



## 2022 Mid-Year Board Meeting Minutes

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Hybrid In Person  
and Virtual Meeting  
Friday, January 21, 2022  
10:30 am - 3:00 pm  
(PST)

### CALL TO ORDER AND INTRODUCTIONS

Western District President Joe De La Garza called the meeting to order at 10:30 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:

Balraj More, Riverside-San Bernardino Section President  
Cameron Shew, Website Manager  
Cathy Leong, District LAC Committee Chair  
David Hurwitz, Oregon State University ITE Student Chapter Advisor  
Ed Alegre, Southern California Section Representative  
Ellie Simpson, WesternITE Managing Editor  
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  
Patrick Whitesell, Alaska Section Representative  
Paul Stanis, Public Relations Committee Chair  
Phuong Nguyen, San Diego Section Representative  
Ryan Zellers, Advertising Manager  
Tony Henderson, San Francisco Bay Area Section Representative  
Travis Low, Central Coast Section Representative  
Zach Bosch, Northern California Section Representative

The Western District Mid-Year Board Meeting was held in-person and virtually on January 21, 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.

## GENERAL SESSION

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

Quorum was established at 10:33 am for the General Session. President Joe De La Garza reported that the 2021 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> Mark Spencer, to approve the Mid-Year Board Meeting agenda. Motion passed.

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

### IV. Section Representative Orientation (De La Garza)

- a. Overview of Section Representative Orientation Packet  
Section Representatives are voting members of the Board with a 1-2-year term and are generally the Past or current Section President. De La Garza gave an overview of the role of section reps in the board meeting.
- b. Annual Meeting Attendance  
The District Annual Meeting is scheduled for June 26-29, 2022 in Palm Springs, CA, and will be an in-person meeting. The Annual Board Meeting will be held at the facility on Sunday, June 26, 2022.
- c. Review of General Session Agenda and Decision Items  
De La Garza reviewed the general session agenda and identified those items that required a vote of the section representatives.

### V. Section Representative Reports

Key discussion topics included sections approach to holding meetings, current leadership and challenges/issues that are currently being addressed by the section board. Vice President Kimberly Leung to provide access of directory to Section leadership to make updates.

ACTION: Kimberly Leung to update ITE Western District leadership directory.

**ACTION:** Section Reps from the following sections to provide missing reports to be circulated to group:

- Alaska
- Central California
- Northern California
- Oregon
- Riverside-San Bernardino
- San Diego
- Washington

- a. Alaska (Pat Whitesell)
  - Holding virtual meetings until at least September 2022.
  - Cancelled annual fund raiser last year and looking at virtual event to collect funds for student scholarships.
  - Short one board member at present. Sliding S-T to VP and looking for nominations for this year. Expanding board membership outside of Anchorage, go statewide.
  - The section is attempting to expand to membership throughout state and virtual meetings have supported that effort.
- b. Central California (Nick Carcha)
  - Central California ITE has not updated the leadership directory.
  - The Section reported that CSU Fresno State has lost momentum due to the pandemic and will remain inactive until in-person meetings and attendance. Looking for suggestions on how to re-engage members and student chapter.
  - Nick Carcha is on his second round of board membership.
  - Section has had a few joint meetings and but not very active in 2021.
  - Central California ITE did provide a written update that was added to the packet late.
- c. Central Coast (Travis Low)
  - One in person event held was the golf tournament event. Engagement is struggling but they hold meetings quarterly.
  - Looking for viable solution for meetings to address the geographic issues the section has to deal with in getting together members in person.
  - A section report is attached with a list of the current board members.
- d. Hawaii (Keoni Wasano)
  - Thanked Cathy and Randy for the help they received on the virtual meetings and for the student data collection project funded at UH Manoa.
  - Still having virtual meetings with less turnout but able to reach out to other islands which is a positive. Member engagement and leadership at the section level is a challenge.
  - They would like to do a mix of virtual meetings and events/tours.
- e. Northern California (Zach Bosch)
  - Transitioned to in-person meetings in early fall at the usual locations and members were excited to meet again but they had to be postponed during holidays. Their vendor fair and golf tournament were canceled last year but will be holding a vendor fair in June 2022.
  - Recently had a virtual meeting but they will be going to in-person soon, the vendors fair which is a student scholarship fund raiser is scheduled for June 2022. Cathy Leong concerned about timing of the Vendor Fair conflicting with the June Meeting in Palm Springs.

- Challenges include student engagement. One board member on paternity leave so they are short staffed.
- f. Oregon (Maggie Lin)
  - Last year all events were virtual except for student outreach which was an in-person meeting at two universities. In Summer 2021 there was a board meeting in-person but all virtual meetings since that time.
  - Revised budget for in-person starting in June 2022 but planning virtual meetings sooner.
  - February winter workshop will be the first event of 2022.
  - Leadership transition on-going in January with new S-T leaving an opening as student outreach co-chair, also have two committee chair positions vacant.
  - Surplus funds left from student funds so looking for applications for funding activities with student chapters.
- g. Riverside-San Bernardino (Balraj More)
  - Held elections for S-T with help from Western District board members.
  - Continue technical meetings virtually and social events in-person.
  - Priority is increasing membership engagement, finding new board members and increasing student involvement. The Section currently has about 40-50 attendees at virtual meetings.
  - First meeting of January was on 1.20.22 with 55 – 60 attendees. The section intends on expanding communication with other sections within Western District.
  - The section should look towards other student chapters for volunteer sign up at Annual Meeting. It was suggested that RSBITE section reach out to student liaisons in SoCal for additional support.
- h. San Diego (Phuong Nguyen)
  - Last year was a year of hybrid programs with an in-person holiday party and social.
  - Section plans to continue with virtual technical meetings until a time when in person meetings are safe and practical.
- i. San Francisco Bay Area (Tony Henderson)
  - Section still performing virtual meetings but will transition to hybrid meetings later in the year.
  - Meeting with Cathy and Randy for advice and looking for on-going events that will get more member involvement.
  - Elections were completed by end of the year. SF Bay ITE provided a section report with a list of board members.
- j. Southern California (Ed Alegre)
  - Holding virtual meetings with in-person social events. The Business Meeting and Elections were held in November.
  - Section held in-person Christmas social with OCTEC and RSBITE in December. Attendance is trending lower but will change up the program calendar in 2022 with focus on technical and training with technical tours in-person. They will continue through year and will hold technical conference in March 2022.
  - Student chapter traffic bowl will be virtual next month. Student Chapter presentations will be held in May.
  - Cathy thanked Ed for recording technical sessions and uploaded to our Youtube site for District use.
  - Section calendars has been updated as part of the section report.
- k. Washington (Jeanne Acutanza)

- New S-T from Washington State DOT.
- First meeting was a virtual safety conference that conflicted with TRB but had 140 people attend. Charged \$40 for members and \$50 for non-members. First in-person event on February 8<sup>th</sup> with masking and vaccination required.
- They plan to continue virtual meetings beyond COVID including Safety Conference. All technical meetings will be recorded.
- This year they will have lower scholarship levels due to a decrease in fund raising and Gonzaga being less engaged.

## VI. Summary of Executive Session (De La Garza)

### a. Chair Appointments/Terms

De La Garza has appointed four new chairs for the committee chair positions. This was coordinated by Giancarlo and included in the Past President's Board report. The changes included new committee chairs for Student Funding & Initiatives (Kayla Fleskes), to serve the remainder of the current term to September 2022 and WesternITE Editor (Ellie Simpson), to serve the remainder of the current term to September 2023, Dalene re-appointed as District Administrator to serve a new two-year term to 2024, and Cameron Shew re-appointed to a new term to 2024. There will be four additional appointments made by September 2022.

### b. 2020-2021 Fiscal Year Close Out

Kimberly Leung reported that the total advertising income from the past fiscal year totaled \$17,050, which included \$8,000 for Positions Available Advertisements and \$9,050 for Sponsorships. This total exceeded the expected income of \$10,000 and was more than adequate to cover the WesternITE newsletter expenses. The FY21-22 budget increases the expected income from the sponsorship program to \$13,000.

The total dues collected during the past fiscal year was \$45,820.05.

Nearly all expenditures stayed within budget. Notable items that exceeded the budget include:

- Plaques and certificates exceeded by \$191.19.
- WesternITE expenses exceeded by \$366.73.
- Since travel was limited due to COVID-19, all travel expenses were significantly less than budgeted with \$34,400 remaining.
- Other Administrative Expenses included \$500 for PDH fees, which was not included in the budget, but overall, Administrative expenses exceeded by \$31.14. Excess funds end of year totaled just under \$4,000. Refer to Secretary-Treasurer report.

### c. 2021-2022 Fiscal Year-to-Date Financial Report

Income for the quarter (October 2021 – January 6, 2022) primarily came from District dues and advertisement/ sponsorships. Year-to-date income totaled \$3,333.

### d. Lifetime and Individual Achievement Awards

Lifetime Achievement Award and Individual Achievement Award winners were selected during the Executive Session.

### e. 2022 Officer Candidates

Jared Travis and Pat Marnell are the 2022 Secretary-Treasurer candidates. They each will be submitting a two-minute video as part of this year's virtual campaign. For the virtual coin flip, Jared selected tails. The result of the coin flip was tails, and Jared elected to be listed first for website.

### f. Action Items (from 2021 Annual Board Meeting and Executive Committee Fall 2021 Kick-Off Meeting)

All action items were completed as reported with exception of status as follows:

- Dalene to prepare Guidance for Professional Liaisons and Faculty Advisors for next meeting. Based on today's conversation the board anticipates this being a "duties" document similar to what we have for all the officers.

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

- a. Election update  
2021 election was conducted using ElectionsOnLine, and winners were announced at the Annual Business Meeting in July.

ACTION: Dalene Whitlock to complete the Section Representative Duties notes and Guidance for Professional Liaisons and Faculty Advisors for Annual meeting.

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

A request was made for more information on the cost of printing and mailing of the WesternITE newsletter. There was a suggestion to consider an opt-in process for printed copies of the newsletter beginning in FY23. Ellie indicated that it would be a cost saving measure. Cathy suggested we contact every member by print before we go to all electronic WesternITE. We will still do larger newsletters including election and awards with technical paper. Insure that election information is provided to membership in print.

Cathy suggested a special spring election edition in print. The fall edition would be electronic only.

ACTION: Ellie will add discussion of electronic newsletter and opt-in process in the next printed newsletter and follow up. Doug to account for the results of this discussion in the 2022-23 budget.

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

Advertising Manager Ryan Zellers announced the new advertising pricing format with four tiers of sponsorships at the same individual cost as last year; "Principal" (\$1,000), "Major" (\$800), "Fellow" (\$600), and "Supporter" (\$400). Increased interest in technical content in advertising on E-news. Added a custom event for Fall Technical Webinar of 5 different DEI webinars with different sponsors that generated revenue. Income of over \$17,000 from sponsorship and job posting. Sponsorship directory is updated with new sponsors and is streamlined. Next year's goal is \$13,000 with KOA, Advantec and MBI as principal sponsors.

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

Website Manager Cameron Shew presented statistics on website in report. Shew is managing an update to the website to make it more navigable within two clicks using the \$10,000 allocated by the board. We will be developing a new option to the ownCloud site. Selected consultant Jason Antonio at JKAGFX to revise website. Completed final live website will be available by April 30, 2022.

## XI. Committee Reports

- a. Technical Committee (Marnell)  
Technical Committee Chair Patrick Marnell awarded annual meeting paper awards in 2021. The committee also selected from seven data collection proposals for STEM Projects. Last week, the committee selected four winners including University of Hawaii, Manoa, OSU, USC and Cal Poly Pomona. They identified Western District PM's for each project in the cycle. 2021 project cycle had one project with Gonzaga delayed due to COVID and are scheduled to complete the project this month (January 2022). More detail can be obtained in the report submitted by the chair.
- b. Career Guidance Committee (Tapat)  
Career Guidance Committee Chair Jenny Tapat shared that committee held the first event of the MiteY Mentorship program in November 2021. The recording of the panel session is available on the District's website under the newly-created Career Guidance tab "Career Guidance Resources" and the committee will continue to provide these resources on the website. Planning has also begun for the next quarterly event which is expected to be held in early March 2022. Henry Hammel (San Francisco Bay Area Section) will be joining Daniel Lai (Washington Section) as co-lead for the MiteY Mentorship program. Committee initiated a lot of new initiatives with the help of the volunteers. See attached report for more details.
- c. Student Funding & Initiatives Committee (Fleskes)  
Student Funding and Initiatives Committee Chair Fleskes announced that the Endowment Fund was over \$463,268.02 as of December 2021. The SFIC Strategic Plan was completed last year and she listed a number of accomplishments completed during 2021. The Student Endowment Fund will not fund raise at the 2022 Palm Springs meeting but will coordinate on how to use the assigned booth space at the exhibit hall. The Career Guidance Committee is interested in utilizing the space in their place. The committee is coordinating with the in-person traffic bowl committee for the Palm Springs 2022 meeting. Refer to the attached report for more details.
- d. Public Relations Committee (Stanis)

Public Relations Committee Chair Paul Stanis did not attend the meeting but did provide an attached report.

e. District LAC Committee (Leong)

District LAC Committee Chair Cathy Leong summarized coordination efforts with the various LAC's. The next big initiative is looking for hotels for the Long Beach meeting (2025). See attached report for more details.

## XII. Annual Meeting Reports

a. 2022 Palm Springs (Acuna) -

Dennis Acuna provided a summary of the LAC Report provided in the board packet. The following questions were discussed with the board:

### HOTEL

- There have been issues with staffing at the hotel due to turnover during COVID. This issue has been resolved recently and progress is being made. New focus is promoting features of the meeting to boost registration.

### REGISTRATION

- The Executive Committee has discussed and is directing the LAC to require vaccinations for this meeting. This needs to be inserted into the communications for the meeting. The LAC will work on the best way to enforce and confirm vaccinations with the District.
- Hotel and registration cancellation policy: registration has a 30 day cancellation policy with rooms being 3 days prior to arrival.

### ABSTRACTS

- Regarding abstracts, we need diversity of topics, gender, geography, public/private and company spread. Minimum number of abstracts needed is 96 presentations.
- LAC looking for final program to be set by mid-February so that public members can start to register with a program to show employers. The current program calls for 96 speakers with one additional (4<sup>th</sup>) track being a separate Caltrans track. Some people did not submit due to unknowns of travel restrictions in the public sector. Currently have 118 abstracts but how many are from unique speakers?
- Suggestions were made for sources of topics: ITE Councils/Committees and reaching out with a personal touch to fill in gaps and bring in more speakers to fill panels, etc.

### EXHIBIT HALL

- Exhibit Hall concerns from the Executive Committee:
  - Hotel provided final mark up of exhibit hall to submit to Fire Marshall for approval. Booth are 10x10 foot booths. They have fit 54 booths in the hall with rods and drapes, etc. Aisle spacing will be narrow unless the hotel can make some revisions to layout.
  - Concerns about attendees being willing to go see vendors given layout and COVID concerns. This layout does not give board a level of comfort and will detract from vendor experience.
- The LAC presented the exhibit from Inspire with 5.5 foot aisles and 11' 3" outside food area. Get acquainted social event will require a different layout. The layout requires more work and there will be additional discussion with hotel representatives.

### BUDGET

- The Executive Committee provided a number of detailed comments on the budget:
  - Insert a column with actual numbers and registrations to track budget in real time



- with unit costs. Particularly on Food and Beverage with tax, tips and gratuities.
- Board concerned with L-M-H numbers may not be accurate based on current conditions. These numbers need to be adjusted due to first meeting without Mountain District members. Include a conservative scenario with attendance of 150 paid registrants. The District needs to assess our level of risk.
  - Re: Vendors – 54 vendor booths, 30 are committed and 12 are paid. Why are only 12 paid?
  - Franco – Vendors waiting for updated vendor exhibit and email blasts. Currently have \$30k in account for deposits.
  - Amount in bank will cover next set of deposits but without income in hand, the deposit payments 90 days out will not be paid.
  - Dennis indicated that is correct and they need to get money paid asap.
  - How many vendor booths have been sold at previous meetings? The historic number of vendors at the district meeting runs between 38 to 55 booths depending on location and economic conditions.
  - RSBITE received a \$3000 advance which needs to be revised on the budget and is expected to be returned.
  - How much sponsorship money has been paid so far? Total amount of \$13,500 in hand. Target is \$55,100 at minimum.
  - Family Night – target is 420 attendees but LAC is working to reduce the estimate and work with catering to develop minimum guarantees. LAC will revise estimates. Air Museum Family night will include games for entertainment.
  - Signage estimated \$1000 but the board warned not to wait too late to develop signage plan for the event.
  - A/V costs are very high. Past costs in the \$30,000-\$35,000 range are more reasonable and have included Internet access. Needs to be negotiated to a more reasonable number. The LAC is trying to find innovative ways to cut costs. The goal is \$40k including internet.

ACTION: The 2022 LAC to send out vaccination requirement message, provide the Executive Committee with a revised budget showing actual costs with realistic costs and a low end estimate of 150 attendees, and review technical program with District LAC Chair.

ACTION: Joe De La Garza to send out a Doodle poll for a February LAC meeting update. Meet with Randy/Cathy to discuss progress on abstract selection and program.

- b. 2023 (Leong) (refer to Item XVI.e Committee Updates, Item E District LAC Committee update)
- c. 2024 (Leong) (refer to Item XVI.e Committee Updates, Item E District LAC Committee update)

### XIII. Old Business

No items.

### XIV. New Business

- a. Role of a Faculty Advisor (Hurwitz)

David Hurwitz described the role of faculty advisor as the front line attracting the best and brightest students into the transportation industry as student members of ITE. They want to generate a positive experience for the students. Provides access to industry professionals and engineering facilities on campus. Experience runs 1 to 3 years so faculty is the institutional knowledge of the student chapter. Advisors also keep connections and student activities intact. Faculty has to allocate time to the ITE Student Chapter effort. Lessons Learned include:

- Goal is to be intentional in how to design and scale the ITE Student Program. Add one meaningful experience each year that enhance the students' education.
- Take lessons learned from successful student organizations. Examples of excellence.
- ITE provides access to professional experts all over the country that adds to the students' experience.
- International ITE has created a set of recommendations to promote the transfer of students to regular members, including leveraging faculty advisors to keep students in ITE after graduation.

ACTION: Dalene Whitlock to prepare guidelines for improving student involvement and experience in ITE student chapters with help of David Hurwitz.

### XV. Next Board Meeting: Sunday, June 26, 2022, Palm Springs, CA

### XVI. Adjourn

MOTION: Neelam, 2<sup>nd</sup> Giancarlo, to adjourn the Mid-Year Board Meeting. Motion passed.

Meeting adjourned at 3:31 pm.

### Action Items from 2022 Mid-Year Board Meeting:

1. Kimberly Leung to update ITE Western District leadership directory.
2. Section Reps from the following sections to provide missing reports to be circulated to group:
  - Alaska
  - Central California
  - Northern California
  - Oregon
  - Riverside-San Bernardino
  - San Diego
  - Washington
3. Dalene Whitlock to complete the Section Representative Duties notes for Annual meeting.
4. Ellie Simpson will add discussion of electronic newsletter and opt-in process in the next printed newsletter and follow up. We will still do larger newsletters including election and awards with technical paper. Ensure that election information is provided to membership in print.
5. Doug Smith to account for the results of this discussion in the 2022-23 budget.
6. The 2022 LAC to send out vaccination requirement message, provide the Executive Committee with a revised budget showing actual costs with realistic costs and a low end estimate of 150 attendees, and review technical program with District LAC Chair.
7. Joe De La Garza to send out of doodle poll for a February LAC meeting update.
8. Palm Springs LAC will meet with Randy/Cathy to discuss progress on abstract selection and program as well as meeting budget.
9. Dalene Whitlock to prepare guidelines for improving student involvement and experience in ITE student chapters with help of David Hurwitz.
10. Palm Springs LAC to provide the Board with a revised budget showing actual costs with realistic costs and a low end estimate of 150 attendees within the next month in order to identify any risks to the financial success of the meeting.

### Outstanding Action Items from 2021 Annual Board Meeting and Executive Committee Fall 2021 Kick-Off Meeting:

1. Dalene working on orientation notes for next meeting.