



**BOARD OF DIRECTORS**  
**November 10, 2009 – 1:30 PM**  
**Participants**

**L. A. Griffin**  
**Ken Jacobs**  
**Tahira Faquir**  
**Jesus Martinez**  
**Anita Vandervalk**  
**Elizabeth Birriel**

**Mary Hamill**  
Charles Wallace  
Jim Reynold  
Carlton Urban \*  
Sandy Beck  
\*Guest

**Minutes**

- I. Call to Order – L. A. Griffin called the meeting to order at 1:34 p.m. He stated that the meeting was recorded to assist with the meeting minutes.
- II. Action Item
  1. Approve Minutes from Last Month’s Meeting. Jesus Martinez made the motion to approve the October 13, 2009 meeting minutes. Tahira Faquir seconded the motion, which carried.
- III. Other Action
  1. There were several actions that will take place under the Standing Committee Report area. The topics include:
    - a. Calendar – Tahira Faquir
    - b. Meeting Sponsor Camera Request – Ken Jacobs
    - c. Exhibit – Mary Hamill
    - d. 2010 Proposed Budget – Tahira Faquir
- 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 the following:

Charles Ramdatt has contacted previous ITS Florida members in a campaign to increase membership.

The 2010 Dues invoices were sent to current members on November 3rd. As of November 9th, we had received eight renewals.

The membership survey has been completed. John Easterling will e-mail the details of the survey findings.

The ITS Florida academic members were contacted in October and were sent the 2009 scholarship forms. It was also placed on the ITS Florida website. The deadline date to submit the forms was extended until November 9th. Tahira explained that clarification was added to provide emphasis on scholarship criteria that must include Traffic Engineering, Planning and/or ITS. The scholarship subcommittee is scheduled to meet the week of November 16 and their recommendations will be submitted to the Board for approval. A special meeting or polling of the board will take place prior to the December meeting.

Tahira provided an overview of the ITS Florida proposed budget for 2010. She pointed out that the proposed budget is tight. There was discussion by board members and a request for additional line item detail. Sandy Beck will provide details of the budgeted line items. Board action of the 2010 budget will be on the December 8<sup>th</sup> agenda.

Tahira Faquir stated that an event would take place December 1<sup>st</sup> at the District 4 Palm Beach TMC. There was discussion concerning a different date, however District 4 had coordinated this date with the multiple entities. Board members are invited to the event and encouraged to let Tahira know who is be able to attend.. An ITS Florida award will be presented at that time.

Charlie Wallace volunteered to develop the write-ups for all of the plaques that will be awarded in December. Sandy Beck will seek proposals to determine the best pricing for the plaques. Dr. Lilly Elefteriadou will notify the award winners.

**B. PCB Committee:**

Jesus Martinez reported that the PCB held its monthly meeting on October 30th. This meeting was attended by Ken Jacobs, Jesus Martinez and Sandy Beck.

The following items were discussed:

**1. PCB Course(s) - December 9, 2009 - Technology Forum**

The technology forum agenda was discussed and developed. The agenda and registration information is on the website and has been sent to ITS Florida members. Jesus Martinez will develop a form to provide professional development hours (PDHs) and a customer satisfaction survey. Six professional development hours will be provided. A request for BIOs will also be made at least three weeks prior to the presentation. Ken Jacobs will handle the receipt of the presentations and load them onto the laptop. The deadline to receive

presentations and bio will be Friday, December 4. Special consideration/attention will be necessary for presentations that are using video and other special effects. Carlton Urban prepared an announcement and sent to ITS Florida members concerning (two 40 minute blocks) of vendor demonstrations. A maximum of 10 minutes will be allowed per vendor for a total of eight slots on a first-come, first-serve basis. Only ITS Florida members will be allowed to participate. There is a \$50 cost to cover the lunch, breaks and meeting related expenses.

ITS America (ITSA) has recently offered a webinar on reauthorization which will be evaluated for possible advertisement to our members. We are currently waiting on ITSA confirmation regarding telecommunication costs to offer the webinar. Jesus Martinez will follow-up with ITSA.

## **2. ITS Florida Leadership Workshop**

The ITS Florida Leadership Workshop will be held on December 10 from 8:30 am to 12 pm. The draft presentation was reviewed by the management committee and changes were incorporated. The intent of this workshop is to provide a good background on ITS Florida policies, structure, history, strategic plan and committees to maximize the effectiveness of the incoming Officers and At Large Directors for 2010. Sandy Beck will send the revised presentation to all board members for review.

## **3. Lunch and Learn Program**

Trey Tillander (FDOT) and the Traffic Engineering and Research Laboratory (TERL) hosted the fourth and final Lunch and Learn Program. FDOT provided a toll-free number and presentation sharing capabilities at no cost to members that could not attend in person. The webinar was the most attended session of the year. A total of 37 participants took advantage of this very informative session. The session discussed the functions of the TERL and provided guidance to our members on getting on the APL, etc. Due to the popularity of this topic, a similar session should be considered for 2010. FDOT will also be looking into capabilities to record future training sessions for members that are unable to attend when it is scheduled. ITS Florida is very grateful to Trey and his staff for this fine training session. L. A. Griffin and Jesus Martinez will develop a thank you letter that will be sent to Trey for his efforts..

## **4. ITS Technical Solutions Subcommittee**

Pete Vega FDOT plans to hold the third meeting of this subcommittee on November 18, 2009. Pete is going to identify an individual to serve as a co-chair to keep the committee moving forward. A 20 minute slot has been set aside at the technology forum for a presentation on the activities of this subcommittee. A speaker has not been identified.

## **C. Outreach Committee:**

Mary Hamill reported on the Outreach Committee activities.

### **1. Legislative Outreach**

Special session planning is being monitored for transportation issues. Mary Hamill suggested that key legislators be invited to the December 9<sup>th</sup> Technology Forum if it does not conflict with a special session.

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

Dale Cody and Shawna Kennedy (also serving on ITS World Congress Local Organizing Committee) are moving forward and booking presentations. The Team of Experts' Bios are on the website, as is the presentation created by Steve Bahler. ITS Florida experts may also choose a presentation of their own.

### **3. Publications**

The following Disseminator articles are planned:

- December: Transpo2010 preview: one year out! This article will be provided by Ken Voorhies.
- January: Awards recap. World Congress planning meeting info.
- Feb: Message from the President

### **4. Event Support**

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

There was no discussion on possible sponsorship combo packages for the Transpo2010 and World Congress 2011 ITS Florida events. This item will be brought back at a later date following consultation with ITS America.

2011 World Congress in Orlando was promoted at WTS/ASCE/SMPS luncheon with Mike Snyder and Noranne Downs in Orlando on October 22. The FHWA Division Administrator, Martin Knopp, was briefed in Tallahassee on October 29.

Mary Hamill reported an excellent response to the ITS Florida Photo Contest for the 2010 Calendar. Judging took place and a calendar draft has been developed.

There is a \$2,500 expense for the production of these calendars. L. A. and Jesus suggested that ITS Florida request sponsorships and the board agreed. It was noted that a large ITSA rebate check was received and the board agreed that the members would be asked to donate the rebate to the calendar. Tahira Faquir volunteered Bob Murphy to seek donations from ITS Florida members.

The ITS Florida proposed exhibit changes were discussed. It was proposed that two banners at a cost of \$1,100 be produced. One banner will feature Transpo2010 and the other will feature ITS World Congress 2011. Replacement banners are \$200 each. It is proposed that the new banners be displayed at the December 8<sup>th</sup> meeting. Anita Vandervalk made the motion to approve the purchase of the banners with final design changes to be determined as soon as possible. Jesus Martinez seconded the motion which carried.

## **5. Website:**

The Website is updated weekly.

## **D. Events Committee**

### **1. Annual Meeting**

The Annual Meeting, Banquet, Technology Forum and Leadership presentation will be held in the Orlando area on December 8-10, 2009. It is anticipated that at least 50-100 members will attend the banquet. Registration is on the ITS Florida website, has been e-mailed to ITS Florida members and was included in the ITS Florida Newsletter. Volunteers are needed to assist with on-site registration, table setup, program design, photography and other details. Door prizes will be requested. Ken Jacobs has developed a to-do list that he will circulate with the board. He has a draft script developed and thanked Anita Vandervalk for providing a previous script. Tom Kern will be present to help hand-out awards. Pat McGowan will be the keynote speaker and his topic will be planning for the ITS World Congress 2011.

The Local Orlando Organizing Committee (LOOC) for the ITSA / World Congress 2011 meeting will be held on December 9<sup>th</sup> from 9am – 2pm. Pat McGowan, Chairman of the ITSA WC 2011 OOC will be the keynote speaker for the banquet.

Ken Jacobs recommended a joint social event and invitation to the ITS Florida Banquet. Edgar Martinez has indicated that six or seven representatives from ITSA may plan to attend.

The FDOT will also be hosting their District Traffic Operations Engineers (DTOE) meeting at the Rosen Centre Hotel December 9<sup>th</sup> from 8 am to 5 pm and the 10<sup>th</sup> from 8 am to 11:30 am. Elizabeth Birriel indicated some of the DTOEs will be at the Banquet. A complimentary meeting room has been confirmed for the FDOT.

The inaugural ITS Florida Leadership Workshop will be held on December 10<sup>th</sup>. The hours will most likely be 9:00 am – 12pm.. The draft of the presentation is being reviewed at this time. This will be a valuable way to introduce new Board members to the organization, committees and the responsibilities of the different board member and officers. A special invitation will be developed and sent to board members.

Ken Jacobs reported on the request of a platinum sponsor to replace the full page ad with cameras with company logos at the tables. Tahira Faquir made the motion to approve the purchase of these cameras provided the cost does not exceed \$500. Ken Jacobs seconded the motion which carried.

## **2. Transpo2010**

The next Transpo2010 teleconference is scheduled for November 20th. The theme has been selected: Transpo2010: ITS Now More Than Ever.

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

Ken Jacobs reported that ITS Florida has begun contract negotiations on the ITS Florida sponsored Welcome Reception that is scheduled for the evening of October 17, 2011. This needs to be finalized by December 1<sup>st</sup>. The Local Orlando Organizing Committee will be on-site December 9<sup>th</sup> at the Rosen Centre Hotel.

ITS Florida has worked with ITSA to request a proposal for the event. The assumptions we are using at this time are; we would host the event for 500 people, including 75-100 ITSA VIPs. The VIPS would only be there for approximately 1 hour and they would leave to go to a scheduled VIP dinner. A buffet or heavy hors d'oeuvres and refreshments will also be served. The OOC has stated that the ITS FL event will be the only major event on the schedule for that evening so it should attract a fairly large crowd. Gregg Letts is organizing a subcommittee to seek sponsors for the event. Tickets will be sold as part of the ITSA registration process to cover the cost of the event.

## **4. ITSA 2010 Houston**

No report at this time.

## **5. ITSA World Congress - Korea**

No report at this time.

## **E. Management Committee**

Anita Vandervalk reported that the Board of Directors election is underway. A meeting before the end of November will be necessary to address the election and scholarships.

The revised Bylaws have been approved by ITS America and have been sent to ITS Florida members. Voting took place in October via Zoomerang with limited success. A ballot was developed and e-mailed to all member organizations. A majority has not been reached and reminders will be sent.

F. Advisory Committee

There was no information to report at this time.

VII. Liaison Reports

- A. FBT – No report
- B. FTBA – E-mail blasts have been sent to members,
- C. ITS America – Charlie reported that he will obtain an overview of Stockholm event.
- D. TEAMFL – L. A. Griffin reported that TEAMFL is meeting October 15 & 16 at the Expressway facility in Orlando.
- E. FSITE – Jay Calhoun has been in contact with Larry Hagan concerning the reciprocating membership agreement.

VIII. Chapter Administrator's Report

The report was distributed. Sandy Beck reported that the Bylaws voting had been extended. A notice was sent.

IX. Items Pending from This Meeting

1. **Committee Chairs** to submit written reports prior to each board meeting. The next date due is **January 6, 2010** 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. **Tahira Faquir** to prepare the citations and Charlie Wallace will have the plaques prepared for new TMCs in District 4 . (Pending)
4. **Sandy Beck** will investigate plaque options. (Completed)
5. **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. (Pending)
6. **Denise Bunnewith** volunteered to encourage membership from MPOs. (Pending)
7. **John Easterling** to provide survey results regarding the Member Survey. (Pending)
8. **All:** The revised Bylaws with bracketed explanation of changes were submitted and received ITS America approval. Following approval, the bylaws were sent to the members for approval through the voting process. Voting took place through Zoomerang in October and email/fax through November. (Pending)

9. **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)
10. **Andy Lucyshyn** to contact various publications about using Transpo2010 PSAs. (Pending)
11. **Karen Crawford** to update Transpo website. The flyer will also be sent to Karen. (Pending)
12. The 2010 Election Ballots were sent to the members in November. Results will be discussed the end of November. (**Anita, Charlie, Elizabeth and Sandy**) (Pending)
13. **Alek Stevanovic** to provide write-up of Stockholm experience to Mary Hamill. (Pending)
14. Gregg Letts is organizing a subcommittee to seek sponsorships for events. (Pending)
15. Sandy Beck will provide details of the 2010 Budget line items. Board action of the 2010 budget will be on the December 8<sup>th</sup> agenda.
16. Charlie Wallace volunteered to develop the award write-up for the plaques. (Pending)
17. Sandy Beck will send the revised Leadership presentation to all board members for review. (Completed)
18. Bob Murphy to request \$100 sponsors for calendar from ITS Florida members. Sandy Beck to request ITSA rebate be used as the \$100 sponsor. (Completed)
19. A special invitation will be developed and sent to board members. (Pending)

X. New Business: None

The meeting was adjourned at 3:05 p.m.

The next Board meeting will be held **Tuesday, December 8th at 1:30 p.m. at the Rosen Centre Hotel in Orlando.**