



2023 Summer Board Meeting Minutes

*Hyatt Regency, Deschutes Ballroom C
375 NE Holladay Street, Portland, OR 97232
Sunday, August 13, 2023
1:00 apmm - 4:30 pm (PT)*

General Session

1:00 pm – 5:15 pm

Call to Order and Roll Call

(Leung)

CALL TO ORDER AND INTRODUCTIONS

Western District President Kimberly Leung called the Executive Session to order 1:00 p.m. Attendees at the meeting were:

BOARD MEMBERS:

1. Kimberly Leung, President (Present)
2. Doug Smith, Vice President (Present)
3. Patrick Marnell Secretary-Treasurer (preparer of the meeting minutes) (Present)
4. Joe De La Garza, Past President (Present)
5. Neelam Dorman, Jr. International Director (Present)
6. Mark Spencer, Sr. International Director (Present)
7. Dalene J. Whitlock, District Administrator (ex-officio and non-voting member) (Excused)

COMMITTEE CHAIR, SECTION REPRESENTATIVES, AND GUESTS:

1. Jenny Tapat-Morrill, Career Guidance Committee Chair (Present)
2. Cathy Leong, District LAC Committee Chair (Present)
3. Giancarlo Ganddini, Public Relations Committee Chair (Present)
4. Kayla Fleskes, Student Funding and Initiatives Committee Chair (Present)
5. Jeanne Acutanza, Technical Committee Chair (Present)
6. Cameron Shew, Website Manager, SAC LAC Chair (Present)
7. Ryan Zellers, Advertising Manager, 2024 Secretary-Treasurer Candidate (Present)
8. Ellie Simpson, Westernite Managing Editor (Present)
9. Brad Coy, Alaska Section Representative (Present – Late, excused for Leadership ITE)
10. Katie Lee, Central California Section Representative
11. Tom Mericle, Central Coast Section Representative (Present)
12. Jasmine Teramae-Kaehuaea, Hawaii Section Representative (Present)
13. Chris Gregerson, Northern California Section President (Present)
14. Carl Olson, Oregon ITE Section Representative (Present)
15. ~~Steven Latino, RSBITE Acting President~~ Brandon Wong Proxy (Present)
16. Joe Shultz, San Diego Section Secretary/Rep (Present)
17. Raul Armenta San Diego Section President (Present)
18. Tony Henderson, SF Bay Section Representative (Present)
19. ~~Dina Saleh, Southern California Section Representative~~ - Marc Violett Proxy (Present)
20. Darcy Akers, Washington Section Representative (Present)

- 21. Josh McNeil, 2024 Secretary-Treasurer Candidate (Present)
- 22. Steve Coleman – Guest - UC Berkley Tec Transfer

Approval of Agenda* (Leung)

MOTION: Pat Marnell motioned that we approve the agenda as Amended by Kim to include changes for DA reports to election office. Nelam Dorman seconded the motion. Motion passed by unanimous consent.

I. Items of Record and Consent Agenda (Leung)

- a. Items of Record*
 - LAC Policies Manual Update
 - To be voted during LAC Report
 - Election Manual
 - To be voted during DA Report

- b. Consent Agenda*
 - Approval of July 2022 Annual Business Meeting Minutes

MOTION: Pat Marnell motioned that we approve the 2022 Meeting Minutes. Nelam Dorman seconded the motion. Motion passed by unanimous consent.

- Approval of January 2023 Winter Board Meeting Minutes

MOTION: Neelam Dorman motioned that we approve the 2023 Meeting Minutes. Mark Spencer seconded the motion. Motion passed by unanimous consent.

II. Summary of Executive Session (Leung)

- a. Awards and Elections
- b. Action Items (see attachment)
 - See attachment for completed and outstanding action items.

III. ITE International Remarks

- a. Executive Director (Paniati)
 - Jeff delivered general remarks about ITE, the annual meeting, and his time as Executive Director. He noted that the Western District was a very strong district.
- b. International President (Correa)
 - Rosana delivered general remarks about ITE, the annual meeting, and her time as International President.

IV. Summary of Executive Session (continued) (Leung)

- a. 2022-2023 Fiscal Year-to-Date Financial Report (Marnell)

- Budget is tracking as expected.
- The financial situation and reserves of the Western District are strong.

b. 2023-2024 Proposed Budget (Marnell)

- Pat Marnell proposed dues increase to account for inflation over the past five years.
 - Vigorous debate occurred on the issue.
 - The debate discussed the merits of a dues increase with respect to need to fund programs vs. provision of new or additional services for members (which is what ITE Intl is proposing with their dues increase). Also the timing of the dues increase was discussed (in the same year as ITE Intl or on an off year),

MOTION: Pat Marnell motioned for \$5 dues increase at the end of the year. Tom Mericle 2nd. Tom Mericle withdrew his 2nd after debate. Doug Smith 2nd the motion. Motion was overwhelmingly defeated.

V. **District Administrator's Report** (Whitlock)

a. Elections Update

- Dalene was not able to attend the meeting.
- Please review the packet for election update.
 - The election opened on July 11 and will close on August 14 at midnight.
 - During the 2024 Winter Meeting the adequacy of the new on-line vendor will be assessed though initial feedback indicates that this software is much easier to use.

MOTION: Mark Spencer motioned to approve the Election Policy and as shown in Dalene Whitlock's Report. The motion was seconded. Motion passed by unanimous consent.

- Edits to the International Director Duties, Technical Chair Duties, Public Relations Chair Duties, and Webmaster Duties, and Section Representative Duties were accepted (no vote was required as these are not board polices).

VI. **WesternITE Managing Editor's Report** (Simpson)

a. Rename to WesternITE Editorial Committee.

- Through presidential decree, the committee was renamed as WesternITE Editorial Committee.
- The Managing Editor will now be known as WesternITE Editorial Committee Chair.

b. There is now a committee handling the WesternITE publishing and they have created a division of duties which can change as needed. See the board report for more details.

c. WesternITE Publishing

- The final printed version of the Western ITE was distributed in spring of 2023. This allows more flexibility in length and saves on printing and shipping.
- The Fall 2023 WesternITE will be distributed as on-line only.

VII. Advertising Manager's Report (Zellers)

- a. Revenue is down this year. District has brought in \$10.5K of the targeted \$13K.
 - Ryan is trying to promote principal sponsorships which include featured articles.
 - E-news sponsorship ads are tougher – he needs to rethink about ask and schedule of when to ask for maximum impact.
 - Sponsorships are doing ok.
 - Job posting aren't doing well hence the lower amount – typically \$8-9k, now about half at \$3.5k
- b. Ryan is proposing a 25% increase in sponsorship packages for the 2024 season calendar year.
 - Note: this is not a board action. This is an adjustment within the advertising committee.
- c. Ryan recommends no change to the budget goal of \$13,000.
- d. Ryan noted that a non-printed format for the WesternITE will provide more opportunities for non-consulting firms to advertise and also publish featured articles/papers.
- e. Tom Mericle asked if LinkedIn is competing against us for job postings.
 - It was generally agreed that LinkedIn was the most common tool. Headhunters are also often used.
 - Ryan hasn't gotten complaints about job posting – a webpage clicks metric could be used to promote the value our ads provide.
 - Many sections don't charge for job posting:
 - Oregon and San Diego require them to be a sponsor.
 - Central Coast requires at least a member from the agency/company to be an ITE member.

VIII. Website Manager's Report (Shew)

- a. Website is running smoothly.
- b. Communications Award Discussion
 - Few applications have been received in the past couple of years.
 - This year after revamping the award, we got no applications.
 - Cammeron proposed we discontinued the award.
 - The board agreed with this and directed Cameron to sunset award.
 - Kayla notes that students are doing many innovative things with websites.

ACTION ITEM: Kayla to consider establishing an innovative student chapter website or social media award.

IX. Committee Reports

- a. Career Guidance Committee (Tapat Morrill)

- MiteY Mentorship
 - There is low interest in virtual meetings.
 - The committee has paused virtual events.
 - The committee will look for meaningful ways of creating opportunities to further the goals of the committee.
 - Looking at a newsletter just for YPs.
 - Consider a badge program for YPs.
 - Jenny asked if the board open to funding initiatives from CGC?
 - The board is open to funding, but needs a specific proposal.
 - Kathy Leong noted that a lot of CGC events happen at the district events but are not funded through the LAC. Wilson Okamoto have been supplying printing and supplies etc. This can't be counted on in a continuing basis.
 - It was noted that the district Supplies & Expenses under WesternITE with a budget of \$250 that can be requested by committees.
 - The Young Member Survival Guide Is Tomorrow. There is a networking lunch right before it.
- b. Public Relations Committee (Ganddini)
- IAA/LAA/YP and Transportation Project Awards will be presented at the Lunch on Tuesday.
 - The section 101 process was not selected for the innovation award.
- c. Student Funding & Initiatives Committee (Fleskes-Lane)
- Kayla asked sections to please update the contact list for student chapters.
 - The SFIC started a Student Leadership council to share best practices.
 - The joint SLS hosted by USC, UCI, CSUF SLS was held in-person this year at USC.
 - The next SLS is hosted by Cal Polly in February 2024.
 - Student Events (Kell compition, MiteY Race, and Student Awards) were hosted Saturday and were very successful.
 - Updates to Student Endowment fund policy were discussed.
 - New budget - \$1500 for student chapter grant and \$500 for honorable mention.
 - Clarifying comments on the Connections Grant points systems
 - An investment policy was to be given to the investment account manager, so they know their boundaries.
 - Districts SEF Sustainability policy was updated.

MOTION: Tom Mericle motioned to accept the policy changes as red lined in the board packet. Pat seconded. Mark amended that we include definition of ETF and other TLA. Pat seconded. Motion carried by unanimous consent.

- d. Technical Committee (Acutanza)
- Tech committee oversaw 4 student data projects this year.
 - There is funding for 5 student projects available for next year.

 - There were no paper submittals for this Portland meeting and will be no awards.

 - The district submitted transportation achievement awards in all categories.
 - The TriMet TSMO project won project of the year (but we weren't supposed to know this at the time of the meeting).
- e. District LAC Committee (Leong)
- Ryan Zellers is LAC Chair for San Diego
 - We have a contract with the Hyatt Regency in Bellevue (with no deposit)
 - Starting next year, we will negotiate a 2027 venue.

 - Cathy described the proposed changes to the District Annual Meeting Policies including changes to Board Policy. See packet for full details.
 - Traffic Bowl
 - Traffic Bowl will be removed from the Annual Meeting.
 - Mark notes: ITE international will be creating a committee to evaluate student competitions. The traffic bowl may fade away and be replaced with a different format of events.
 - Pat Marnell thought to himself: "Good! The Oregon Section will retain the *Original* ITE Student Traffic Bowl as created by and in honor of Bill Kloos."
 - All traffic bowl junkies should consider joining the Oregon Section for the *Original* ITE Student Traffic Bowl hosted in Portland, Oregon each November on the Thursday before Thanksgiving. 2023 will be our 32nd year.
 - Annual banquet
 - The requirement to provide childcare will be removed. This is an underused benefit that is costly and complicated.
 - Price Differential
 - Change in the differential to for member/non-member shall be at least \$150.
 - Allocation of LAC surplus
 - Codification as a board policy that surplus from meetings be allocated to future meetings.

 - Debate was had on the proposed changes.
 - Pat Marnell opposed the codification of LAC surplus allocation.
 - It was generally agreed that the limit on funding advances should be loosened regarding hotel deposits.

MOTION: Tom Mericle motioned to accept the motion as red lined document in the board packet with the modification of two following policies as shown below (added text in bold – deleted text struck through):

Board Policy: Any surplus returned back to the Western District after final accounting for an Annual Meeting ~~will~~ **should** be used to support future Annual Meetings at the discretion of the district board to offset any advance expenses for those meetings as well as reducing the financial burden of Annual Meetings on LACs.

Board Policy: The Board may provide an advance of up to \$6,000 to cover pre-meeting expenses. Each advance request should be accompanied by a written request documenting the need. **Other than a hotel deposit, half of this advance may be available up to 24 months before the meeting; the remaining half will be available up to 12 months before the meeting.** Total advances exceeding \$6,000 will require additional justification. Any advance of funds shall be approved by the Board before the funds are made available to the LAC. Funds shall only be sent to LACs with established bank accounts and not to individuals. Exceptions may be made to cover deposits (i.e., check made out directly to Hotel rather than the LAC). The determination of “break even” finances for the LAC shall assume return of any advanced funds to the Western District.

Neelam seconded. Motion carried with one dissenting vote.

- Cathy gave an update on Family Night. There were tents added to mitigate the heat. Please wear your costume. There is a map of the best route. Primary event planners are going at 4pm.

X. Annual Meeting Reports

- a. 2023 Portland (Kentosh)
 - The meeting is forecast to break even.
- b. 2024 Sacramento (Shew)
 - Cameron is making good progress.
- c. 2025 Long Beach (Chandrasekar)
- d. 2026 Bellevue (Acutanza)
- e. 2027 San Diego
 - Ryan Zellers will be LAC Chair for San Diego
 - A discussion of allocating \$5K to the San Diego meeting from the FY 22/23 budget was had.

MOTION: Neelam Dorman motioned to reallocate \$5,000 in budget from the FY 22/33 budget for District 101 funding to the San Diego LAC. Joe De La Garza seconded. Motion carried with one dissenting vote.

XI. Section Representative Reports

- a. Washington (Akers)
- The section is looking to expand the joint ITE/IMSA conference.
 - The section hasn't done much with a planning focus in the last year.
 - Had an event with Student Team Planning Project (transit corridor plan)
- b. Southern California (Violet – Proxy Rep for Saleh)
- Most regular lunch meetings are virtual.
 - Had a presentation on the NEVI Plan from Alaska.
 -
- c. San Francisco Bay Area (Henderson)
- Events have been hosted with a planning focus (housing, zoning, parking minimum based on state legislation).
 - First in person meeting since COVID was held this spring. The section did offer a hybrid option and got good feedback.
 - Happy hour social events are back in-person.
 - Looking to support student chapters especially Stanford,
 - Cal Mini Trans competition,
 - Section is implementing Section 101 tasks.

ACTION ITEM: Tony Henderson to send Stanford Student Chapter Faculty Advisor contact info to Kayla.

- d. San Diego (Schultz)
- Meetings are back in-person with good turnouts.
 - Hosted (re-implemented) a joint workshop with nearby sections.
 - Hosting a vendor show in November.
 - Section 101 goals:
 - Identifying next board members
 - There have been interested candidates this year.
 - Helping reestablish SDSU student chapter.
 - Have a couple of interested students.
 - WTS Student Chapter is struggling too.
 - Updating Website
 - Hosting YP activities
- e. Riverside-San Bernardino (Wong – Proxy Rep for Latino)
- The section hosted five events including a vendor show. The smart infrastructure event was well attended.
 - Revamped the Section website (<https://rsbite.org/>)
 - The section supported the SLS as a sponsor.
 - The section is planning the following:
 - Student/prof networking event
 - Annual student scholarships
 - Holiday mixer
 - Section 101:

- The section appreciates the help from the district.
- A big goal is to create UCR student chapter.
- Section is looking for a motivated sec/treasurer, have a couple of names to talk to that can help best represent RSB region.
- Section feels disconnect with YPs. Want to see how they can better follow students and convert into the active professionals.

f. Oregon

(Olson)

- The section has 30 officers, chairs, and co-chairs.
- The legislative chair did a really nice job.
- The section increased sponsorship rates back to pre-covid.
- Winter Workshop and Greater OR meeting and both had planning topics included,
- The section is working to include planning topics & partner organizations at future events.
- Oregon ITE's 32nd Annual Bill Kloos Traffic Bowl will be in November.

g. Northern California

(Gregerson)

- All meetings this year have been in-person. Attendance has bounced back from pre-covid measures.
- Looking to do a virtual joint meeting with Bay Area section.
- Hosted a fund-raising event that made 2K for students.
- Hosting a Golf Tournament soon.
- Member survey indicates people want more planning content.

h. Hawaii

(Teramae-Kaehuaea)

- Most meetings are virtual.
- Hosted a planner focused meeting in April about parking.
- Hosted their second annual vendor day in May.
- Hosted a Vision Zero focused hybrid meeting in June.
- Doing student outreach with University of Hawaii.

i. Central Coast

(Mericle)

- Member preference is for virtual meetings.
- Hosting a hybrid industry event in November.
- Hosted a joint event with APA. There was low turnout from the APA ~3 people.
- Doing joint publicity with APA of events.
- Section 101 was very positive for the section.
- Have two potential candidates for elections next year.

j. Central California

(Lee – Proxy Rep for Igarita)

- There has not been much activity since the last board meeting.
- Katie is working with Doug Smith on a Public Agency Engagement strategy.
- Had Caltrans present at the meeting earlier this year.
- Mark Spencer noted that Katie Lee is our District's Rising Star.

k. Alaska

(Coy)

- Has been hosting hybrid meetings since September. Virtual are good given the large

state.

- In person attendance has been good.
- Open to talking about an Alaska Western District Meeting (last one was 2011)
- Have had good planner engagement.
- There was Ped/Bike plan as a meeting topic.
- Agency participation has been lacking. Section is working to get more engagement.

XII. Old Business

- a. Pat Marnell distributed a new budget. After minor discussion the budget was finalized. See attached.

MOTION: Pat Marnell motioned to approve the FY 23/24 budget. Neelam seconded. Motion carried unanimously.

XIII. New Business

- a. Kim Leung gave an open call for Section 101: Let us know if your section wants to do Section 101. The executive board will discuss the next cycle at their fall meeting.

XIV. Next Board Meeting: January 19, 2024 in Southern California (tentative)

XV. Adjourn

MOTION: Neelam Dorman motioned to adjourn. Pat Marnell seconded. Motion carried unanimously (with a sigh of relief).

Meeting was adjourned at 5:15pm.

Action Items from 2023 Summer Board Meeting General Section

1. Kayla to consider establishing an innovative student chapter website or social media award.
2. Tony Henderson to send Student Chapter Faculty Advisor contact info to Kayla.

Action Items from 2023 Winter Board Meeting

1. ~~Kim to prepare a call for WesternITE Editorial Committee volunteers. Message to go out via email, e-news social media, and to section reps. (Complete)~~
2. ~~Doug to help with WesternITE editorial review until the Editorial Committee can be expanded. (Complete)~~
3. ~~Kim and Ellie to include a message about termination of printed mailings in the spring 2023 edition. (Complete)~~
4. ~~Pat, Neelam, Doug, and Dalene will create a group to review and revise the budget and tracking spreadsheet. (Complete)~~
5. ~~Neelam will discuss Endowment Fund with Kayla. (Complete)~~
6. ~~Pat to move 20K from main account to reserves. (Complete)~~
7. ~~Doug to complete taxes. (Complete)~~
8. ~~Kim will inform the LAA recipient and work with the Past President and PR Chair to start collecting materials for the award presentation. (Complete)~~
9. ~~Kim will inform the IAA nominee and work with the Past President and PR Chair to collect materials for the award. (Complete)~~
10. ~~Board to review "cheat sheet" from Neelam. Page 33 of the packet. (Complete)~~
11. ~~Doug to finalize July 2022 Annual Business Meeting Minutes in time for the 2023 Summer Board Meeting. (Complete)~~
12. ~~Dalene to update dynamic / static terminology in the election guidelines. (Complete)~~
13. ~~Dalene to update duties on the website to show Junior ID responsibility for coordinating election publicity materials. (Complete)~~
14. Ellie Simpson to look at options to switch from Constant Contact to MailChimp or similar.
15. ~~Giancarlo to update duties of social media manager to be under the Website Manager. (Complete)~~
16. Kayla to draft a contributor thank you message to be sent out before May.
17. ~~Kim will provide current Section 101 participants info on how long they need to keep reporting. (Complete)~~

Outstanding Action Items from 2022 Annual Board Meeting

1. ~~Transportation Achievement Awards to be moved to technical chair. Dalene Whitlock to edit duties accordingly. (Complete)~~
2. ~~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. (Dalene is done but Neelam is still working on matrix.) (Complete)~~

- ~~3. 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. (Complete)~~
- ~~4. Kayla Fleskes to coordinate with Dalene and complete student chapter advisor guidelines with David Hurwitz by January 2023 Board Meeting. (Complete)~~