orlando, Oct 16 – 20. The Local Arrangements Committee Chair will likely be a senior FDOT official and Charlie Wallace likely will be deputy chair. More information will be provided in a follow-up meeting

E. Management Committee

The Bylaws will be reviewed by the Management Committee and suggested revisions brought back to the board. A final recommendation on revisions will be made by June 2009. Everyone on the board is encouraged to look at the Bylaws and suggest modifications.

F. Advisory Committee

No report.

VI. Liaison Reports

A. FBT – Anita Vandervalk indicated that there was nothing to report.

B. FTBA has been requesting their members to send messages to the Florida Legislature supporting no cuts in transportation funding, which has apparently been successful. We have passed these messages on to the ITSFL Listserv.

C. ITS America – Charlie Wallace reported that during the ITSA State Chapters Council (SCC) and immediately prior to the Board of Directors' meeting call, Mike Freitas (Chair of the Coordinating Council, CC, which handles technology issues for ITSA) reported on the reorganization of the CC as follows:

- There will now only be four forums (Safety, Personal Mobility, Commercial Operations, and Sustainability); although Deployment might be added later, for now it is embedded in the others as appropriate.
- Each forum will have a Chair, Vice-chair and a Steering Committee, but no "members-at-large" per se.
- Working committees will be formed under the forums, which will have members. ITSA support of the committees will be selective.
- Some of the other existing forums and many Special Interest Groups (SIGs) will likely morph into new committees.
- The CC, as well as the SCC, can push forward issues that involve policy; however, the policy issue per se will have to be vetted through the Policy & Business Council (PBC) to reach the ITSA Board of Directors.

Scott Belcher reported that ITSA is active in both the Stimulus Bill Drive and Reauthorization, but are limited by funds. He also reported USDOT's name choice of VII to "IntelliDrive" (see <http://www.its.dot.gov/intellidrive/>).

D. TEAMFL – K. K. Saxena

No report.

E. FSITE – Jay Calhoun indicated that there was no report.

L. A. thanked all of the organization liaisons for continuing to serve in 2009.

VII. Chapter Administrator's Report

The report was distributed. An update on the website PayPal function was provided indicating that this feature should be completed and functioning the week of January 19th.

Sandy thanked the board for a great 2008. She indicated that she enjoyed the past year and working with each of the board members and chapter membership. She looks forward to another year working with the organization.

VII. Members' Concerns

Elizabeth suggested that there be a Plan B for a speaker at the FBTA meeting. She may be unable to attend. She will provide a potential speaker.

Mary Hamill reported on an email received from Mark Reichart regarding the Florida Urban Transportation Coalition meeting held on January 13th. He indicated that we still have a long way to go to provide the needed education on programs such as the Road Rangers. While FDOT funding made it through the Special Session relatively unscathed, it may not be the case come March when the Legislature reconvenes to tackle a \$5 billion deficit. There has been talk of a \$400 million sweep from the STTF.

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 **February 4th** 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. The target date has been changed to February 2009. (Pending)
4. **Essam** suggested a leadership course and will provide information concerning the course to **L.A.** **Jesus will contact Essam regarding this course.**
5. **Tahira Faquir** will work with Eric Hill on the scholarship schedule. Eric will work with USF, Jesus will assist with FIU and Dr. Oloufa will assist with UCF. Award to be made at April 14th Meeting. (Pending)
6. **Dale Cody** is developing talking points for the 511 service. (Pending)
7. **Dale Cody** to send information concerning Road Ranger Program and 511 Fact Sheets to the Board. (Completed)
8. **Jesus Martinez** will contact K. K. as a follow-up on the 2008 PCB committee. (Pending)
9. **Elizabeth Birriel** will be the FDOT contact for all FDOT information requests. Request will be made via telephone and not via email. (Ongoing)
10. **Denise Bunnewith** will contact Mike Akridge for Road Ranger Program funding information. (Pending)

11. The **Management Committee** will develop a draft policy and procedure on website changes.
12. The **Outreach Committee** will develop specifications for membership profiles. (Pending) Mary and Sandy will discuss.
13. **Elizabeth** will provide photos for the Honor Roll profile of Lap. (Pending)
14. **K.K., Jesus and Ken** will plan Lunch and Learn programs for 2009.
15. **Pete Vega** will chair the ITS Technical subcommittee and will prepare a purpose and goals statement for the new subcommittee. (Pending)
16. **Sandy Beck** will develop a 2010 calendar. (Pending)
17. **Anita Vandervalk** volunteered to list the objectives that would be the 2009 focus for ITS Florida. (Pending)
18. **Chester Chandler** will follow-up with the Outreach Committee regarding the photo contest.
19. **PCB Committee** to plan training session to coincide with the April Board meeting. (Pending)
20. **Mary Hamill and Sandy Beck** will discuss the ITS Florida newsletter information for use in the ITS Disseminator. (Completed)
21. **Sandy Beck** will provide the membership list to the Committee Chair. (Completed)
22. **Elizabeth Birriel** recommended L. A. find a replacement speaker should she be unavailable for the meeting. (Pending)

IX. New Business: None

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

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