



## 2022 Annual Board Meeting Minutes

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*Renaissance Hotel Palm Springs  
888 Tahquitz Canyon Way, Palm Springs, CA 92262  
Chino Room  
Sunday, June 26, 2022  
8:00 am - 4:00 pm (PT)*

### **CALL TO ORDER AND INTRODUCTIONS**

Western District President Joe De La Garza called the meeting to order at 8:06 a.m. Attendees at the meeting were:

### **BOARD MEMBERS:**

Joe De La Garza, President  
Kimberly Leung, Vice President  
Doug Smith, Secretary-Treasurer (preparer of the meeting minutes)  
Giancarlo Ganddini, Past President  
Neelam Dorman, Jr. International Director  
Mark Spencer, Sr. International Director  
Dalene J. Whitlock, District Administrator (ex-officio and non-voting member)

### **COMMITTEE CHAIR, SECTION REPRESENTATIVES, AND GUESTS:**

Cameron Shew, Website Manager  
Cathy Leong, District LAC Committee Chair  
Ed Alegre, Southern California Section Representative  
Jeanne Acutanza, Washington Section Representative  
Jenny Tapat, Career Guidance Committee Chair  
Kayla Fleskes, Student Funding and Initiatives Committee Chair  
Keoni Wasano, Hawaii Section Representative  
Maggie Lin, Oregon Section Representative  
Nick Carcha, Central California Section Representative  
Patrick Marnell, Technical Committee Chair  
Phuong Nguyen, San Diego Section Representative  
Ryan Zellers, Advertising Manager  
Lauren Davini, San Francisco Bay Area Section President  
Zach Bosch, Northern California Section Representative  
Randy McCourt, International Past President  
Beverly Thompson Kuhn, International President  
Rosana Correa, International Vice President

The Western District Mid-Year Board Meeting was held in-person on July 26, 2022. Board members, committee chairs, section representatives, and guests were in attendance. Voting members of the District Board consist of the Elective Officers of the District (Executive Committee: President, Vice President, Secretary-Treasurer, Past President, and two International Directors) and Section Representatives.

\*Indicates items where action is required.

## SPECIAL SESSION

Special Session was called to order at 10:46 am for the Special Session.

### I. ITE WD Communication Protocol/Responsibilities

#### a) Review Officer/Chair Responsibilities (Dorman)

- First meeting back in person – wanted to get all board members together and discuss officer duties. Covid has impacted our communications with members. It impacted award nominations and responsiveness to issues.
- Neelam presented spreadsheet of roles and duties by calendar year.

**ACTION:** Kimberly to identify a social media manager to replace Cathy Leong (Interim) on a permanent basis.

**ACTION:** Neelam to provide the completed roles and responsibilities matrix by September board meeting.

#### b) Discuss Communication Protocol/Schedule(Dorman)

- Neelam reviewed board packet roles and responsibilities using President as an example.
- Kayla asked to know how the process of the SFIC Committee decisions and the board related to the endowment fund related to investments.
- Discussion on timing of email blasts more than once a month.

**ACTION:** Chairs to complete roles and communications schedule by August 2022 to discuss at the Fall Executive Committee Meeting in September 2022. Cathy to collect the Chairs input and combine into one document for board consideration.

**ACTION:** Joe to follow up with on the communications schedule with all Chairs by end of July 2022.

**ACTION:** Transportation Achievement Awards to be moved to technical chair by Jeanne Acutanza.

**ACTION:** Cathy needs input from the Past President about the communication schedule for the timing of LAA nominations, Annual Award submission, and candidate nominations by end of August 2022.

## GENERAL SESSION

### I. Call to Order and Roll Call (De La Garza)

Joe called the meeting to order at 1:03PM. Latest agenda was sent out by email on 6.26.22. President Joe De La Garza reported that the 2022 Mid-Year Board Meeting minutes were approved at the Annual Board Meeting.

### II. Approval of Agenda (De La Garza)

**MOTION:** Neelam Dorman, 2<sup>nd</sup> Giancarlo, to approve the Annual Board Meeting agenda.  
Motion passed by unanimous consent.

### III. Consent Agenda (De La Garza)

- a) Approval of January 2022 Mid-Year Board Meeting Minutes

**MOTION:** Mark Spencer, 2nd Neelam Dorman, to approve the Mid Year Board Meeting Minutes.  
Motion passed by unanimous consent.

### IV. Summary of Executive Session

- a) Items of Record (De La Garza)
- Discussed appointment of four chairs in September 2022. Joe will discuss interest from the current chairs and will appoint new chairs at September meeting.
  - Additional effort to get more nominations for LAA will be going out to Sections for next year.
  - Special session to improve understanding of roles and responsibilities of committee chairs.
- b) Awards & Elections (De La Garza)
- c) Action Items Review (De La Garza)
- We have changed the name of our Mid Year Board Meeting to the Winter board meeting.
  - Some sections did not submit board reports and need to address this issue.
  - Dalene working on orientation notes for next meeting.
- d) 2022-2023 Fiscal Year-to-Date Financial Report (Smith)
- Reviewed year to date budget and outstanding/paid awards were reviewed and revised.
- e) 2022-2023 Proposed Budget\* (Smith)
- Minor revisions were discussed to the budget to be made during breaks and to bring it back to the full board for approval later in the meeting.

### V. ITE International Remarks

- a) International President (Kuhn)
  - It has been a busy year, attended many meetings and looking forward to New Orleans 2022.
- b) International Vice President/Past President (Correa/McCourt)
  - Expect to reach 17,000 members next year. ITE in good financial condition. Working on rechartering student chapters. Focused on members needs on day to day work. Traffic Engineering handbook will be involved on a wiki. Relationship with DOT's has improved in last few years including membership from agencies like NYDOT and Caltrans. The goal is to collaborate with local agencies more moving forward.
  - Question about if ITE is looking into the structure of dues with local agencies in mind as the economy is making it more difficult to expense professional organization costs in the public sector.
  - ITE is looking for ideas on ways to improve member benefits and make things more seamless to agencies.

#### VI. District Administrator's Report (Whitlock)

- a) At Winter Board Meeting, Board made decision to rename the Board Meetings to Fall Executive Committee Meeting. Winter Board Meeting, and Summer Board Meeting due to Sections moving to a calendar year rather than a fiscal year. Dalene has updated all travel policies and all office duties for board approval.

**ACTION:** Dalene to update the travel policy and officer duties documents based on comments at the meeting and after input through Neelan's summary spreadsheet of roles and responsibilities. Dalene to send the revisions to Cameron for upload to the website.

- b) Elections opened in late May and close tonight. Only 13% of our district members voted in the election. The secondary security feature and new email address from Elections Online likely impacted the number of people voting. International uses Survey Monkey and the district will look at other options.

**ACTION:** Dalene to look into reason for two step authentication for Elections Online in the 2022 elections and consider our options for using the new system.

- c) The Fall Executive Committee meeting includes the full executive committee.
- d) Administrative changes will be concurred by board but does not require a vote of entire board.
- e) Kayla is working on student chapter advisor guidelines but requires Dalene to coordinate with international because they are also working on similar guidelines. Kayla will work with David Hurwitz on these guidelines.

**ACTION:** Kayla to coordinate with Dalene and complete student chapter advisor guidelines with David Hurwitz by January 2023 Board Meeting.

#### VII. WesternITE Managing Editor's Report (Simpson)

- a) Ellie Simpson was not in attendance at the board meeting. Board report in packet.

### VIII. Advertising Manager's Report (Zellers)

- a) Ryan reported that 2022 has 8 sponsors for this year and is still seeking out additional sponsors and advertisers.
- b) Question on whether there is a hard cap on sponsorships but Ryan indicated that there is no limit and the different levels provide different access to benefits, etc. Communications this year have been very generic and there has not been any one on one selling and upsells. There are a lot of larger firms that have not contributed to sponsorships etc. this year that have done so in the past years.
- c) The Board recognized that Ryan has done a good job of bringing in sponsorship income and it helps the district operating budget. There is a lot of potential for sponsorships and a lot of competition for marketing budget.
- d) Discussion on ways to package the sponsorships so they work for our sponsors in a way that will make them more attractive.

**ACTION:** Ryan to explore ways to repackage the sponsorships to make them a better value for our sponsors and will return to the board with recommendations.

### IX. Website Manager's Report (Shew)

- a) Cameron discussed the website revamp and feels it came out very well and the feedback has been positive. Working on job postings and broken links. He recommended statistic and file management systems for future improvements. Web hosting service needs to be changed for faster service and better storage. 50% of storage is full including cloud hosting.

**ACTION:** Cameron will investigate options for web hosting and make sure we have the adequate budget in our new budget. Doug to look into the need to revise budget in coming years to make additional improvements to the website.

### X. Committee Reports

- a) Technical Committee (Marnell)
  - Data collection project with STEM outreach event completed by CPP and USC. Great job partnering with local schools and STEM programs. UH and OSU will be wrapping up their projects over the summer.
  - Good turnout for best annual meeting paper award but not as much for the other technical awards.
- b) Career Guidance Committee (Tapat)
  - Career Guidance MiteY Mentorship held a mentor discussion event. The mentor network is strong and provides good support.
  - Developing engagement plan for upcoming efforts and promoting program tonight at Get Acquainted Social.
  - Discussion on how the mentorship award nominee description is not consistent with how members may interpret the award. We need to review the requirements and clarify requirements with District.

**ACTION:** Jenny to review requirements of mentorship award and add any clarification that is necessary to the website.

- Current nomination process requires a young professional to submit the mentor award nominations. Suggestion that sections be allowed to nominate mentors however the purpose of the nomination process is to encourage young professional involvement.
  - Suggestion that we get the process started earlier and provide a schedule of when things are due to sections for all student related awards.
- c) Student Funding & Initiatives Committee (Fleskes)
- Kayla reported that student fund balance was at \$520,235 which was slightly lower than last report due to economic conditions. The fund is adequate and we will be starting to use some of those funds in the near future.
  - Starting Student Leadership Council at WD Annual Meeting.
  - Kell Competition at noon today. Expecting 25 students to participate and will be similar to last year's competition.
  - Cal Poly SLO won Student Chapter Award and PSU won Momentum Award.
  - No school selected for SLS this year but still looking for a location to hold that event. There may not be one held in 2023. Students can attend another District's event if they are interested. Student Traffic Bowl will likely go to a virtual format and be held earlier in the year.
- d) Public Relations Committee (Stanis)
- Paul Stanis was not in attendance at the board meeting. Board report in packet.
- e) District LAC Committee (Leong)
- Discussed interest in a joint meeting with Mountain District as an option for 2028.
  - Working on Spring and Fall Webinar series.
  - Gatherly has not worked out well for WesternITE but we will continue to try to figure out how to use the final tickets we have available. District will look for an adequate alternative to Gatherly.

## **XI. Annual Meeting Reports**

- a) 2022 Palm Springs (Acuna/Leong)
- Registration is total of 412 attendees. Closed registration early. Met our room attrition block of 843 room nights and we are at 102%. Caltrans was not able to pay for their registrations before the meeting started and will pay by check (mailed to District Administrator) once cut (subsequently, the check was received prior to the end of the annual meeting). Caltrans attendance was a great success at this annual meeting with some 70 staff attending.
  - Awards banquet will be a sock hop themed event.
  - Caltrans is present but we will have to re-evaluate if we want to support their participation in these events in the future district meetings, especially since they may be limited to attending only the in-state California meetings.

- b) 2023 Portland (Leong)
  - This meeting is a joint meeting with International and will be coordinated with the ITE International meeting team.
- c) 2024 Sacramento (Shew)
  - Most of the LAC positions have been filled.
  - No request for additional funding beyond the \$10,000 they received from sponsorship.
  - Tech tours include bike trip of downtown, American River Trail, museums, Tower Bridge and others
  - Committed to 755 room nights with 10% GSA.
- d) 2025 Long Beach (Leong)
  - Very close to negotiating a hotel at the Westin in Long Beach on June 28<sup>th</sup> to July 2<sup>nd</sup>.

## **XII. Section Representative Reports (see board reports)**

- a) Alaska (Whitesell) – not present.
- b) Bay Area (Section 101 Update) (Henderson) – Lauren Davini, Section President reported.
  - District worked with the section on meeting attendance and participation. Trying different things to attract members. First in person meeting in Oakland next month. Section 101 update added to board report.
- c) Central California (Section 101 Update) (Brechmann) – Nick Carcha, section rep
  - Section 101 process focused on creating stability for the section and developing a roadmap including local agencies and YP's. Need to attract more people into leadership positions. Making a lot of progress with action items completed by January meeting.
  - FresnoCOG presented at the last virtual meeting and the meeting was a success.
- d) Central Coast (Low) – No representative.
- e) Hawaii (Wasano)
  - Put on a technical solutions meeting that worked successfully.
  - There has been an uptick in attendance at the virtual meetings. They have five islands that cannot attend meetings in person. Looking at virtual meetings for tech content versus in person networking. Section doesn't want to lose the participation they have been getting currently. Charging to attend virtual meeting for non-members only.
- f) Northern California (Bosch) – Section President.
  - Early June 46<sup>th</sup> annual vendors night in Lodi, CA. Very successful event with good turnout and collected \$2000 for the student endowment fund.
  - July non technical networking event in a brewery which looks like it will be popular.
  - October Golf Event and a Joint Mega Region event in the fall 2022 are also planned.
  - The section is still holding virtual monthly technical meetings.
- g) Oregon (Lin)

- All technical meetings are virtual this year but attendance is dropping a bit with Zoom fatigue.
  - The section has held one in person happy hour with good turnout.
  - The section also attended Oregon's STEM outreach event.
  - Planning two upcoming half day events which might draw more attendance including Oregon section and student chapters.
  - Received 501(c) status.
- h) Riverside San Bernardino (More) – No representative.
- i) San Diego (Nguyen)
- Section held vendor show at night at the San Diego Aerospace Museum with complimentary tickets for public agencies.
  - Student chapter provided food for their student meetings and make professional presentations. They experienced increased attendance.
  - Charter says you have to have student liaison but it can be a board member consistently. The Vice President covers that role in this section.
- j) Southern California (Alegre)
- The sections in person meetings have been met with mixed results. SoCal struggling with how to attract people to in person meetings given the geographic challenges and traffic congestion in the region. The question is how to get back in to in person events with success.
  - UCI won section Student Traffic Bowl. An in-person student presentation night was held at Buena Park in May. CPP won the student presentation competition.
  - New board is approaching meetings cautiously and favors happy hours and networking in person versus virtual monthly technical meetings.
- k) Washington (Acutanza)
- Impacted still by COVID pandemic.
  - The In Person ITE student nights and other events in person have been well received with good attendance.
  - Focus on providing hybrid meetings for technical content using local company resources.
  - WSDOT has increased involvement in ITE locally which has provided a boost to the section.
  - Working on a section website in coordination with District website webmaster.

**XIII. Old Business**

**XIV. New Business**

- a) Invitation to Leadership Breakfast - Topic is Section 101 Process

**XV. Next Board Meeting: Winter Board Meeting, January 27, 2023**

**XVI. Adjourn**

The meeting was adjourned by President Joe De La Garza at 4:06PM.



### **Action Items from 2022 Annual Board Meeting:**

1. Kimberly Leung to identify a social media manager to replace Cathy Leong (Interim) on a permanent basis.
2. Neelam Dorman to provide the completed roles and responsibilities matrix by September board meeting.
3. Chairs to complete roles and schedule for August to discuss at September meeting. Cathy Leong to collect the Chairs input and combine into one document for board consideration.
4. Joe De La Garza to follow up with this action item with all Chairs by end of August 2022.
5. Transportation Achievement Awards to be moved to technical chair. Dalene Whitlock to edit duties accordingly.
6. Cathy Leong needs input from Past President on LAA and Annual Award timeline for communication by end of August 2022.
7. Dalene Whitlock to send the revised travel policies and officer duties to Cameron Shew for upload to the website after edits made at the meeting and comparing to final matrix by Neelam Dorman.
8. Dalene Whitlock to evaluate reasons for two step authentication and consider our options for using the new electronic voting system or improving the current process. The goal is to improve membership participation in electronic voting.
9. Kayla to coordinate with Dalene and complete student chapter advisor guidelines with David Hurwitz by January 2023 Board Meeting.
10. Jenny Tapat to review requirements of mentorship award and add any clarification that is necessary to the website based on comments received from section reps on the confusing requirements provided.
11. Doug Smith to provide an update to the 22-23 budget for review by board at the Fall EC Board Meeting in September 2022.