



**BOARD OF DIRECTORS**  
**October 13, 2009 – 1:30 PM**  
**Participants**

**L. A. Griffin**  
**Ken Jacobs**  
**Tahira Faquir**  
**Jesus Martinez**  
**Denise Bunnewith**  
**John Easterling**  
**Elizabeth Birriel**  
**Mary Hamill**

Charles Wallace  
Jay Calhoun  
Jim Reynold  
Aleksandar Stevanovic \*  
Dave Muntean, Jr.\*  
Andy Lucyshyn\*  
Sandy Beck  
\*Guest

**Minutes**

- I. Call to Order – L. A. Griffin called the meeting to order at 1:35 p.m. He stated that the meeting was recorded to assist with the meeting minutes.

L. A. Griffin welcomed ITS Florida’s newest member Dr. Aleksandar Stevanovic with Florida Atlantic University. L. A. noted that FAU is also the first member for 2010. Dr. Stevanovic indicated he is looking forward to being involved with ITS Florida and participate in projects and activities.

- II. Action Item

1. Approve Minutes from Last Month’s Meeting. Jesus Martinez made the motion to approve the September 15, 2009 meeting minutes. Mary Hamill seconded the motion, which carried.

- III. Other Action

1. This action took place under the Member Services Committee Report. Dr.Lilly Elefteriadou provided the recommendations of the Awards subcommittee for board consideration. Denise Bunnewith moved to approve the award recipients as presented by the Awards subcommittee. Ken Jacobs second the motion, which carried. The notification of award recipients will be confidential until announced at the December 8<sup>th</sup> Banquet.
2. This following action took place under the Events Committee Report area. Following discussion regarding the 2009 ITS Florida Annual Meeting sponsorship, it was decided to discount the sponsorship opportunities. Jesus Martinez moved to approve the board recommendation to discount the sponsorship categories as follows: Platinum - \$2000, Gold – \$1,000, Silver - \$500 and Bronze - \$250. John Easterling seconded the motion, which carried.

- 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**

John Easterling reported that the survey has 24 responses and requested an extension to seek additional responses.

It was reported that the scholarship letter and forms were sent to the member schools. An additional letter will be sent today. All primary representatives for the colleges have been personally contacted to encourage them to post the notice for the students. It was determined that up to three \$2,000 scholarships would be awarded at the 2009 ITS Florida Annual Meeting.

Dr Lily Elefteriadou and the awards' team have reviewed the applications and recommended awards for the board to approve. After further discussion, the board approved the recommendations. The award recipients will be kept confidential. The winning nominations will be awarded at the ITS Florida Banquet December 8<sup>th</sup>. Charlie Wallace volunteered to have the plaques made. It was suggested that Sandy Beck determine if there is a less expensive place for awards to be made.

Sandy reported that Charles Ramdatt has been contacting former members and encouraging membership renewal. He has contacted approximately one-half of the former members to-date. He has received commitments from seven members that plan to join, one declined and one will respond later.

Tahira stated that a Press Conference will take place November 23<sup>rd</sup> for the District 4 Palm Beach TMC. The Board members were invited to attend the event. An ITS Florida award will be presented at that time.

Charlie Wallace indicated that it may be early 2010 before an opening ceremony is held in District 1.

**B. PCB Committee:**

Jesus Martinez reported that the PCB held its monthly meeting on October 2<sup>nd</sup>. This meeting was attended by Ken Jacobs, Carlton Urban and Sandy Beck.

The following items were discussed:

**1. PCB Course(s)**

There was discussion on the possible topics for the one day Technology Forum that is planned for December 9<sup>th</sup> following the annual meeting. This forum would

focus on emerging ITS topics of most interest to our members. Recently confirmed topics and presenters for the session include:

- Transportation System Management and Operations (TSM&O) by Anita Vandervalk
- Better Integration of Traffic and Incident Management for TMCs and EOCs by Charlie Wallace
- Traffic Signal Control System Innovations by Ken Jacobs
- Intelligent Corridor Management (ICM) / Active Traffic Management (ATM) by Habib Shamshhou (DKS)
- IntelliDrive Update by Jesus Martinez
- Environmental Topics by Larry Yermack
- TMC of the Future DVD
- Vendor Presentations (Up to 90 minutes depending on member demand)
- Adaptive Signal Control by FAU Professor
- Technical Solutions Subcommittee Update – Pete Vega or committee member

Vendor presentations would be time limited as discussed in the retreat. Only ITS members will be allowed to participate in the vendor presentations. The existing member list will be screened for vendors that will be invited to present. There was discussion on charging a nominal fee to cover lunch and breaks and/or possibility soliciting sponsorships to cover any shortfalls. FDOT participation in the breaks may be a problem if sponsorships are accepted. Sandy investigated the costs for the lunch and breaks and provided this information for discussion at the management committee meeting on October 9<sup>th</sup>.

Based on the success of the first webinar, additional webinars will be held in 2010. The results of the member survey will be used to determine which topics are of most interest. 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.

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

There was discussion on when this workshop should be offered. Ken is waiting on Elizabeth to confirm a possible FDOT Project update after the board meeting on December 8<sup>th</sup>. As a result, the morning of December 10<sup>th</sup> was suggested for this workshop. It would last no more than three hours and provide 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 Beck has provided a presentation draft and other information to serve as a baseline for the development of the presentation for the first ITS FL Leadership

Workshop. Once the PCB committee has completed its initial contribution to this presentation, it will be sent the management committee for additional recommendations. The idea is to have it ready for review by the Board prior to the November board meeting.

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

Trey Tillander (FDOT) recently confirmed that the fourth Lunch and Learn Session will be held on October 21. This session will discuss the functions of the TERL and provide guidance to our members on getting on the Approved Product List (APL). Trey provided information for the advertisement on October 2 that will be circulated to our members and included in the October Newsletter. Trey also provided instructions regarding participation in the webinar and the toll-free number to call for remote participants. Sandy Beck has sent this information to members.

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

Pete Vega, FDOT, plans to hold the third meeting of this subcommittee during October. 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.

## **C. Outreach Committee:**

Mary Hamill reported on the Outreach Committee activities.

### **1. Legislative Outreach**

Special session planning is being monitored for transportation issues. Website and regular content updates serve as best legislative resource. Charlie Wallace and Anita Vandervalk may contact legislators in January. Mary suggested the Board consider inviting key legislators to the December 9th training.

### **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:

- October: Photo and article on District 5 RTMC recognition
- November: The ITS Florida Newsletter information

- December: Transpo2010 preview: one year out! Also write up on the Technology Forum
- January: Awards recap. World Congress planning meeting info.
- Feb: message from the President

Mary Hamill requested photographs from those who attended World Congress 2009 in Stockholm. She also recommended that those that attended write about their experiences. Alek Stevanovic volunteered to provide his views of the event. Mary reported that ITS Florida had the best spot in Stockholm.

#### **4. Event Support**

Promotional flyers/full page Public Service Announcements (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 a full page promotional flyer on 2011 World Congress in Orlando. Andy Lucyshyn has agreed to contact publications about using the PSAs. We can produce them in smaller versions when we receive requests. Karen Crawford can use the flyer to update the Transpo2010 website now that the theme has been adopted. Mary will forward to Sandy Beck for distribution purposes..

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

Promoting 2011 World Congress in Orlando at ITS World Congress in Sweden consisted of a “Save the Date” brochure that was developed by ITS America. This was distributed at the ITS America exhibit which showed Orlando graphics on various panels. The Orlando video, which debuted at the 15<sup>th</sup> World Congress in New York, also played.

Judging for the RMTCs of Florida Photo Contest for the 2010 Calendar will commence in the coming weeks.

#### **5. Website:**

Sandy keeps the Web site updated weekly. The website policy has been formalized.

#### **6. Recommended for Board discussion:**

There was no discussion on the recognition recommendations. This will be brought back to the board at a later date.

### **D. Events Committee**

#### **1. Annual Meeting**

The Annual Meeting will be held in the Orlando area on December 8-10, 2009. Sandy Beck has a proposal for the Rosen Centre Hotel in Orlando for the meeting / banquet. The proposed activities include a Board Meeting, Annual Meeting and Awards Banquet with a PCB training class. We are anticipating at least 50-100 for the banquet. The Events committee is working with PCB committee to develop the companion forum/course for the annual meeting. (Report from Jesus)

The Orlando Organizing Committee (OOC) for the ITSA / World Congress 2011 meeting will be held on December 9<sup>th</sup> from 9am – 2pm. Scott Belcher, President and CEO of ITSA or Pat McGowan, Chairman of the ITSA WC 2011 OOC would be the keynote speaker for the banquet. We will be verifying who the speaker will be before the announcement for the Annual Meeting goes out. Overall, this should be very positive for the Annual Meeting attendance and may encourage others to attend the banquet.

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

The FDOT will also be hosting their DTOE meeting at the Rosen Centre Hotel December 9<sup>th</sup> from 8am – 5pm and the 10<sup>th</sup> from 8-11:30am following the Annual Meeting. Elizabeth Birriel indicated some of the DTOEs will be at the Banquet. A complimentary meeting room is confirmed for the FDOT.

We will also be holding the inaugural ITS Florida Leadership Training Course on December 10<sup>th</sup>. The hours will most likely be 9:00 am – 12 or 1 pm. 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.

Karen Crawford and Sandy Beck are in the process of finalizing contract with the Rosen Centre Hotel.

There was discussion on sponsorships for the annual meeting. It was clarified by Charlie Wallace that a reserved table is a table only and registration per person is still required. The motion to discount the sponsorship opportunities was approved (see under item III, Other Actions, above)

## **2. Transpo2010**

Jay Calhoun reported the status of Transpo2010 was on target. The theme has been selected: Transpo2010: ITS Now More Than Ever. The next teleconference for Transpo2010 is set for Friday, October 16, 2009 at 2:00 pm.

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

Preliminary discussions are underway relative to the ITS Florida sponsored Welcome Reception that is scheduled for the evening of October 17, 2011.

We are working 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 Nominating Committee notified ITS Florida members on the Officer and Board positions to be filled for 2010. The process and nominating form were provided. Nominations are due to be submitted no later than October 2<sup>nd</sup>.

Anita noted that the Website Policy was sent to the board for final review. The plan is to finalize this policy in October.

The revised Bylaws have been approved by ITS America and have been sent to ITS Florida members. Voting is taking place in October via Zoomerang.

### **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 have been extended until October 16. A notice will be sent.

IX. Items Pending from This Meeting

1. **Committee Chairs** to submit written reports prior to each board meeting. The next date due is **October 6** 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 1, & 4 . (Pending)
4. **Sandy Beck** will investigate plaque options. (Pending)
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. Extension of time was approved. (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. The voting will be handled through Zoomerang in October. (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. **Sandy Beck** will mail a one page "save the date" flyer for Transpo2010 and World Congress 2011 to DTOEs to post and distribute. This is pending receipt of the flyer. (Pending)
11. **Andy Lucyshyn** to contact various publications about using Transpo2010 PSAs. (Pending)
12. **Karen Crawford** to update Transpo website. The flyer will also be sent to Karen. (Pending)
13. **The Nominating Committee (Anita, Charlie, Elizabeth and Sandy)** began nominating process in September. (Pending)
14. Sandy Beck to send member colleges additional scholarship forms and request to post for students. (Completed)
15. A chair is needed to organize judging Photo Contest. (Pending)
16. **Alek Stevanovic** to provide write-up of Stockholm experience to Mary Hamill. (Pending)
17. Gregg Letts is organizing a subcommittee to seek sponsorships for events. (Pending)

X. New Business: None

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

The next Board meeting will be held **Tuesday, November 10 at 1:30 p.m.**

