



BOARD OF DIRECTORS
September 15, 2009 – 1:30 PM
Participants

L. A. Griffin
Ken Jacobs
Tahira Faquir
Jesus Martinez
Denise Bunnewith
John Easterling
Elizabeth Birriel
Anita Vandervalk
Dale Cody

Charles Wallace
Jay Calhoun
Jim Reynold
Carlton Urban*
Gregg Letts*
Essam Radwan*
Alex Mousadi*
Sandy Beck
*Guest

Minutes

- I. Call to Order – L. A. Griffin called the meeting to order at 1:37 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 August 11, 2009 meeting minutes. Anita Vandervalk seconded the motion, which carried.
 2. 2010 Dues. Anita Vandervalk reported that the Management Committee reviewed the membership dues structure for 2010 and recommends that dues remain the same. Denise Bunnewith made the motion that the dues remain \$385 for 2010. Elizabeth Birriel seconded the motion, which carried.
- III. Other Action
 1. This following action took place under the Events Committee Report area. Following discussion regarding the 2009 ITS Florida Annual Meeting contract negotiation, Jesus moved to proceed with the negotiation and when finalized, seek board approval via e-mail. Elizabeth seconded the motion which carried.
- IV. Old Business – There was no old business discussed.
- IV. Members’ Concerns – There were no member concerns discussed.

VI. Standing Committee Reports

A. **Member Services Committee**

Tahira Faquir reported that Gregg Letts was contacted regarding heading up a task force for the 2011 ITS World Congress event fundraising as well as for Transpo 2010. Gregg agreed during the meeting to commit to these responsibilities.. A meeting with L. A. Gregg, Charlie and Tahira will be scheduled this week to discuss what the role will entail.

Tahira stated that John Easterling had finalized the survey and it has been sent to the membership. The survey went to ITS Florida members and not just the primary representatives. This will provide everyone the opportunity to respond. John announced that he had already received responses within hours of sending the survey.

Scholarship donations have been solicited and we will start running the application advertisements October 1st. Tahira will be responsible for contacting FIU, UCF, and UF about making sure students are aware of the opportunity. Sandy has volunteered to contact USF for the same purpose. PBS&J has agreed to participate and is providing a check for \$5,000. This brings the total scholarship donations to \$6,000. The scholarship fundraising drive is still open for more donations. Scholarship applications are due no later than October 15th. L.A. and Tahira will be reviewing the applications.

Dr Lily Elefteriadou and the awards' team have started the awards process and the team is on track to be able to present them at the end of the year meeting on December 8th.

Tahira indicated that she and Mary Hamill are discussing other awards that may be needed per a recent board meeting action item. This may be recognition for: PCB presenters, Disseminator articles, legislative outreach, and donations to the scholarship funds. It was suggested that a recommendation be sent to board members for review and be placed as a board agenda next month. Tahira agreed to send the recommendation to the Board of Directors.

Sandy reported that there are 87 paid memberships for 2009 at this time. She agreed to contact Charles Ramdatt for a status on the membership campaign. Denise Bunnewith volunteered to help by contacting Metropolitan Planning Organizations (MPOs).

Charlie Wallace indicated that he followed up with District 1 and District 4. Tahira will provide the plaque wording. Elizabeth and Charlie will determine the date for the presentation. Elizabeth indicated she would be in Palm Beach in December.

B. **PCB Committee:**

Jesus Martinez reported that the PCB held its monthly meeting on September 3th. This meeting was attended by Ken Jacobs, Carlton Urban and Sandy Beck. Pete Vega was unable to attend, but provided the status of the efforts of the Technical Solutions Subcommittee. The following items were discussed:

1. 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 be hosted by the TERL and will discuss the functions of the TERL and provide guidance to our members on getting on the Approved Products List and other elements. This session will be advertised to our members in September. The session will also be available via webinar at no cost to ITS Florida.

A fifth and final session is tentatively planned before the end of the year in Jacksonville. Pete will be hosting it as part of his Technical Solutions Subcommittee. The topic of the lunch and learn will be the TERL approval process for ITS and traffic signal deployments. Pete will provide a date when it is scheduled.

2. PCB Course(s)

Jesus reported that there was a lot discussion on possible topics for the one day Technology Forum that is planned for December 9th 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
- Better Integration of Traffic and Incident Management for TMCs and EOCs by Charlie
- Traffic Signal Control System Innovations by Ken
- Intelligent Corridor Management (ICM) Update by Carlton
- IntelliDrive Update by Jesus, and
- The TMC of the Future DVD.

Other possible session topics include: Successful TMC collocation of state and county agencies to manage respective roadway networks, presentation(s) from the recent US DOT Probe Data Workshops and vendor presentations. Vendor presentations would be time limited as discussed in the retreat. Committee members will continue to solicit possible presenters for the next meeting. ITSA and FHWA have also been contacted for possible session topics. Board members with suggestions for other possible topics are welcomed to submit them.

Based on the success of the first webinar, additional webinars may be held later in the year. 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.

3. ITS Technical Solutions Subcommittee

Jesus stated Pete Vega FDOT plans to hold the third meeting of this subcommittee during September. Vacation and work schedules have caused a schedule conflict during the summer months. 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.

4. ITS Florida Leadership Workshop

Sandy will provide a presentation and other information to serve as a baseline for the development of the presentation for the first ITS FL Leadership Workshop. The workshop will likely last between one and two hours depending on the final schedule of events for the annual meeting. The workshop will 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.

The development of the workshop material is expected to be team effort and the PCB Committee will be soliciting help from other board members for its completion.

A meeting after the first of the year for new board members will be used to go over the strategic plan.

5. Miscellaneous Items

The PCB Committee welcomes Carlton Urban.

C. Outreach Committee: Dale Cody reported in Mary Hamill's absence.

1. Legislative Outreach-

Special session planning will be monitored for transportation issues. Web site and regular content updates serve as the best legislative resource. Charlie and Anita will likely contact legislators in January.

2. Speakers' Bureau – Team of Experts

Dale indicated that he and Shawna Kennedy (also serving on ITS World Congress Local Organizing Committee), will utilize the strategic approach approved by the Board in August. The ITS Florida PowerPoint Presentation has been updated by Steve Bahler.

3. Publications

The following Disseminator articles are planned:

- October: Photo and article on District 5 RTMC recognition
- November: Several subjects entertained are: ITS Florida members at ITS World Congress in Sweden; ITS Florida Annual meeting preps; Photos and write up of August 17-18 World Congress 2011 on-site visit and planning; ITS Florida dinner planning; logo for 2011 World Congress.
- December: Training or Transpo2010 preview: one year out!
- January: Awards
- Feb: message from the President

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 in smaller versions when we receive requests. Important: Karen Crawford can use the flyer to update the Transpo2010 Web site. This is pending the Transpo2010 Theme creation.

There was no discussion on a possible sponsorship combo packages for Transpo2010 and World Congress 2011 ITS Florida event. This will be brought back at a later date.

Promoting 2011 World Congress in Orlando at ITS World Congress in Sweden consists of a "Save the Date" brochure that was developed by ITS America. This will be distributed at the ITS America exhibit which will show Orlando graphics on various panels. The Orlando video, which debuted at the 15th World Congress in NY, will also be 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 Update Policy has been finalized and awaiting board approval.

6. Recommended for Board discussion:

This item below were discussed under Member Services with a request for a recommendation from Tahira and Mary to the board for review.

- Contribute noteworthy articles and photos to the Disseminator
- Conduct legislative outreach
- Present training sessions
- Donate to the scholarship fund

D. Events Committee

1. Annual Meeting

The annual meeting will be held in the Orlando area on December 8-9, 2009. Sandy has a proposal for the Rosen Centre Hotel in Orlando for the meeting and 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 attendees for the banquet. The Events committee is working with the PCB committee to develop the companion forum/course for the annual meeting. (Report from Jesus is above.) There was discussion on finding an event to bridge the gap between the board meeting and the banquet. It was determined that some time to freshen up before banquet was needed.

The Orlando Organizing Committee (OOC) for the ITSA / World Congress 2011 meeting was supposed to have a face-to-face meeting in December 2009. The possibility was discussed that they set up the meeting to coincide with the ITS Florida's annual meeting. After some discussion it looks as if the OOC meeting will be scheduled the morning of December 9, 2009. This provides the opportunity for the OOC members to attend the banquet the night before. It was agreed that 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. The only negative to the combination of the two meetings is there are several ITS Florida members that are on the OOC and will have a conflict between the training / forum and the OOC meeting on Wednesday December 9th. Overall, this should be very positive for the annual meeting attendance and provide a draw that may encourage others to attend the banquet.

2. Transpo2010

The contract with Marriot Sawgrass Golf Resort has been finalized and executed. A conference theme may be finalized this week. Jay Calhoun reported regarding the August 21st Transpo2010 teleconference. The next teleconference for Transpo2010 is set for Friday, September 18, 2009 at 2:00 pm. The 2010 ITS Florida Annual Meeting and Awards Banquet would be held at Transpo2010.

3. ITSA World Congress 2011

Ken reported that the preliminary discussions are underway relative to the ITS Florida sponsored Welcome Reception that is scheduled for the evening of October 17, 2011. As discussed previously, this event is customarily hosted by the local chapter. The primary location focus with ITSA is Discovery Cove for this event. Jay, Charlie and Ken attended the tour. This is a major event for ITS

FL and a significant cost. We need to be prepared to work jointly with all our members to make this a successful event.

Ken stated that ITS Florida is working with ITSA to request a proposal for the event. The assumptions at this time include; ITS Florida 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. The assumption is that ITS FL would seek sponsorships for the event and sell tickets as part of the ITSA registration process to cover the cost of the event.

4. ITSA 2010 Houston

Ken reported that ITS FL paid the initial \$1350 for its exhibit space in Houston. ITS Florida's online profile for the event has been updated. Mary Hamill assisted with the wording.

5. ITSA World Congress - Korea

Charlie reported that ITS Florida has a volunteer to attend ITS World Congress 2010 in Korea.

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 2nd.

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 will take 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 – No report
- C. ITS America – Charlie reported that during a recent State Chapter Council meeting, ITSA requested Success Stories for the reauthorization effort. Charlie stated that ITSA is interested in the Road Ranger and 511 Fact Sheets. Dale will

forward the documents to Charlie. L.A. suggested previous award may also be a source.

- D. TEAMFL – No report.
- E. FSITE – No report.

VIII. Chapter Administrator's Report

The report was distributed. Sandy reported that a pullup display would be in the \$500 range and a monitor would be need to run a PowerPoint presentations, video and other ITS information.

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. **Elizabeth Birriel** will find the opportunity to present plaques at stand-alone events. (Pending)
5. **Sandy Beck** will follow up with Charles Ramdatt on the membership campaign. (Pending)
6. **Charles Ramdatt** will follow-up with correspondence to unpaid members to encourage dues payment and notify each that their company information will be removed from the website by August 2009. (Pending)
7. **Denise Bunnewith** volunteered to encourage membership from MPOs. (Pending)
8. **John Easterling** to provide survey results regarding the Member Survey. (Pending)
9. **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)
10. **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)
11. **Tahira Faquir and Dr. Lily Elefteriadou** started the process for the ITS Florida Awards. Notices have been sent to the members. Awaiting review process. (Pending)
12. **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 the Transpo2010 Theme adoption. (Pending)
13. **Andy Lucyshyn** to contact various publications about using Transpo2010 PSAs. (Pending)
14. **Karen Crawford** to update Transpo website. This is pending the Transpo2010 Theme adoption. (Pending)
15. **The Nominating Committee (Anita, Charlie, Elizabeth and Sandy)** began process in September. (Pending)

X. New Business: None

The meeting was adjourned at 3:04 p.m.

The next Board meeting will be held **Tuesday, October 13th at 1:30 p.m.**