



## 2023 Winter Board Meeting Minutes

*Cal State East Bay Oakland Center  
1000 Broadway, Merritt 1 Room, Oakland, CA 94607  
Friday, January 27, 2023  
8:30 am - 3:00 pm (PT)*

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

Western District President Kimberly Leung called the meeting to order at 8:32 a.m. Attendees at the meeting were:

### **BOARD MEMBERS:**

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

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

Jenny Tapat, Career Guidance Committee Chair ([Present - Virtual](#))  
Cathy Leong, District LAC Committee Chair ([Present](#))  
Giancarlo Ganddini, Public Relations Committee Chair ([Present](#))  
Kayla Fleskes, Student Funding and Initiatives Committee Chair ([Present - Virtual](#))  
Jeanne Acutanza, Technical Committee Chair ([Present](#))  
Cameron Shew, Website Manager ([Present](#))  
Ryan Zellers, Advertising Manager, 2024 Secretary-Treasurer Candidate ([Present](#))  
Ellie Simpson, Westernite Managing Editor ([Present - Virtual](#))  
~~Brad Coy, Alaska Section Representative~~ Matt Cogburn - Alaska Section Proxy Rep. ([Present - Virtual](#))  
Bryan Igarta, Central California Section Representative ([Present - Virtual](#))  
Tom Mericle, 2024 ID Nominee, Central Coast Section Proxy Representative, ([Present](#))  
Vidhi Sachdeva, Central Coast Section Representative ([Present - Virtual](#))  
Jasmine Teramae-Kaehuaea, Hawaii Section Representative ([Present - Virtual](#))  
Chris Gregerson, Northern California Section President ([Present - Virtual](#))  
Carl Olson, Oregon ITE Section Representative ([Present - Virtual](#))  
Steven Latino, RSBITE Acting President ([Present - Virtual](#))  
Joe Shultz, San Diego Section Secretary/Rep ([Present - Virtual](#))  
Tony Henderson, SF Bay Section Representative ([Present](#))  
Dina Saleh, Southern California Section Representative ([Present - Virtual](#))  
Darcy Akers, Washington Section Representative ([Present - Virtual](#))  
Julie Kentosh Portland 2023 LAC ([Present - Virtual](#))  
Josh McNeil, 2024 Secretary-Treasurer Candidate ([Present](#))

The Western District Winter Board Meeting was held in-person on January 26, 2023. Board members, committee chairs, section representatives, and guests were in attendance. Voting members of the District Board consist of the Elected Officers of the District (Executive Committee: President, Vice President, Secretary-Treasurer, Past President, and two International Directors) and Section Representatives.

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## GENERAL SESSION

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### I. Call to Order and Roll Call (Leung)

Kimberly Leung called the meeting to order at 10:35PM. Latest agenda was sent out by email on 1.25.23.

### II. Approval of Agenda (Leung)

**MOTION:** Neelam Dorman, 2<sup>nd</sup> Doug Smith, to approve the 2023 Winter Board Meeting agenda. Motion passed by unanimous consent.

### III. Items or Record and Consent Agenda (Leung)

- a) Items of Record
  - i. Financial Allocations from Fall 2022 Executive Committee Kick-off Meeting
    - a. Reviewed Funding for LACs
    - b. Reviewed Funding for Section 101
    - c. Reviewed Funding for Leadership ITE
  - ii. Chair Appointments and Terms
    - a. Chairs invited to review Kim's Report for details.
- b) Consent Agenda
  - i. Approval of July 2022 Annual Board Meeting Minutes
  - ii. Approval of July 2022 Annual Business Meeting Minutes
    - a. These will be provided by our next board meeting for review and approval.

**ACTION ITEM:** Doug to finalize July 2022 Annual Business Meeting Minutes in time for the 2023 Summer Board Meeting.

**MOTION:** Neelam Dorman, 2<sup>nd</sup> Mark Spencer, to approve the Summer (July 2022) Board Meeting Minutes. Motion passed by unanimous consent.

### IV. Section Representative Orientation (Leung)

- a) Overview of Section Representative Orientation Packet
  - Kim gave a summary of orientation activities.
  - Kim asked section representatives to update leadership spreadsheet.
- b) Annual Meeting Attendance
- c) Review of General Session Agenda and Decision Items

d) Open Discussion

**V. Section Representative Reports**

a) Alaska (Matt)

- Alaska Section had their annual fundraiser and made about 7K. That exceeded their target.
- Section attendance is good. They started in person meetings in October 2022.
  - It had been challenging to get people physically at meetings.
  - The chapter lost quite a few active members when it forced people to join ITE International and not just the section.

b) Central California (Igarta)

- Participated in Section 101 last year.
  - Section has incorporated improvements from Section 101.
  - Section has held several virtual meetings and has recently return to in person meetings.
  - Section will have a mix of virtual and in person events into the future.
    - Due to section geography most meetings will be virtual.
  - Section had two Joint meeting with SF Bay section.
  - 2022 Section calendar is in their board report. 2023 calendar is being prepared.
- Kim asked about student chapters in the section.
  - Bryan reported that Fresno State is making progress on having chapter. They have established a board.
  - Kayla adds that there are some strong board members. At the moment, funding is their biggest challenge. They are trying to send a couple students to SLS.
- Doug complemented the Section Leadership on pulling the Section back together. Nice Job!
- Bryan complemented the section 101 process and everyone who participated.

c) Central Coast (Mericle)

- Section was a little late on election and having some issues.
  - Attendance has been OK, but down a little bit. There has been turn over in membership.
  - Section has some young energetic members, but they need some guidance.
- Tom and Kathy Kleinschmidt are back on the board to help right the ship.
  - They would like to undergo the Section 101 process.
- Looking to have a joint (virtual) meeting with SoCal in March timeframe.

d) Hawaii (Teramae-Kaehuaea)

- Section made an effort to revamp their scholarship program. They also added a new scholarship.
- Section hosted a bus tour of an Operation and Maintenance facility.
- Section looking to set up a rail facility tour this year.
- Challenges:
  - Student membership is low. Section trying to grow their students membership.

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- Small section, small budget. You have to get creative.
  - Cathy has a call out for Student Funding support to get UH students to the SLS..
  - There are people out there. Don't be afraid to ask!
  - They have funds for 4 students to attend SLS.

e) Northern California

(Gregerson)

- Had a mix of in person and virtual meetings last year.
  - They had 6 or 7 in total.
  - Their annual vendor fair in Lodi was moved from March to June and that impacted turn out.
    - They are back on in March this year.
  - Section golf tournament is back on this year.
  - Section is seeing the impacts of inflation but successfully passing those costs along in registration fees.
  - Pre-pandemic, the Section had about 50 people regularly attend their lunch meetings. Post-pandemic, they are seeing closer to 30 people attend these meetings.
    - Virtual lunches still make sense.
    - Cameron notes that you will leave the office for lunch. You won't leave home for lunch.
    - Cameron also notes that there has been confusion about the cost of meetings.
  - Section has a good relationship with Sac State. They are trying to get more involved with UC Davis.
  - The Student Chapter is looking to fund a student to go to the Annual Meeting.
- Challenge:
  - Board member moved out of the section.
    - Past Presidents are filling in. Will try and recruit two members at next election.
  - Cost of Meetings
    - Doug noted that ITE Meeting are usually a bargain in comparison to other groups. Don't be afraid to charge for value.
    - Lunch sponsorship are a good tool.
    - Mark noted that hosting at public agency is a good tool to control costs.

f) Oregon

(Olson)

- Their board/chairs include about 25 members.
- Section Financials are sound.
- Section has returned to in person events.
  - OR ITE/ITS WA Joint Event
  - Sunday Parkways Bikeride
  - In person happy hour in October
  - Still figuring out hybrid events
  - Have started using Eventbrite. This has been a good improvement from Google Forms and PayPal.
- Bill Kloos Traffic Bowl was in person last year.
  - 100+ People
  - OIT, OSU, PSU, UBC
  - Hosted day after events for students.

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- Upcoming Events:
  - Hosting Winter Workshop Next Week
  - Greater Oregon Meeting in Corvallis in March
  - More outdoor meetings/activities in the Summer
  - Looking at a golf event in the fall.
  - ITE INTERNATIONAL in PORTLAND!!!!!!!!!!

g) Riverside-San Bernardino (Latino)

- Section was kind of quiet in 2022.
  - President stepped down last year.
  - They have a board again and getting on track.
- Section 101 was good.
  - They replaced several committee chairs.
  - They established a section admin.
- Had a meeting in November.
- Had a vendor show in January.
  - They marketed very heavily to City staff.
    - 43% were public agency members.
    - 104 people in attendance
  - Doug notes there was very good feedback on this meeting.
- Challenges
  - Need young people to be interested,
    - There is a lot of the old guard, but also some young chairs.
    - Section is working to develop these chairs.
- Steven echoed the challenges about hybrid work and meeting attendance. He also echoed challenges also about lunch costs.
- Cathy gave Steve kudos about how quickly he integrated the section 101 feedback.

h) San Diego (Schultz)

- Section gained a lot of momentum in 2022 coming out of the pandemic.
  - Had a great vendor show.
  - Had a nice Holiday Meeting.
- In person lunch meeting have not been financially practical.
- They plan to have an in-person meeting at an agency scheduled soon.
  - This will gauge future interest in in-person meetings.
- Scholarship and Sponsorship drives will kick off soon.
- It has been challenging to recruit board members from public sector.
  - Currently have one public agency member
  - Are seeking to elect a new one this year.
    - The usual suspects have already served.
    - The young members are skewing private.
    - Public members get discounted or free registrations.
    - Cathy noted that their board should reflect their membership break down.
    - Ryan Zeller noted that Co-Chairs and Vice-Chairs are great for creating the next generation of leaders.
  - Darcy Ackers: noted that personal recommendations and encouragement are a great recruiting tool.

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- Kim asked if people are having success with in-person lunch meetings.
  - Carl – ITE OR partnered with ITS WA to have an in-person meeting with 50+ people for a half day. Then also did a half day meeting with hybrid (40 in person + 10 virtual)
  - Darcy – ITE WA – Had a successful technical meeting. They also had a successful student event. They have been doing lunch meetings as virtual.
  - Jasmin – ITE HI - Lunch meetings have gone virtual, but bigger meeting and social events are going in person.
  
- i) San Francisco Bay Area (Henderson)
  - Hosted series of virtual meetings
    - At their last meeting small groups of people were meeting in-person attending to attend the virtual meetings.
    - They are looking for new venues.
      - The Cal State East Bay Oakland Center (where this ITE Western District Board Meeting was held) might be a great venue.
  - Student Chapters
    - UCB
    - San Jose State
    - Stanford – Chapter is a little bit in limbo as University has a pause on new clubs.
  - Have had some disappointing turn out from professionals at student/professional events.
  - Board elections are complete; Board is 1 public / 3 private members.
    - Last few elections have been uncontested.
  - Need to re-engage with chairs and help build the leadership pipeline.
  - Working to implement Section 101 action items.
    - Have hosted a couple in person social events.
    - Striving to get meetings on the calendar a month or two in advance.
    - Section updated website and is still using constant contact.
    - Cathy noted that we can charge non-members more to provide more funding. It's ok to have a larger differential. It should drive folks towards joining.
  
- j) Southern California (Saleh)
  - 2022 was an interesting year.
    - 50/50 split of webinar and in person events.
    - Joint luncheons with other organization have been good for attendance.
  - 2023 Events
    - Feb – SoCal Traffic Bowl (Student)
    - Tri or Quad Section Meeting (virtual)
  
- k) Washington (Akers)
  - Went through the Section 101 process last year.
    - Is starting to implement actions from that.
  - Started and awards committee.
  - Have had some hybrid meetings but are still working out the bumps.
  - Had an all-day hybrid conference.
    - Had an in-person attendee monitor the zoom performance.

- Charged the same for in person vs virtual.
  - This was to push people to go in person.
- Had a student event in Seattle Area. Section is also bringing back an East side student event at Gonzaga.
- Cathy notes that the Washington Section has board members that are up to 3 hours away from Seattle area. This perspective helps the board serve the state better.

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## LUNCH 12:15 pm – 1:15 pm

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### VI. Summary of Executive Session (Leung)

- a) Chair Appointments and Terms
- b) 2021-2022 Fiscal Year Closeout
  - Kim summarized the budget including:
    - The excess revenue from Palm Springs
    - Distributions to Portland, Sacramento, Long Beach, and Bellevue LACs.
    - Pushing forward of travel funds
    - Removed Palm Springs Line Item
    - Paying out of a 2021-22 Student Project
    - Fees from DA Davidson on Student Accounts
  - Kayla was asked about funding a new initiative from student funds.
    - Neelam noted that we may not be able to do this given the budget of the student fund.
- c) 2022-2023 Fiscal Year-to-Date Financial Report
- d) Lifetime & Individual Achievement Award Winners to be announced at Annual Meeting
  - Winners were selected. They will be announced publicly at the Annual Meeting.
- e) 2023 Officer Candidates
  - Sec/Treasurer: Josh McNeil and Ryan Zeller are the two nominees.
    - A coin was flipped to determine who appears first in:
      - Newsletter & Webpage (static)
      - Enews & Social Media (dynamic)
    - Ryan won the toss and chose (static) Webpage and Newsletter
  - ID
    - We had two candidates:
      - Tom Mericle declined the nomination. He is going to focus on the Central Cost Section.
      - Peter Koonce will be the one ID candidate.

**ACTION:** Dalene to update dynamic / static info in the election guidelines

- Cathy asks who is responsible for election videos. We need to add that to someone's official job. Neelam proposes this becomes a Junior ID duty..
  - There are also the social media activities like "getting to know Candidates" tweets.

- Junio ID's responsibility will be uploaded to include coordinating the videos, candidate statements, and other election publicity materials.
  - Social Media Manager will be responsible for sending info out.
  - Webmaster will post materials to website.

**ACTION:** Dalene to duties on the website to show Junior ID responsibility for coordinating election publicity materials (see above)

- f) Action Items (see attachment)
- g) Section Representative Introduction
  - Neelam gave a plug for the ITE Planner Initiative

## VII. District Administrator's Report

(Whitlock)

- a) See report. Duties have been updated. More updates to come.
- b) We have two chapters shown on the ITE International website, but we don't have any chapters.
  - This was fixed.
  - Greater Oregon no longer exists.
  - We also confirmed at the Board Meeting that there is no longer a Fairbanks Chapter of the Alaska Section.

## VIII. WesternITE Managing Editor's Report

(Simpson)

- a) We have a 28% Open rate on Emails.
- b) We have quite a number of suspended contacts in Constant Contacts.
- c) Fall newsletter will not be printed, it will be posted to the website.
- d) The spring newsletter will be printed and posted.
  - This will be the last hard copy printed version.
  - This eliminates the need to discuss an opt-in or opt-out process.
  - Cathy notes that we will want to make sure we post more items on the website.
- e) Oregon ITE Switch to MailChimp from Constant Contact due to getting stuck in spam filters.
  - The price was about the same.
  - MailChimp has improved the hit rate significantly.
  - NorCal did the same switch and got the same good result.
- f) Tony started a conversation on ballots and paper ballots.
  - Dalene has not sent a paper ballot out in 2-3 years.
- g) Ellie has planned travel coming up in May. Newsletters will be scheduled to auto send. Please get your content in on schedule.

**ACTION:** Ellie Simpson to look at options to switch from Constant Contact to MailChimp or similar.

## IX. Advertising Manager's Report

(Zellers)

- a) FY 21-22 goal was 15K and we collected \$14,700.
- b) Job posting in the new year have been slow. These should pick up soon.
- c) Sponsorship drive is under way.



- d) Ryan thinking about upping prices by 15-20%

## X. Website Manager's Report

(Shew)

- a) Worked with consultant on Google results issue.
- b) Working with Jenny on resources for Career Guidance.
- c) Working with Kayla on updates for student pages.

## XI. Committee Reports

- a) Career Guidance Committee (Tapat-Morrill)
  - Working with Henry Himmel and Daniel Lai on good stuff for the committee.
  - Want to make more traction with younger members.
  - Making some resource videos on best practices for student chapters
  - Student events will happen the Saturday before (8/12) the ITE International PDX meeting.
- b) Public Relations Committee (Ganddini)
  - Will coordinate with Joe on IAA and LAA videos.
  - We didn't win the International Award this year.
  - We could nominate our section 101 program this year.
  - Social Media manger has moved to be under Website.

**Action: Giancarlo to update duties of social media manager to be under the Website Manager.**

- c) Student Funding & Initiatives Committee (Fleskes-Lane)
  - OSU won Western District 2022 Student Traffic Bowl.
  - There will be a virtual traffic bowl this year.
    - 3 teams are registered currently.
  - SLS is Feb 26 at USC, with UCLA and CSF as co-hosts.
    - They need more sponsors.
      - Deadline for sponsorship is Jan 31<sup>st</sup>.
      - Please Help!
    - They are looking for Professional Volunteers too.
  - The Endowment fund is at about 500K.
    - We changed how we track changes in the fund.
    - We have gained \$4,700 since September.
    - Kayla has an initiative that is summarize in her report.
  - Section Reps were asked by Kayla to review their student chapter contacts and email Kayla with updates to student/professional liaisons.
  - Kim asked: What about fund raising?
    - We should share more about the endowment fund. We should share more about this. We are not making big active fund pushes.
  - Mark asked if we have a list of contributors.
    - Can we send out a message to everyone who has previously contributed and tell them all the good things that the SEF has accomplished?
    - There is agreement we should do this.

**Action: Kayla to draft a contributor thank you message to be sent out before May**

- DA Davison Fees
- Fees have been reported differently based on recent plan changes.
  - New fund fee is taken out as a monthly charge.
  - Old fees were more hidden in transactions.
- Dividends are down because the market is down.
- Financial advisor thinks that taking 3-5% of dividends out and have a sustainable fund.
- Endowment fund board will watch the fund of the next year.

d) Technical Committee

(Acutanza)

- Data collection fund projects
  - Up to 5 projects could be funded.
    - There were 7 submittals.
  - Committee funded 4 projects.
    - UCLA
    - CalPoly SLO
    - University of Hawaii
    - OSU
- Cathy noted that the STEM Projects were well received.
  - UH Students really liked it.
- Kim asked what the focus of the spring and fall webinars will be. Cathey responded as follows: .
  - Spring: Career Guidance
  - Fall: Technical

e) District LAC Committee

(Leong)

- Ryan Zellers will chair 2027 San Diego meeting LAC.
- 2028 Meeting will be joint with Mountain District and in Reno or Tahoe
- Palm Springs Final Report is included in the packet.
- Portland 2023 Meeting
  - Julie Kentosh is LAC Chair and working with ITE International.
  - District Committee is focused on district events and district flare.
    - Saturday 12<sup>th</sup> August:
      - Kell (@PSU)
      - MiteY Race (@PSU)
      - Student Awards and Social (in Downtown Portland @ HRD Office)
        - Free for students
    - Sunday 13<sup>th</sup> August
      - Space for Board meeting (36 capacity)
      - Room booked from 8AM-5PM lunch will be catered.
      - We ask Section Reps to be in person, but will consider hybrid as an option.
    - Monday 14<sup>th</sup> Aug
      - Career Guidance Event
        - Ice cream social or similar format.

- Family Night
  - Outdoor space near Moda center.
  - Food Trucks and Fun!
  - Theme is the Great Outdoors
  - There is a separate ticket for this event.
  - WD registration is discounted. ~30\$
  - International is chipping in.
  - Estimate attendance is 400-500 people
- Tuesday 15<sup>th</sup>
  - 10AM-12AM Annual Business Meeting
    - We will award most WD awards here.
    - Project of Year, Young Professional Award, IAA, LAA will be at ITE Awards Luncheon.
  - International will honor our free registration for student award winners.
    - LAA recipients will get a \$250 registration rate.
  - Registration and ticketing will all be through ITE International
    - Exception: Student reception at DKS/HDR
  - Mark said that ITE International expects this to be a BIG meeting.
    - 1100-1200 abstracts were submitted.

## **XII. Annual Meeting Reports**

- a) 2022 Palm Springs (Leong)
  - Cathy gave Doug kudos for pulling double duty as WD Sec-Treasurer and on the LAC.
  - Report is considered done.
- b) 2023 Portland (Kentosh)
- c) 2024 Sacramento (Shew)
  - LAC is Kicked Off
  - Have done hotel tours.
  - Close to having a logo.
  - Looking at Punchbowl Social for Family Night
  - Have the 12K in the bank from District.
  - Looking at bike tour.
    - Awards Banquet Theme - Line Dancing and Western Wear
  - Booth space will be limited for vendors.
    - There are 4 small meeting rooms that we can look to do creative things with.

## **XIII. Old Business**

- a) District Communications Schedule (Leung)
- b) Spring and Fall WesternITE (Leung)
  - Spring 2023 edition will be last hard copy.
  - We are looking to expand out WesternITE Editorial Committee
    - Doug will be helping in the interim.

## **XIV. New Business**

## **XV. Next Board Meeting: Winter Board Meeting, August 13, 2023, Portland, OR**

## **XVI. Adjourn**

The meeting was adjourned by President Kimberly Leung at 3:16PM.

**MOTION:** Neelam Dorman 2<sup>nd</sup> Doug Smith, to adjourn. Motion passed by unanimous consent.

### **Action Items from 2023 Winter Board Meeting General Section:**

1. Doug to finalize July 2022 Annual Business Meeting Minutes in time for the 2023 Summer Board Meeting.
2. Dalene to update dynamic / static terminology in the election guidelines.
3. Dalene to update duties on the website to show Junior ID responsibility for coordinating election publicity materials.
4. Ellie Simpson to look at options to switch from Constant Contact to MailChimp or similar.
5. Giancarlo to update duties of social media manager to be under the Website Manager.
6. Kayla to draft a contributor thank you message to be sent out before May.
7. Kim will provide current Section 101 participants info on how long they need to keep reporting.

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

1. Transportation Achievement Awards to be moved to technical chair. Dalene Whitlock to edit duties accordingly.
  - a. In progress. Dalene still to update duties.
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.
  - a. Dalene is Done.
  - b. Neelam is still working on Matrix.
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.
  - a. In progress
4. Kayla to coordinate with Dalene and complete student chapter advisor guidelines with David Hurwitz by January 2023 Board Meeting.
  - a. Draft revisions are in review.