



Western District

2010 Mid-Year Board Meeting

Tuscany Hotel, Las Vegas, Nevada
255 E Flamingo Rd.
Las Vegas, NV 89169
Friday, February 5, 2010

Meeting Minutes (M/S = Motion/Second)

Call to Order and Introductions

The meeting was called to order at 9:00 am by Western District President Michael Sanderson. The following were in attendance:

Board Members:

Michael Sanderson, President
Edgar Perez, Vice President
Alyssa Reynolds, Secretary – Treasurer
Monica Suter, Past President
Zaki Mustafa, International Director and WesternITE Managing Editor
Ken Ackeret, International Director
Dalene J. Whitlock, International Director
Jenny Grote, District Administrator

ITE International Representation:

Kenneth H. Voigt, ITE International Past President

Western District Committee Chairs:

Jennifer Rosales, Advisory Committee Chair
Karen Aspelin, Technical Committee Chair
Steve Eagan, Legislative Committee Chair

Gary Hansen, Membership Committee Chair
Patricia Camacho De Cano, Career Guidance Chair
Cathy Leong, Student Endowment Fund Committee Chair
Walter Okitsu, Licensing and Certification Chair
Danielle Scharf, Student Initiatives Chair
France Campbell, Web Manager
Nate Larson, WesternITE Advertising Coordinator & 2009 Denver LAC Co-Chair
Anne Brooks, 2011 Alaska LAC Chair
Tom Mericle, 2012 Santa Barbara LAC Chair

Section and Chapter Leaders

Molly O'Brien, Intermountain Section Secretary-Treasurer
Walter Vodrazka, Jr., Nevada Chapter Vice President
Marc Mizuta, San Diego Section President

Approval of Agenda

M/S – KA/DW to approve agenda with the following changes. Motion passed.

Changes: Item I.A.2 Nominating Committee Addition of Carlos Ortiz
 Item I.A.11 moved to District Administrator's Report

I. ITEMS OF RECORD & CONSENT AGENDA (Sanderson) – 9:10 a.m.

A. Items of Record*

1. Appointment of Monica Suter, Past President, as Chair of Western District Nominating Committee (September 2009)
2. Appointment of Nominating Committee, including: remove from consent
 - Todd Mobley, Oregon Section
 - Alex Georgevitch, Greater Oregon Section
 - Nicholas Ching, Washington Section
 - Mujib Ahmed, Riverside-San Bernardino Section
 - Craig Faessler, Colorado-Wyoming Section
 - Jim Barrera, New Mexico Section
 - Tim Boschert, Utah Chapter
 - Felipe Ladron De Guevara, Southern Arizona Chapter
 - Carlos Ortiz, Southern California Section
 - Bruce Christenson, Idaho Chapter
 - Justin Link, Central Coast Section
 - Paul Porell, Arizona Section
 - Wink K Lok, San Francisco Bay Area Section
3. Appointment of Danielle Scharf, as Chair of Student and Faculty Initiatives Committee (August 11, 2009 – August 11, 2012)

4. Appointment of Karen Aspelin, as Chair of Technical Committee (November 9, 2009 – November 9, 2012)
 5. Appointment of Walter Okitsu, as Chair of Licensing and Certification Committee (February 2, 2010 – February 2, 2013)
 6. Appointment of Jonathan Upchurch to Advisory Committee (February 5, 2010 – Mid-year Board Meeting, 2012)
 7. Appointment of Monica Suter, Past President, as Chair of Advisory Committee (February 5, 2010 – Mid-year Board Meeting, 2011)
 8. Naming of Western District traffic bowl trophy as the “William C. Kloos Traffic Bowl” (per previous email vote)
 9. Acceptance of Stock Donations for Endowment Fund (per email consensus vote)
 10. Change of mileage reimbursement rate to new federal rate (\$0.50/mile)
 11. Conversion of District Leadership Documents from “District 6” to “Western District” (move to District Administrator’s discussion)
- B. Consent Agenda*
1. Approval of July 12, 2009, Board Meeting Minutes
 2. Approval of July 14, 2009, Annual Business Meeting Minutes

M/S – KA/DW to approve consent agenda. Motion passed.

II. PRESIDENT’S REPORT (Sanderson)

- A. Committee Appointments – President Sanderson noted the recent committee appointments and re-appointments as document in the items of record.
- B. Section/Chapter Visits – He described recent visits to local sections and chapters.
- C. “Western District” Name Change (tabled to District Administrator’s discussion)
- D. Strategic Planning - A recent member survey provided insight on members’ needs and desires in relation to District services and programs. Part of the Board’s focus over the remainder of this term will be to align the District’s goals and committee organization with the needs of the membership.

III. VICE PRESIDENT’S REPORT (Perez)

- A. Close of 2008-2009 Fiscal Year Accounting and Taxes – Vice President Perez provided a discussion of the previous fiscal year’s budget. He clarified that the District had received a tax refund, but this was probably due to the fact that the District had paid estimated taxes the previous year (related to advertising income). It was noted that accounting support and review should be discussed at future meetings.
- B. Committee Travel Budget – VP Perez noted that most of the committee chair travel budget had been expended for the mid-year meeting. He developed a spreadsheet to track approvals, which was shared with the Secretary-Treasurer.
- C. Leadership Directory – An update to the leadership directory is pending.

- D. WesternITE Activities – VP Perez noted that many changes have occurred with the WesternITE, but tabled most of the discussion to the WesternITE editor’s report.

IV. SECRETARY-TREASURER’S REPORT (Reynolds)

- A. 2009-2010 Year-to-Date Financial Report – Secretary/Treasurer Reynolds provided a financial report and budget comparison for each budget category. (see report for further details)

Action Item: The District Administrator shall be added to the signature cards for all the accounts.

V. PAST PRESIDENT’S REPORT (Suter)

Past President Suter reiterated that Carlos Ortiz served on the Nominating Committee. She stated that she felt the IAA/LAA guidance docs on web needed some process clarification. International Director Whitlock provided the clarification that only Board members and past winners of the Lifetime Achievement Award would review Lifetime Achievement Award nominees.

The Board convened in Executive Session at 9:40 AM.

- A. Nominations of 2010-2011 Candidates for Western District Officer and International Director – Past President Suter presented the slate of candidates for Secretary/Treasurer and International Director.
- B. Nominations of 2010 Individual and Lifetime Achievement Awards - She also presented the nominees for the Individual and Lifetime Achievement Awards. Nominations:
President – Edgar Perez
Vice President – Alyssa Reynolds
Secretary/Treasurer – Walter Okitsu and Doug Smit
International Director - Jennifer Rosales & Nate Larson
Walter Okitsu & Doug Smith – Secretary/Treasurer

M/S Whitlock/Ackeret to accept candidates as presented by the Nominating Committee. Motion passed.

After the break, the Board re-convened in general Session at 10:20 AM.

- C. Acceptance of Nomination Committee’s Slate of Candidates* - The nominees for Secretary/Treasurer and International Director were announced.
- D. Coin flip and notification procedures in WesternITE, website, mailing list requests – Past President Suter flipped a coin to determine candidate placement in printed and on-line materials. Candidates will be listed as follows:
Secretary/Treasurer: Doug Smith, listed first in WesternITE
Walter Okitsu, listed first on the Website
International Director: Nate Larson, listed first in WesternITE
Jennifer Rosales, listed first on the Website

VI. INTERNATIONAL DIRECTORS' REPORTS

- A. International Director's Report (Mustafa) – ID Mustafa discussed activities occurring at International ITE and visits made to local sections and student chapters.
- B. International Director's Report (Ackeret) – ID Ackeret reported on his visits to local sections and student chapters.
- C. International Director's Report (Whitlock) - ID Whitlock provided a three step process for moving the endowment fund into a long-term investment plan. She recommended a task force to oversee the fund's investments.

VII. INTERNATIONAL PAST PRESIDENT'S REMARKS (Voigt)

International Past President Voigt provided a Powerpoint presentation on the state of International ITE. He noted that Headquarters will soon be moving offices, and has set up an 80th anniversary fund to help support the move. Headquarters is looking for \$200,000 in donations by June 2010.

VIII. DISTRICT ADMINISTRATOR'S REPORT (Grote)

- A. Modified Travel Policy – District Administrator Grote discussed changes to the District's travel policy.
- B. District Operating Reserves Target Formula – She reviewed previously recommended procedures for the District's Operating Reserves Target Formula.
- C. E-Balloting Update – DA Grote noted that if sections use the service, then the District gets a discount. Ten percent of the Section's fee is credited back to the District. In addition, many of the sections and chapters still need to update their bylaws to accommodate e-balloting. She requested that this information be disseminated to the sections and chapters.

Action Item: WesternITE Editor Mustafa will assist in distribution information to the sections and chapters.

- D. New Process for Charter & Bylaw Amendments - Model documents for bylaw changes are provided on the website. DA Grote proposed a new process for section and chapter bylaws. The District committee will conduct a thorough review of the bylaws before the section's or chapter's members vote. This will not require Board action.
- E. Adoption of Riverside-San Bernadino Section Bylaws – The Riverside/San Bernadino Section Bylaws were presented.

M/S Perez/Suter to approve bylaws as presented. Motion passes.

- F. Document Conversions to "Western District" – DA Grote discussed the numerous changes to District documents to reflect the name change.

M/S Sanderson/Ackeret to accept changes to documents to reflect name the change. Motion passes.

- G. Archiving – can District administrator store things for sections? – Physical storage is available on an external hard drive. However, recent changes to the Website may allow for significant virtual storage with a username and password.

Action Item: Website Manager Campbell will work with sections and chapters to store electronic documents and investigate file storage options.

Action Item: WesternITE Editor Mustafa will include file storage options in his message to the sections and chapters.

DA Grote also noted that she has received interest from several CPA Firm for auditing services. These will be considered during the Annual Meeting in San Francisco, and follow-up proposals will be solicited between now and the Annual Meeting.

Action Item: Secretary/Treasurer Reynolds will create a budget line item with anticipated costs.

12:00 noon Lunch Break

IX. WESTERNITE MANAGING EDITOR'S REPORT (Mustafa)

- A. Editor, Webmaster and Advertising Manager Roles – Due to the new format of the newsletter these roles tend to overlap. Changes to the committee may be necessary. This should include a review stipend structure, as well. The goal of the restructuring should be to create sustainable actions that aren't just the burden of a few individuals.
- B. New Logo – WesternITE Editor presented potential logo options, but design continues.

Mr. Mustafa and other discussed additional options for information dissemination including contact through social medial and regular emails similar to ASCE's Daily Smart Brief.

X. ADVERTISING MANAGER'S REPORT (Larson)

Advertising Manager Larson discussed issues related to the Professional Services Directory Advertisements once the WesternITE becomes a wholly electronic publication. The PSDs online are being formatted to look like print version. This helps to maintain the pricing model. However, the ads are currently presented in alphabetical order and web users have to page through to see ads lower in the alphabet.

Action Item: Advertising Manager Larson and Website Manager Campbell will investigate options for the PSD including a scramble feature, a pricing index based on position in the list, or organization of the advertisers by region.

He suggested options for revenue increases included larger display ads. Smaller advertisers have limited options in the on-line version. Hyperlinking the ads to an advertiser's corporate website is also an option.

Revenue of \$18,000 was anticipated from the Professional Services Directory. This will likely be closer to \$13,000.

XI. WEBSITE MANAGERS REPORT (Campbell)

Website Manager Campbell discussed recent changes to the Website including linking to the electronic website. He noted the additional storage allows for more photo presentation.

Action Item: Secretary/Treasurer Reynolds will provide photos from the 1999 meeting and Website Manager Campbell will retrieve photos from the 2006 Hawaii meeting.

Action Item: Website Manager Campbell will investigate archiving via the web.

XII. COMMITTEE REPORTS – 1:30 p.m.

- A. Advisory Committee Report (Rosales) – Ms. Rosales presented her findings on the Committee structure. The bylaws state that the Committee chairs shall take direction from the president and the board.
- B. Technical Committee Report (Aspelin) – Ms. Aspelin summarized the activities of the Technical Committee including the winners of the Student Data Collection RFP.
- C. Membership Committee Report (Hansen) – Mr. Hansen provided a report on the state of the District's membership. The biggest increase was in student members
- D. Legislative Committee Report (Eagan) – Mr. Eagan provided a summary of numerous legislative actions and noted that a full report is provided on-line.
- E. Licensing and Certification Committee Report (Okitsu) – Mr. Okitsu provided a report on the state of Traffic Engineering registration. He clarified that California is still planning to issue the EIT exam.

Action Item: Mr. Okitsu will monitor the continuing education credit requirements in each of the member states.

- F. Career Guidance Committee Report (Camacho de Cano)
 - 1. Mentoring Program – Ms. Camacho de Cano stated that the mentor/mentee cards were successful for a few months, but issues appeared with geography. Seventeen people are unmatched and waiting for mentors. There is competition with in-house mentoring programs and mentoring programs from other organizations. There will be an exclusive mentor/mentee category in the MITEy Race.

Action Item: Website Manager Campbell will post the Mentoring flyer on the website.

- 2. Career Guidance Annual Awards – 2010 is the 5th year anniversary of awards
- G. Vendor Committee Report (Lichty) – (no report provided)

- H. Student and Faculty Initiatives Committee Report (Scharf) – Ms. Scharf discussed the state of the student awards and issues with the Kell Competition and Student Traffic Bowl.
1. James H. Kell Competition travel and prize budget for mITEy Race – Since the Kell competition will not be held this year in lieu of the MiteY race, options were discussed for the prize money. It was noted that the Kell competition would resume in future years with the prize money intact.

M/S Ackeret/Suter to provide \$2500 in Kell Competition funds to the MiteY race for scholarships, student award money, and entry fees. Motion passed. (ID Whitlock abstained)

2. Student Traffic Bowl prize/travel funding – International Past President Voigt stated that Headquarters will provide \$2,000 in travel funds to the winner of the District Student Traffic Bowl. He requested photos of the District event. District Administrator Grote has the form for certifying the winner of the bowl. Students will need passports and/or visas to get in and out of Canada for the International ITE Annual Meeting.
3. Student Traffic Bowl committee to develop questions – Based on feedback from the 2009 student traffic bowl, a question development committee was recommended. The group would work with the LAC to organize the event. This issue is continued under New Business.

Action Item: Ms. Scharf and Ms. Reynolds will work together to finalize the Student Initiatives Committee guidelines.

Action Item: Ms. Scharf will provide a copy of the newsletter to the Website Manager and WesternITE editor for publication and dissemination.

- I. Student Endowment Fund Committee Report (Leong) – Ms. Leong provided a report on the state of the endowment fund and current donation levels. Donation announcements are now made by levels rather than specific amounts.
1. SEF Strategic Plan – Ms. Leong provided a strategic plan for the Board's review. See the report for additional details.
 2. SEF Investment and Disbursement Policy – An investment policy will be developed for the Endowment fund to include goals and guidelines for the fund's investment and growth. This process will involve: (1) the creation of an investment task force, the selection of a financial advisor, and the creation of a written investment policy.

Action Item: Present Sanderson appointed Jenny Grote, Cathy Leong, Dalene Whitlock and Alyssa Reynolds to the Investment Task Force.

Action Item: Ms. Leong and Ms. Scharf will coordinate to develop articles about student activities for use in Endowment Fund materials, the WesternITE and the website.

Action Item: President Sanderson directed all committee chairs to develop goals for their respective committees.

XIII. ITE TECHNICAL COUNCIL REPORTS

Jennifer Rosales, Chair of the Ethics Committee, announced that a survey will be issued to leadership by end of February.

XIV. FUTURE ANNUAL MEETINGS

- A. 2015 Annual Meeting Statements of Interest (Sanderson) – The District received three statements of interest for the 2015 meeting: Albuquerque, New Mexico; Billings, Montana; and Las Vegas, Nevada. The Board selected the New Mexico Section and Nevada Chapter as potential candidates and requested proposals. Each candidate will provide a 15-20 minute presentation at the Annual Board Meeting in San Francisco.

XV. ANNUAL MEETING REPORTS

- A. 2009 Denver Final Report (Larson/Johnson) – Nate Larson, Denver LAC Co-Chair, provided a written summary of the Denver meeting.
- B. 2010 San Francisco (Spencer) – Mark Spencer, San Francisco LAC Chair, provided an update on the San Francisco meeting. He noted that the LAC is using CVENT for registration coordination and will report on its success. He requested that the LAC manual be updated in relation to student fees. Mr. Spencer presented a final budget for Board discussion and approval.

M/S Ackeret/Whitlock to accept a base rate of \$425 for early registration and hotel confirmation and \$495 for early registration without hotel confirmation. Motion passed.

- C. 2011 Anchorage (Brooks) – Anne Brooks discussed the current planning efforts for the Alaska meeting. Board members discussed the availability of alcohol at meeting functions, and the consensus was that the guidelines are flexible with regard to hosted or no-host drinks. Discussion also covered sponsorship. It was determined that the LAC may start fundraising as long as they don't overlap with the current year's LAC.

M/S Suter/Ackeret to provide the Anchorage LAC with a \$3000 advance. Motion passed.

- D. 2012 Santa Barbara (Mericle) – Tom Mericle outlined the Santa Barbara LAC's actions related to meeting planning. He mentioned innovative ideas such as the creation of an iPhone application in lieu of printed program materials.

M/S Ackeret/Whitlock to provide the Santa Barbara LAC with a \$2400 advance. Motion passed.

- E. 2013 Phoenix (Carroll) – (no report provided)
- F. 2014 Rapid City – (no report provided)

XVI. OLD BUSINESS

- A. Tijuana, Mexico Student Chapter Update (Perez) – Vice President Perez reported that while efforts continue to engage the students at ITT, there has been little response. They are planning to approach another university.

XVII. NEW BUSINESS

- A. Western District Strategic Plan (Sanderson) – This issue was covered during the President’s report.
- B. Financial Support for ITE Vice Presidential Candidates Rock Miller and Ray Davis (Sanderson) – Two candidates from the Western District are running for International Vice President. Election guidelines allow the candidates’ home district to support their campaigns with up to \$2500 in campaign funds.

M/S Ackeret/Whitlock to support each candidate at \$2500 each. Motion passed

- C. Fellow Membership Grade Requirement for District Officers (Grote) – A suggestion was presented to the Board to require all District officers to be of Fellow grade or higher. District Administrator Grote polled the other Districts and found that no one else requires or recommends this designation. The Board determined that no changes would be made.
- D. CEU Credits for Annual Meeting (Reynolds) – ITE Headquarters provides a continuing education documentation service for District, Section, and Chapter meetings. The group organizing the meeting must provide a speaker biography and abstract for each presentation. Headquarters then develops a form for attendees to use during the conference or meeting.

M/S Ackeret/Reynolds to incorporate Headquarters’ PDH certification service into the LAC Manual. Motion passed.

Action Item: Secretary/Treasurer Reynolds will provide process documentation to the District Administrator for inclusion in the LAC Manual.

- E. Traffic Bowl Standing Committee (Sanderson) - President Sanderson established a task force to address question development for both the professional and student traffic bowls.
- F. Donation to the 8^{0th} Anniversary Fund (Ackeret – added 2/5/10)

M/S Ackeret/Sanderson to provide a donation of \$2500 to the 80th Anniversary Fund. Motion passed.

XVIII. NEXT MEETING: Sunday, June 27, 2010, San Francisco, California

A concise board meeting anticipated due to the MiteY race.

XIX. ADJOURN – 5:10 p.m.

M/S Ackeret/Perez to adjourn the meeting. Motion passed.