

ITE Western District
2016 Mid-Year Board Meeting
January 22, 2016



Held at the Double Tree Hotel, Ontario, California

CALL TO ORDER AND INTRODUCTIONS

Western District President Cathy Leong called the meeting to order at 8:00 a.m. Attendees at the meeting were:

BOARD MEMBERS:

Cathy Leong, President
Mark Spencer, Vice President
Dongho Chang, Secretary-Treasurer
Carlos Ortiz, Past President
Jennifer Rosales, International Director
Alyssa Rodriguez, International Director
Walter Okitsu, International Director
Dalene J. Whitlock, District Administrator (ex-officio non-voting member)
Joey Paskey, *WesternITE* Managing Editor (ex-officio non-voting member)

COMMITTEE CHAIRS AND GUESTS:

Amit Kothari, Technical Committee Chair
Colleen Agan, ITE International Senior Director of Membership
Danielle Scharf, Student Initiatives Committee Chair
Doug Smith, PR Committee Chair
Janna McKhann, Vendor/Industry Chair
Jeff Paniati, ITE International Executive Director
Jim Barrera, Albuquerque 2016 LAC Co-Chair
Jonathan Hofert, Candidate for Secretary-Treasurer
Justin Link, WesternITE Web Manager
Joe De La Garza, San Diego 2017 LAC and Membership Committee Chair
Kimberly Leung, Richard T. Romer Student Endowment Fund Committee Chair
Marc Mizuta, 2017 LAC Finance Chair
Neelam Dorman, Candidate for Secretary-Treasurer, Career Guidance Committee Chair
Paula Flores Benway, ITE International President
Randy McCourt, LAC Coordination Liaison, Oregon Section
Robert Sweeting, WesternITE Advertising Manager
Ryan Zellers, San Diego Section
Tom Mericle, Legislative Committee Chair

Mario Garcia-Gillespie, Nigel Anthony, and Brandon Wong, SLS Planning Committee
The Western District Annual Board Meeting was held on January 22, 2016 at the Double Tree Hotel in Ontario, California. Board Members, Committee Chairs, and guests attended the meeting.

I. CALL TO ORDER AND INTRODUCTIONS

II. APPROVAL OF AGENDA

A. Approval of Agenda

MOTION: Mark Spencer, 2nd Randy McCourt to approve the agenda. Motion passed.

III. ITEMS OF RECORD AND CONSENT AGENDA

A. Items of Record:

1. Creation of LAC Liaison as new District Committee Chair
2. Appointment of Randy McCourt as the LAC Liaison
3. Reappointment of Neelam Dorman as the Career Guidance Chair
4. Reappointment of Justin Link as the Webmaster
5. Reappointment of Danielle Scharf as the Student Initiatives Chair
6. Appointment of Jenny Grote, Rock Miller, and Zaki Mustafa to the Advisory Committee
7. Appointment of Doug Smith as Public Relations Chair
8. Articles of Incorporation and dba
9. Updated Past President's and Vice President's Duties
10. Revised Lifetime Achievement Award Selection Process
11. South Bay Chapter/SBTOA- indicated they no longer wanted to be affiliated
12. Inland Northwest Chapter- considered not active
13. WesternITE Technical Editor Position
14. Western District Fellowship
15. Wayne T. Van Wagoner Endowment
16. Student Traffic Bowl Team Travel Support for Hollywood, FL Meeting
17. Updated Travel and Expense Reimbursement Form

B. Consent Agenda:

1. Approval of July 19, 2015, Annual Board Meeting Minutes
2. Approval of July 20, 2015, Annual Business Meeting Minutes

MOTION: Mark Spencer, 2nd Alyssa Rodriguez to accept minutes. Motion passed.

IV. PRESIDENT'S REPORT

- A. WesternITE and Communications.** Western District President Cathy Leong discussed the printed edition of WesternITE and the proposed Bylaws revisions. She also thanked Joey Paskey for sending the monthly enews on time to meet the schedule required for changing the Bylaws.
- B. LeadershipITE.** Six members were selected from the District. Two requested financial assistance. The budget is \$3000 total so each will receive \$1500. LeadershipITE candidates receiving assistance will be asked to write a summary of experience from the program. This will help with what candidates and the District are getting from the program. Ashley Brooks provided a report from last year.
- C. Section/Chapter Visits.** Travelled to the International Annual Meeting in Hollywood, Florida for International meeting, Northern California, San Francisco Bay, and Riverside-San Bernardino section meetings, and swore in officers at the Central Coast meeting.
- D. Policy and Guidelines Manual.** District policy and guideline manual provides board and officers the current policies. Dalene will be the "owner" of the manual. It will be put on the website so it is available for everyone.

ACTION: Website Manager Justin Link to work with DA Dalene Whitlock to put policy and guideline manual on website.

- E. WD Awards Deadlines.** President Cathy Leong provided a summary of new deadlines for awards with most award winners due to the Vice President by May 15. The revised date will provide sufficient time to have the award plaques made and delivered.
- F. Old Action Items from 2015 Mid-Year Board Meeting.** Reported status was as follows:
- Mark Greenwood will finalize the Public Relations Committee Strategic Plan. **DEFER TO DOUG SMITH**
 - Dalene Whitlock to incorporate the revised elections guidelines into the bylaws. **DONE**
- G. Action Items from 2015 Annual Board Meeting.** Reported status was as follows:
- Website Manager Justin Link to contact all Committee Chairs and DA Dalene Whitlock and ask that they review and edit the current website content, and send edits to Justin Link and Cathy Leong. **IN PROGRESS**
 - Dalene Whitlock to work with the current District Board to secure legal counsel for the District and pursue filing the District's Articles of Incorporation and refile of the District's 501(c)3 status (if necessary). **DONE**
 - Dalene Whitlock will bring back insurance information at the 2016 Mid-Year Board Meeting. **DONE**
 - Dalene Whitlock will engage a new tax accountant close to her office in Santa Rosa, CA. **DONE**

- Joe De La Garza will summarize the membership stats for 30 and under members, the students transitioning to young professionals, private vs. public agency members. **IN PROGRESS**
- Mark Greenwood to prepare a timeline for the Mid-Year Board Meeting regarding the implementation of items included in his report. **NEW COMMITTEE CHAIR APPOINTED**
- Cathy Leong to send MOU to Board Members for review, with comments due back by Mid-August. **DONE**
- All Board Members to review the LAC Manual and provide comments to Tom Mericle. **DEFER TO RANDY MCCOURT**
- Justin Link to update website with new policy and associated materials (i.e. expense reimbursement form). **DONE**
- Cathy Leong to invite Amy Martell of HelmsBriscoe to the Mid-Year Board Meeting. **DONE**

H. Action Items since the 2015 Annual Board Meeting. Reported status was as follows:

- Public Relations Committee Chair Doug Smith to submit a Committee Strategic Plan and an action plan to the Board for discussion. **IN PROGRESS**
- LAC Liaison Randy McCourt to submit a revised LAC Manual at the Mid-Year Board Meeting for review and adoption. **DONE**
- DA Dalene Whitlock to work with Walter Okitsu and Jenny Grote to submit proposed bylaws revisions to the Board at the Mid-Year Meeting for review and approval. **DONE**

V. VICE PRESIDENT'S REPORT

- A. Close of 2014-2015 Fiscal Year Accounting and Taxes.** Vice President Mark Spencer noted advertising revenues are higher this year and the District received excess revenue from Las Vegas. He expressed concern with the dues revenue, which is down for the second year in a row. Mark discussed International HQ's request to standardize dues for all districts and that it would be beneficial to HQ staff since it is confusing to have different levels and categories for members. He noted that the District decided not to raise dues this year. Reserves are healthy at \$130,000. New tax accountant is being used who is located closer to Dalene. It will be first year for the accountant, which will be a learning curve. Fee for the accountant will be slightly higher. May have to add \$500 to \$600 to the budget for taxes for the Accountant to prepare our 1099 forms. Taxes will be done in February and 1099 forms given to stipend recipients.
- B. Committee Travel Budget.** Committee chair travel budget is \$2500 with half the amount being used for this meeting. Mark complimented Danielle Scharf for saving on travel cost from Montana.
- C. Leadership Directory update.** Mark noted that the Leadership Directory was updated on January 5, 2016.

VI. SECRETARY-TREASURER'S REPORT

- A. **2015-2016 Fiscal Year-to-Date Financial Report.** Dongho Chang reported on the District's year-to-date income (for the period of October 1, 2015 – December 31, 2015). It included the following: \$1,900 in advertisements, \$5,585.78 in dues from International, and \$200 from sponsorships. Year-to-date expenses totaled \$20,767.32, which included \$7941.79 of travel expenses for International Directors and District Officers, \$5,986.44 for WesternITE printing and mailing, and a \$3,000.00 contribution to LeadershipITE.

VII. PAST PRESIDENT'S REPORT

- A. Past President Carlos Ortiz reported on candidates for the District elections and nominations for the Individual and Lifetime Achievement Awards. He also announced that he was appointed by the ITE International President, Paula Flores Benway, to serve on the Strategic Initiatives Committee.

VIII. NOMINATING COMMITTEE ANNOUNCEMENTS

- A. **Nomination of 2016-2017 Candidates for Western District Officers and International Director:** Past President Carlos Ortiz announced the following slate of candidates for the 2016 elections. President: Mark Spencer, Vice President: Dongho Chang, Secretary-Treasurer: Neelam Dorman and Jonathan Hofert, International Director: Karen Aspelin.

IX. INTERNATIONAL DIRECTORS' REPORTS

- A. Senior International Director Jennifer Rosales reported on the Fall meeting in Tucson. Highlights included ITE rebranding efforts under way, membership/dues structure, and ITE International Director Prezi presentation.
- B. Middle International Director Alyssa Rodriguez will be on the nominating committee. Attended Idaho Chapter conference and thought they had a great model. Morning technical session and afternoon social that allowed members to stay or go back to work.
- C. Junior International Director Walter Okitsu provided highlight of 22 days into the position.

X. INTERNATIONAL PRESIDENT'S REMARKS

- A. ITE International President, Paula Flores Benway, indicated 2015 was a transitional year. She discussed ITE Headquarters staffing changes, new initiatives, strategic initiative committee, and increasing connection with international members.
- B. New ITE Executive Director and CEO, Jeff Paniati, discussed his whirlwind three months on the job, staffing changes, and the state of the organization. He indicated ITE will be more aggressive on national issues and on communications with members. He and the Board discussed working together in the future to better coordinate District and International annual meetings.

XI. DISTRICT ADMINISTRATOR'S REPORT

- A. **Articles of Incorporation.** District has obtained our Articles of Incorporation, which is a document that banks require for opening accounts.
- B. **Western District Bylaws Revision and Enumeration.** With help from the Bylaws Update Committee members Jenny Grote and Walter Okitsu, Dalene prepared recommended revisions to Bylaws to make them consistent with District policies and operation. Working with our attorney, she prepared the Bylaw revisions and Enumeration of California Nonprofit Corporation Law document. She requested that the Board take action resolving to amend the Bylaws via an expedited process that does not include presentation at an Annual Business meeting if the Bylaws are to be part of this year's election. A proposed schedule was provided for consideration.
- C. **District Records.** DA Dalene Whitlock received 32 boxes of records from Rory Grindley in July. She is reviewing, scanning, and backing up the documents to an external hard drive. Dalene would like to have the historical WesternITE newsletters scanned and stored electronically. She currently has them since 2004.

MOTION: Mark Spencer, 2nd by Carlos Ortiz to approve putting the Bylaws as amended on the ballot in 2016. MOTION PASSED

MOTION: Walter Okitsu, 2nd by Carlos Ortiz to edit the Bylaws to add dba "ITE Western District" language. MOTION PASSED

MOTION: Mark Spencer, 2nd by Carlos Ortiz to approve the Enumeration as an ancillary document to the Bylaws. MOTION PASSED

MOTION: Mark Spencer, 2nd by Carlos Ortiz to amend the Bylaws through an expedited process without bringing them to an Annual Meeting. MOTION PASSED

ACTION: Dalene to work with Joey to publish proposed Bylaws in WesternITE by March 1 and with Justin Link to put everything on the website.

XII. WesternITE MANAGING EDITOR'S REPORT

- A. WesternITE Managing Editor Joey Paskey provided an update on goals for the future WesternITE, which included working with the Communications Task Force on the Western District ITE Communications Plan, offering a "go green" option to members, standardization of publication dates, inclusion of more articles in the newsletter, and generating advertising funds to be financially self-sustaining. She also indicated that WesternITE circulation is at approximately 3,257. Our current policy is to produce two printed/ mailed issues per year, plus an additional printed issue distributed at the Annual Meeting.

ACTION: Joey to mail printed WesternITE by March 1st.

ACTION: Dongho to provide highlights from Board meeting to Joey.

ACTION: Jim Barrera to provide content for Annual Meeting to Joey.

XIII. WesternITE ADVERTISING MANAGER'S REPORT

- A. WesternITE Advertising Manager Robert Sweeting reported that the District has 24 advertisers in the Professional Services Directory. There are four "gold", five "silver", and two "bronze" sponsors. The price format was modified beginning in 2016 to only "gold" and "silver" sponsorship. Total advertising for 2014/2015 was \$26,110, which was \$6,000 increase over the previous year.

XIV. WEBSITE MANAGER'S REPORT

- A. Website Manager Justin Link provided updates on traffic for the District's website and social media sites. He is working with committee chairs to take ownership of website content in order increase responsiveness. He will be working with district officers to utilize social media and live tweets using each position's own twitter account at the annual meeting. Justin Link to coordinate twitter accounts for International Directors and Officers.

XV. COMMITTEE REPORTS

- A. **Advisory Committee** Chair Walter Okitsu indicated that the committee's tasks have been completed with respect to proposed changes to the Nomination Policy and Candidate's Guide to Elections.
- B. **Technical Committee** Chair Amit Kothari reported that eight ITE Journal articles written by authors from the Western District were eligible for consideration for the Wayne T. Van Wagoner award compared with nine in 2014. There were twelve Data Collection proposals compared with nine last year. One proposal was disqualified this year. It was noted that Amit had a nice write up in the E-news.
- C. **Membership Committee:** Membership Chair Joe De La Garza provided a breakdown of the totals of members and membership types. In the short-term (May to December 2015), total voting members increased by 78 and overall membership increased by 164. This is an increase of 3.8%. Paid members are down by 108, but the non-voting members made up the difference. Total members was reported at 4497. Headquarters' numbers are lower than what the District was reporting. ITE Senior Director of Membership Colleen Agan indicated she will be working to provide this type of data and analysis for the District, rather than having each District develop them.
- D. **Legislative Committee:** Legislative Committee Chair Tom Mericle reported annual summary of legislative activities for publication in the WesternITE. He reported on status of SB 743.

- E. **Career Guidance:** Career Guidance Committee Chair Neelam Dorman reported that the “first time annual meeting attendee” ribbon was a great idea, but hard to execute. The LAC would need a way to identify new attendees through the registration by adding a check box. Three student career development sessions are planned for the 2016 annual meeting. Two career guidance awards will be presented at the annual meeting: Best annual meeting paper award by a Young Professional and the Young Professional Achievement Award. There will also be an Employer Achievement Award.
- F. **Vendor/Industry Committee:** Vendor Committee Chair Janna McKhann indicated that coordinating with local IMSA hasn’t been an issue. She indicated that vendors’ time is precious and the LAC should plan the schedule so that vendors are not standing around. Suggestions included grouping events together, having food breaks in the exhibit hall, or having the exhibit hall open for just one day. It was noted that we were seeing more vendors at local meetings and they seem happy with the advertising/return. We are shifting some control from LAC to vendors so that they can sponsor food and breaks. It was recommended to have one person be the liaison for the vendor coordination. Carlos Ortiz suggested having keynote session at the Vendor area and providing free passes to local members to visit vendor exhibits. Monterey and Keystone could be opportunity to try something new. Randy McCourt would like to standardize vendor contracts. He will work on proposed standard vendor contract language for incorporation into the LAC manual.
- G. **Student and Faculty Initiatives Committee:** Student and Faculty Initiatives Committee Chair Danielle Scharf provided a written report summarizing the James H. Kell Competition, Student Traffic Bowl, awards at the 2015 Annual Meeting, and student chapter and faculty advisor updates. She highlighted the great participation from the student members at the annual meeting.
- H. **EF Fund Status:** Richard T. Romer Student Endowment Fund Committee Chair Kimberly Leung announced that the Endowment Fund balance was at \$433,201.13. A total of \$6,888.17 in donations was collected at the Annual Meeting in Las Vegas, including \$250 from the MiteY Race.
- I. **Public Relations Committee:** Chair Doug Smith reviewed the mission and purpose of his committee, then presented some immediate action items as included in his written report.
- J. **Traffic Bowl Committee:** Chair Ken Ackeret submitted a written report that detailed the winners of the previous Professional and Student Traffic Bowls.
- K. **LAC Liaison:** Randy McCourt presented LAC policies, which will be first in a number of documents that will replace the LAC Handbook.

MOTION: Walter Okitsu, 2nd by Mark Spencer to approve the policies with the following edits:

Page 1- The Annual Meeting of the ITE Western District shall be held in July, “unless a meeting in June is approved by the Western District Board.”

Page 4- add registration waiver for student paper winner

Motion Passed.

XVI. FUTURE ANNUAL MEETINGS

- A. A statement of interest for 2020 was made by Cathy Leong for joint Hawaii and Southern California Sections in Honolulu. A presentation will be made at the Annual Meeting. There was interest in hosting future meetings in Montana and Portland. There was general discussion on holding the Annual Meeting where membership would want to go and have an enthusiastic LAC rather than alternating in and out of California.

ACTION: President Cathy Leong to invite the Southern California and Hawaii Sections to make a presentation at the Annual Meeting.

XVII. ANNUAL MEETINGS' REPORTS

- A. **Las Vegas 2015:** LAC Chair Lindsay Saner provided an update via telephone.
- 440 attendees, 120 students, 20 guests, and 40 exhibitors.
 - 1,000 total room nights exceeding 721 contracted minimum.
 - Meeting returned back \$13,882 in excess revenue to District.

MOTION: Alyssa Rodriguez, 2nd by Carlos Ortiz to use the excess revenue from the 2015 Las Vegas meeting as follows:

\$3,000 Leadership ITE a year in advance for 2016/2017

\$3,000 Leadership ITE HQ sponsorship

\$7,000 to Student Endowment Fund

\$882 to remain in District general account

Motion Passed

- B. **Albuquerque 2016:** LAC Co-Chair Jim Barrera provided a summary of the LAC's meeting planning activities, including Family night at Explora.
- They are developing sponsorships.
 - Abstracts are coming in slowly. Board recommended keeping existing deadline and extend if needed afterward.
 - There will be a joint technical and social tour. Technical tour will return early to sessions.
 - Vendor fee is \$1,800. Considering reducing to \$1,500. There is room for 49 vendors. Minimum of 35 is needed.
 - Key note speaker is Steven Michael Quezada, actor who plays Agent Gomie in Breaking Bad.
 - Mark Spencer indicated that District does not expect a surplus and that breakfast is not missed as much if there are options nearby. Isolated locations are more of a concern for attendees.
 - The 85 student count could be low. 100 might be better number to use.

- C. San Diego 2017:** LAC General Chair Joe De La Garza indicated that they have set the meeting date from June 17-21, 2017 and the location will be the Hilton San Diego Resort.
- The hotel rate is \$229 per night, \$28 per day for parking, with 22 government rate rooms.
 - Guaranteed minimum room is 520 room-nights.
 - LAC is finalizing committee chairs.
 - Some tour ideas were presented which included bike tour, TMC/Caltrans management center, McCain facility, new land bridge, San Diego Trolley management center.
 - Family night options being reviewed are Padre game, beach bon fire, boat ride, Belmont Park, San Diego Zoo, and cruise of the port.

Following are some of the feedback from the Board:

- Student rates should be simplified with \$150 and plan on 120-140.
- People have other options to stay so consider reduced registration fee for people staying at hotel.
- No need to comp student hotel room.
- Consider no-frills registrations and local agency rate.
- Vendor area is 30 feet away in separate facility. Need to better integrate vendor area with hotel.
- Concern about people coming in early and having difficulty booking room leading up to the meeting.

- D. Keystone 2018:** LAC Co-Chair Aaron Heumann, through telephone, indicated MOU has been finalized with Texas District ITE and signed. LAC is working with Helms Briscoe to secure a contract with assistance from Randy McCourt. NCUTCD/AASHTO will be meeting a week before at the same facility.

- E. Monterey 2019:** LAC Co-Chairs Kimberly Leung and Justin Link reported that they are reviewing two properties:

- Hyatt Regency Monterey is about a mile away from downtown. Room rate is \$219, but would like to negotiate down to \$199.
- Hyatt has a conference center on their property.
- Portola Hotel is located in downtown. Room rate is \$249.
- Portola ballroom, breakout room, and Monterey Conference Center's rooms on the first floor is included in the proposal. LAC is reviewing rental of entire MCC due to layout of Portola breakout room.
- Another hotel, Marriott could become an option, if entire MCC can be secured separately.
- LAC toured the Monterey Bay Aquarium as a potential Family Night venue. It will be \$200 per family and will be exploring other options such as beach party. Shuttle buses to/from downtown are \$5,000 for family night.

XVIII. OLD BUSINESS

- A. **WD Student Expenditures:** President Cathy Leong discussed revisions to the student initiative expenditures to reallocate existing funding as detailed in her memo. The reallocation budget categories and amounts were developed in conjunction with Danielle Scharf.

MOTION: Motion to implement the proposed reallocation of student initiatives funding. Motion passed.

XIX. NEW BUSINESS (PRESENTATIONS)

- A. **Student Leadership Summit:** Mario Garcia-Gillespie and Nigel Antony presented on what has been going on behind the scenes for the past 9 months to prepare for the SLS. They currently have 100 students and have received \$20,000 in sponsorship. Jeff and Paula are scheduled to provide the key note.

XX. Next Board Meeting: July 10, 2016, Albuquerque

XXI. ADJOURN

MOTION: Mark Spencer, 2nd by Carlos Ortiz to adjourn the Board Meeting. Motion passed.

The meeting adjourned at 4:00 p.m.