



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

Participants

L. A. Griffin
Tahira Faquir
Ken Jacobs
Dale Cody
Mary Hamill
John Easterling
Denise Bunnewith

Elizabeth Birriel
Anita Vandervalk
Charles Wallace
Jay Calhoun
Gregg Letts*
Sandy Beck
*Guest

Minutes

- I. Call to Order – L. A. Griffin called the meeting to order at 1:37 p.m. L. A. made the announcement that the Board meeting was being recorded. The purpose of the recordings is administrative and will be used for minutes only if needed. There is no charge for recording. However, if we need to replay the recording, there will be a \$10 fee.
- II. Action Item
 1. Approve Minutes from Last Month’s Meeting. Mary Hamill made the motion to approve the February 10, 2009 meeting minutes. Tahira Faquir seconded the motion which carried.
- III. Other Action
 1. There was no quorum in February and the board affirmed the actions taken at the February meeting.
- IV. Old Business
- V. Standing Committee Reports
 - A. Member Services Committee

Tahira Faquir detailed that Chester Chandler has contacted members to encourage ITS Florida membership dues payment. He also is contacting former member requesting that they rejoin ITS Florida.

Tahira Faquir reported that John Easterling continues with the development of a 2009 survey of the members. Jesus Martinez has submitted the questions from the PCB committee. A combined Member Services and PCB survey will be submitted to the board for review. The survey will be provided online for the members to access once it has been approved.

The 2008 Scholarship campaign has resulted in a number of applications that will be forwarded to the review committee. Tahira will follow up with Eric Hill to ensure the applications are forwarded to the Scholarship Review Subcommittee members. She stated that the scholarships would be awarded to the students at the April meeting.

The new website is missing a Members Services page added. Sandy Beck will ensure that a page is added.

Benefits of ITS Subcommittee – Dale Cody reported that the group had moved away from the legislative work and is working with Steve Bahler on developing the presentation.

Charlie Wallace recommended that ITS Florida make a presentation at a retirement party for someone being added to the ITS Florida Honor Roll. He also indicated that new TMCs coming online should have an outstanding achievement plaque at the ribbon cutting. District 4 and District 1 will have new TMCs opening in the near future. L. A. requested that if anyone with information about someone retiring to notify Tahira. This will allow ITS Florida to address the retirement proactively. Tahira will bring a recommendation to the board. Tahira made the motion and John Easterling seconded the recommendation to bring the information to the Members Services Committee Chair. The motion carried.

It was noted that Bill Wilshire may be retiring in September 2009.

Anita Vandervalk will provide a certificate for Mike Akridge and Elizabeth Birriel will try to arrange a meeting for the presentation of the certificate. Mary Hamill requested pictures of all events for the website and articles.

B. Professional Capacity Building (PCB) Committee

L. A. reviewed the report submitted by Jesus Martinez. He commented that it was a great report and encouraged others to submit committee reports.

C. Outreach Committee

Mary Hamill reported that Anita contacted all legislatures with a brief, concise message that ITS Florida is a resource regarding Transportation Technology.

Mary indicated that Mark Reichert was at a committee meeting and the status of the Road Rangers had not come up for discussion at this time.

Dale Cody will head up the Speakers' Bureau. He will begin work on the Team of Experts. The strategy is to target our sister organizations that have regular lunches to offer up our team of speakers. Steve Bahler will develop a generic presentation that can be customized. Speakers may add slides to highlight their area of expertise.

It was requested that everyone review the new website. It is important that everyone provide information and ensure that the information is up-to-date. Jesus Martinez will be working with Mary Hamill and Sandy on the development of a website policy.

Mary reminded everyone of the need to take photos for fresh content in our newsletters, chapter of the year awards, and website.

D. Events Committee

A follow up meeting is scheduled following the board meeting to finalize plans for the April 14th meeting in Orlando. Ken Jacobs indicated that the meeting would be similar to the Jacksonville meeting in December 2008. ITS Florida members would arrive between 11:00 – 11:30 with lunch at 11:30 and the board meeting following at 1:00 pm. The board meeting will be available via teleconference for those unable to attend in person. The charge for the lunch will be \$15 including beverages. Sandy will send out an official announcement requesting an RSVP.

There was a discussion on ITS Florida at ITS America 2009 in Washington, DC, June 1-3 – 2009 concerning the booth, Chapter Pavilion or whether to attend. The most cost effective option appears to be if ITS Florida keeps its own 10x10 booth. FDOT will not have a booth at all. ITS Florida has offered to provide public agency information at no charge. Gregg Letts suggested a sponsorship of private information for a fee. Volunteers are sought to assist with the booth. Ken made the motion to proceed with the ITS Florida booth as planned and budgeted and to minimize costs where possible. Elizabeth Birriel seconded the motion which carried.

ITS America 09 Chapter meeting on Sunday May 31st may be open to others due to a possible webinar. Jesus Martinez may represent ITS Florida if he is in Washington on Sunday.

It was noted that ITS Florida and the Orlando Convention Center were not planning to attend the ITS World Congress 2009 in Sweden, Sept 21-25 2009.

Transpo2010 planning is underway. Jay Calhoun reported that ITS Florida is targeting December 2010 in the Jacksonville area. ITS Florida has teamed with ITS Georgia and other Georgia groups. A trip is scheduled on March 24 with Karen Crawford to visit several Jacksonville properties. Based on which location is selected, the week may be December 5 - 12. The Committee is working on the date, location and theme.

There is an attempt to work out something for ITS Florida to have a presence at the ITS World Congress 2010 in Korea. Charlie stated that the convention center and ITS Florida will try to partner in some manner.

Charlie Wallace reported that there was a recent site inspection for the ITS World Congress 2011 – Orlando, Oct 16 – 20, 2011. He met with Edgar Martinez, Pat McGowan and convention center staff. The group visited the three hotels, the new Hilton, Peabody and Rosen Center. They also visited Epcot, SeaWorld, and Universal Studios. The area attractions are being considered for the opening ceremony, VIP dinner and main conference events. ITS Florida may consider hosting an event during the World Congress as well. Decisions concerning the local organizing committee will be made in the near future.

Pat McGowan will be scheduling meetings with District 5 and others in the Orlando area to begin discussions on the technology demos such as Orlando VII, congestion management, pricing schema, sustainability and other themes that would have live demonstrations.

E. Management Committee

Anita Vandervalk requested that all committee chairs review the Generic Calendar. Please provide information to Sandy so that the calendar can be posted by the end of March. The calendar is to ensure that nothing slips through the cracks.

Anita reported that the Management Committee met.

- Jesus will develop a Website process.
- Tahira will lead the Bylaws review and bring back in 2 months.
- It was decided to leave the Advisory Committee as it is currently.
- Annual Meeting will be held in December.

F. Advisory Committee

This item will be left on the agenda.

VI. Liaison Reports

- A. FBT – No report.
- B. FTBA - Charlie Wallace indicated that the main focus is the stimulus package. He only passes along important messages so that the members are not overloaded with information. The annual construction conference was a success as always. ITS Florida provided a couple of speakers.
- C. ITS America – No additional information
- D. TEAMFL – No report.
- E. FSITE – No report.
- F. FBT – No report.

VII. Chapter Administrator's Report

The report was distributed.

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 **April 7th** for committee reports to be emailed to the president and administrator. Sandy will distribute to the board.
3. **Photos** of the Scholarship donors and student recipients are needed for publications and the web. (Pending)
4. **Elizabeth Birriel** will be the FDOT contact for all FDOT information requests. Request will be made via telephone and not via email. (Ongoing)
5. Jesus Martinez will work with Mary Hamill and Sandy Beck to develop a draft policy and procedure on website changes. (Pending)
6. **Mary Hamill** to follow-up with **Chester Chandler** regarding the photo contest and the plan. (Pending)
7. **John Easterling** is developing a 2009 member survey. (Pending)
8. Sandy Beck to contact the Harrington Group to request a member services page. (Awaiting new page)
9. **Steve Bahler** is developing a new presentation. (Pending)
10. **Tahira Faquir** to have plaques prepared for new TMCs District 1 & 4. (Pending)
11. **Anita Vandervalk** will prepare certificate for Mike Akridge – Honor Roll. (Pending)
12. **Elizabeth Birriel** to arrange presentation of certificate to Mike Akridge. (Pending)
13. **Dale Cody** will head up the Speakers' Bureau/team of Experts. (Pending)
14. **Sandy Beck** will develop invitation for April meeting and send to members. (Completed)
15. **Committee Chairs** are requested to submit Generic Calendar entries by end of March 2009. (Pending)

IX. New Business: None

The meeting was adjourned at 2:52 p.m.

The next board meeting will be held **April 14th on Tuesday at 1:00 p.m. in Orlando and via teleconference**. A luncheon will be held at 11:30 prior to the board meeting.