



Western District

2009 Annual Board Meeting

Sheraton Downtown
Denver, Colorado
Sunday, July 12, 2009

MEETING MINUTES

(M/S = Motion/Second)

CALL TO ORDER AND INTRODUCTIONS

President Monica Suter called the meeting to order at 8:41 AM. Attendees were invited to introduce themselves. All board members were present from the beginning of the meeting.

Board Members:

Monica Suter	President
Michael Sanderson	Vice President
Edgar Perez	Secretary-Treasurer
Jennifer Rosales	Past President
Randy McCourt	International Director
Zaki Mustafa	International Director / Interim WesternITE Editor
Ken Akeret	International Director
Jenny Grote	District Administrator

The following individuals were present at one time or another during the meeting contributing to a total of 45 attendees:

ITE International Representation

Kenneth H. Voigt, ITE Int'l President
Hibbett Neel, Candidate - ITE Int'l Vice President
Robert Wunderlich, Candidate - ITE Int'l Vice President

D6 Committee Chairs and guests

Karen Aspelin, Technical Committee Chair
Steve Eagan, Legislative Committee Chair
Roberta McLaughlin, Legislative Committee Vice-Chair
Patricia Camacho De Cano, Career Guidance Committee Chair
Cathy Leong, Student Endowment Fund Committee Chair
Alyssa Reynolds, Student Initiatives Chair
France Campbell, District Web Manager
Nate Larson, WesternITE Advertising Coordinator & 2009 Denver LAC Co-Chair
Walter Okitsu, Licensing and Certification Committee Chair
Mark Spencer, 2010 San Francisco LAC Co-Chair
Anne Brookes, 2011 LAC Anchorage Chair
Joann Mitchell, 2011 LAC Anchorage Co-Chair
Tom Mericle, 2012 Santa Barbara LAC Chair
Robert Sweeting, 2012 Santa Barbara LAC Co-Chair

Kim Carroll, 2013 Phoenix LAC Chair
Andrew Smigielski, 2013 Phoenix LAC Co-Chair
Julie Townsend – Past International Director
John Logan, Expert Witness Council Vice Chair
Ray Davis, Public Agency Council Chair
Scott Thorson, Candidate – Western District Secretary-Treasurer
Joe Henderson, Technical Committee Vice Chair
Rhonda Young, Education Council Vice Chair
Dalene J. Whitlock, Candidate – Western District International Director
Roberto Becerril, Consultant - Translator

Section and Student Chapter Leaders

Victor Ling, Cal Poly Pomona Student Chapter Past President
Jim Barrera, New Mexico Section President
Maureen Gardiner, San Diego Section President
Kimberly Leung, UC Berkeley Student Chapter President
Gabriel Ho, UC Berkeley Student Chapter Vice President
Samuel Lam, UC Berkeley Student Chapter Treasurer
Tin Nguyen, UC Berkeley Student Chapter Secretary
Kevin Chang, Washington State Section Secretary
Jim Bloodgood, Washington State Section President
Justin Link, Central Coast Section President
Chris Williams, Arizona Section Vice President

APPROVAL OF AGENDA

M/S Suter/Ackeret to approve the meeting agenda. Motion passed.

DISCUSSION ITEMS

I. ITEMS OF RECORD/CONSENT AGENDA (Suter) – 8:40 AM

A. Items of Record *

1. Re-appointment of Jenny Grote as District Administrator for a two-year term.
2. Appointment of Zaki Mustafa (May 20, 2009-August 1, 2009) as Interim WesternITE Managing Editor pending return of Rachel Donovan (following graduate school completion) which will extend her term to end on June 30, 2012)
3. Appointment of Advisory Committee Member Rich Romer (July 12, 2009-Annual Board Meeting 2011)
4. Appointment of Advisory Committee Member Rory Grindley (July 12, 2009-Annual Board Meeting 2011)
5. Issuance of Data Collection Fund 2009 Awards (Each Single \$1000 Grants)--
(Includes Both Trip Generation and Parking Data)
 - ❖ Montana State University (Small Office Buildings)
 - ❖ Portland State University (IKEA Store)
 - ❖ UCLA (Gas Stations With Fast-Food Service)
 - ❖ University of Nevada – Reno (Mega-Sporting Goods Store)
 - ❖ University of Washington (Gas Stations With Fast-Food Service)

B. Consent Agenda *

1. Approval of February 6, 2009 Mid-year Board Meeting Minutes
2. Approval of ITE Student Chapter Advisor(s):
 - ❖ Dr. Sudeshna Mitra, California Polytechnic State University, SLO

M/S Suter/McCourt to approve Consent Agenda. Motion passed.

Jenny Grote commented that the word “elective” is what has been used throughout all previous documents. This resulted in an amendment to the 2009 Mid-Year Board Meeting Minutes containing a passed motion related to Item VIII. District Administrator’s Report, which states:

M/S McCourt/Ackeret to approve Model Section By Laws with modification to Section 4.4 to replace the word “elective” with “elected”. Motion passed

M/S Suter/McCourt to approve friendly amendment to 2009 Mid-Year Board Meeting Minutes to continue using the word “elective” in Model Section By Laws. Motion passed.

II. PRESIDENT’S REPORT

President Suter reported on her activities since the mid-year board meeting and thanked everyone for attending. She thanked those who provided reports on time.

- A. Denver LAC, Chairs/Vice Chairs, Section/Chapter and Student Leaders/Faculty Advisor.
She thanked the Denver LAC for their hard work and noted a registration number between 320 and 330. She thanked ID McCourt for his help to the LAC who in turn indicated that if the number is 327 or more, it could be runner up for #1 or #2 in highest attendance.
- B. Section/Chapter Items, Visits, Presentations & Proclamations
President Suter reported on her visits to the different sections where she delivered her “Getting the Yes” message to improve the public image of our transportation profession.
- C. Updated Presidential Proclamation Historical List
President Suter presented 16 Proclamations during her visits. A complete list of proclamations will be posted on line by District Administrator Grote
- D. Update to Presidents Duties
President Suter indicated that the guide on Presidential Duties has been updated to which ID McCourt indicated that there is no need to approve duties and responsibilities but that every officer should try to update as appropriate.

III. VICE-PRESIDENT’S REPORT

Vice President Sanderson explained that everyone present at the meeting can participate in the discussions but only the Board members can vote.

- A. Michael provided an update on the WesternITE Committee and acknowledged Rachel Donovan’s efforts during her short term and her temporary leave for educational reasons.
- B. Financial Management/Audit Quotes. Michael has obtained a quote of \$4,500 from Albert Li, our current CPA to conduct an audit on the District’s finances. The discussion resulted in having to postpone the audit until next year because of budget reasons. Comments by Ken Ackeret suggested to have one complete audit and then to have periodic reviews rather than annual audits.

Action Item: Michael Sanderson, Jenny Grote and Dalene Whitlock to obtain additional audit proposal from other CPA’s including the one used by International ITE.

- C. ITE Council Chair/Vice Chair/International Committee Chair Budgets. This budget was discussed and increased later to \$2,000 during budget review.

IV. SECRETARY/TREASURER’S REPORT

- A. Current District Finances. Secretary-Treasurer Edgar Perez shared the income and expenses for the District during the fiscal year up to June 10, 2009 and reported the total balances of the District's checking, savings and Student Endowment accounts. The following represent the operating budget for the 2009/2010 budget:
- Income
\$444,555 - \$291,755 (2010 SF income) = **\$152,800**
 - Expenses
\$457,650 - \$291,755 (2010 SF Expenses) = **\$165,895**
 - Transfer from reserves to cover expenses: \$165,895 - \$152,800 = **\$13,095**
- B. Board Approval of Proposed Budget to be presented at Annual Business Meeting. Following are the main changes made to the 2009/2010 budget when compared to last year's budget. Approved budget is attached.
- Increased income and expenses for 2010 Annual Meeting in San Francisco. Estimated at \$291,755 when typically is between \$200K and \$215K
 - Decreased revenue from *WesternITE* publication. Decreased from \$45K to \$30K
 - Reduced expenses for *WesternITE* production. Reduced from \$38.2K to \$22.2K
 - Increased travel budget for Council Chairs/Vice-Chairs. Increased from \$1K to \$2K
 - Editor's Stipend was changed to Editor's Expenses
- C. Other Items: Investment Account/Student Endowment Fund/Professional Administration for District's Finances.

M/S McCourt/Sanderson to move financial audit to outside of the 2009-2010 fiscal year. Motion passed.

M/S McCourt/Sanderson to approve budget with income of \$444,555 and expenses of \$457,650 and for the 2009-2010 fiscal year. Motion passed.

Action Item: Edgar and new Secretary-Treasurer, to investigate possible options to invest money with Wells Fargo and report to the board.

V. PAST PRESIDENT'S REPORT

Past President Jennifer Rosales reported on her work related to Lifetime and Individual Achievement Awards and the progress that ITE Group on Facebook is having.

VI. INTERNATIONAL PRESIDENT'S REPORT

International President Ken Voigt complimented Senior International Director Randy McCourt for a job well done. He discussed the different publications that ITE publishes and that public membership has remained steady despite the economy. Membership in general is higher than most other sister organizations. ITE international has had a 20% cut in staff but this should not interrupt services for the members. ITE Webinars have been reduced to \$15 thanks to a federal grant. ITE has established a task force on Energy, Environment and the Economy. The Student Traffic Bowl is picking up momentum and there will be a competition in 2010 in Vancouver among all the District champions.

VII. INTERNATIONAL DIRECTORS' REPORTS

- A. ID McCourt highlighted several items from his written report and thanked the board since this is his last meeting on the Board. He also shared the vision that should drive the efforts of the District: Where we are and where we go from here into the

future depends on how we differentiate science and technology and how we take advantage of opportunities.

- B. ID Mustafa commented that the travel expenses for ID's are staying within stipulated budget.
- C. ID Ackeret reported that ITE headquarters is moving across the street.

VIII.DISTRICT ADMINISTRATOR'S REPORT* (Grote) – 11:00 AM

- A. E-Voting Update. District Administrator Jenny Grote reported that 25% of the members have responded to electronic balloting. The cost is \$2,000 and it includes one email reminder. In the future we must do a better job at announcing dates for voting and if members do not get the email to let someone know so that a hard copy ballot can be mailed.
- B. Bylaws and Charters. Jenny reported that the three International Directors (McCourt, Mustafa and Ackeret) served as the review committee.

M/S McCourt/Ackeret to approve Student Chapter Bylaws and Charter. Motion passed.

M/S McCourt/Mustafa to approve Cal Poly Pomona Student Chapter Bylaws. Motion passed.

M/S McCourt/Ackeret to approve San Diego Section Bylaws and Charter. Motion passed.

M/S Ackeret/McCourt to approve Northern California Section Bylaws. Motion passed.

The following are Bylaws that are pending review and approval: Intermountain Section and Seattle University Student Chapter

- C. Supplemental Documents are posted on the website for further information.

IX.WESTERNITE MANAGING EDITOR'S REPORT

- A. Interactive Web and Electronic Newsletter Enhancements

Printing costs for WesternITE are very high and must be avoided. Printing in 1989 was only \$3.5K per issue versus over \$5K per issue today. If the publication is late is a waste of money since members lose interest. The publication of the WesternITE must be on-time and must be interactive. The first electronic/interactive version of WesternITE was published and has received very favorable responses. In order for WesternITE to be effective and to cut back on expenses the following must take place:

- \$5K per issue is not acceptable. Expenses must be reduced.
- Reduce size of printed version to 3 or 4 pages
- The electronic version should not become a maintenance headache
- Consider mailing hard copies to members that specifically request it
- Possibly consolidate WesternITE Newsletter and WesternITE.org website
- Consider revising/combining stipends for Website Manager and WesternITE Editor

Action item: WesternITE Oversight Committee to review alternatives to reduce costs and make WesternITE Newsletter and WesternITE.org website more effective.

M/S McCourt/Sanderson to approve Resolution for Nathan Mustafa as written by Randy. Motion passed.

The resolution was later drafted as follows:

RESOLUTION IN RECOGNITION OF NATHAN MUSTAFA SERVICE TO ITE WESTERN DISTRICT 6
Whereas Nathan Mustafa volunteered his time to produce WesternITE electronically, and

Whereas Nathan devoted numerous hours to the advancing ITE Western District 6 communication into the future,

BE IT RESOLVED that that ITE Western District 6 recognizes Nathan Mustafa for his effort and extends its thanks and appreciation.

M/S McCourt/Rosales to approve that any revenue derived from Google through the WesternITE website will be used for technological improvements to the website. Motion passed.

- B. Advertising Manager's Report. Nate Larson reported that advertising has greatly been reduced to almost nothing. Zaki indicated that there have been requests from firms to advertise with the new WesternITE format.

X.WEBSITE MANAGER'S REPORT

- A. Annual Meeting Registration Process & On-going Web Updates. France Campbell reported on the work done to make the online registration a success.
- B. Consideration of Web Hosting Options. Website companies are being evaluated to determine best suitable option.
- C. Recommended Approval of \$1,000/year to Maintain/Improve On-line Meeting Registration and Possibly to be Reimbursed by LAC Budgets. The LAC's may request additional money if needed.
- D. Other Website Upgrades/"Make-over?"—Informal Vote. See previous item
- E. Site Usage Statistics. The monthly average of visitors during a six month period was 6,900

XI.COMMITTEE REPORTS

- A. ADVISORY COMMITTEE REPORT (Chair Rosales) nothing to report
- B. TECHNICAL COMMITTEE REPORT (Chair Aspelin/Vice Chair Henderson)
 - 1. Awards Update, see report
 - 2. Data Collection Fund, see report
- C. MEMBERSHIP COMMITTEE REPORT (Chair Hansen), not present
- D. LEGISLATIVE COMMITTEE REPORT (Chair Eagan/Vice Chair McLaughlin), see report
- E. LICENSING AND REGISTRATION COMMITTEE REPORT (Chair Okitsu), not present at this time
- F. CAREER GUIDANCE COMMITTEE REPORT (Chair Camacho De Cano)
 - 1. Mentoring Program Update. Patti distributed pass along cards for mentors and mentees to sign up for the program. Everyone thought that this is a great idea to get more people to volunteer for the program.
 - 2. Career Guidance Awards

Action Item: Patricia Camacho De Cano, Career Guidance Committee Chair to revise criteria for Employer Recognition Awards to include big and small companies regardless of location.

- 3. Save the Dates & Quarterly Updates
- G. STUDENT AND FACULTY INITIATIVES COMMITTEE REPORT/EDUCATION COUNCIL (Chair Reynolds/Vice Chair Wymer). Alyssa Reynolds reported that this year has had the most student chapter reports totaling 23 reports out of 32 student chapters. Each of these chapters will receive \$100. Wyoming was selected as the best Student Chapter. Grant Shultz from BYU was selected as the Outstanding Educator. Between 70 and 80 students have registered for the conference.
 - 1. Status/Progress Report on Student Initiatives, see report

- 2. Award, Student and Faculty Advisor Updates, see report
- H. VENDOR'S COMMITTEE (Chair Lichty), not present
- I. ENDOWMENT FUND COMMITTEE (Chair Leong)
 - 1. Fund Status: \$195,920 plus \$5K = \$200,920
 - 2. Contributor Recognitions

Action Item: Cathy Leong, EF Chair, to email France Campbell to update EF balances, donations and award recipients to be posted on the website.

XII. ITE COUNCIL & COMMITTEE REPORTS

Verbal reports are welcome if the Chair or Vice Chair is present and has information to share.

- A. Coordinating Council (Chair Noyes, Vice Chair Coleman), not present
- B. Public Agency Council (Chair Davis, Vice Chair Suter), nothing to report
- C. Pedestrian & Bicycle Council (Chair Ridgway), not present
- D. Expert Witness Council (Vice Chair Logan). John Logan reported that there are over 500 members of this council but very few women. He distributed a handout with more information on the council
- E. Transit Council (Chair Byrne), not present
- F. Transportation Consultants Council (Vice Chair Samdahl), not present
- G. Transportation Education Council (Vice Chair Young), a template for student chapter projects is being created.
- H. Ethics Task Force (Chair Rosales), nothing to report

XIII. FUTURE ANNUAL MEETINGS

- A. 2014 Annual Meeting Location—LAC Chair Appointment (McCourt)
Rapid City, South Dakota (Near Mt. Rushmore), nothing to report

XIV. ANNUAL MEETING REPORTS

LAC Chairs serve the District 6 Board by appointment. They are the direct contact for the Board regarding LAC matters and are responsible for the organization and planning of the Annual Meetings.

- A. 2009 Denver (Larson/Johnson)
 - 1. Registration Status
 - 2. Technical Tour Status
 - 3. On-line Registrations
 - 4. Wells Fargo "Suspicious Activity Alerts" Challenges
 - 5. Traffic Bowl(s) Status – Including Students
 - 6. Hotel & Vendor Space Challenges

LAC Chair Nate Larson reported that the vendor space was changed by the hotel and therefore several vendors had to be declined to display due to lack of space. The expectation was 50 vendors but only 28 were accommodated. He also stated that they expected a shortfall of \$10K to \$15K. He reported on the online registration, the technical tours and traffic bowl as being highlights of the meeting with an expected attendance of 320 to 330 full registrants.

- B. 2010 San Francisco* (Spencer)
 - 1. Budget Review and \$5,000 Advance Requested
 - 2. Early Registration Fees (Estimated @ \$425)
 - 3. LAC Meetings
 - 4. Fundraising, Publicity and Promotions

LAC Chair Mark Spencer explained that the meeting in San Francisco is expected to be more expensive than typical. The Hotel will be the historic Palace Hotel. Patricia Camacho De Cano then explained an event to be held starting on Sunday similar to the TV program The Amazing Race. She explained that this will be an unprecedented event with teams going throughout the city competing to get to the final destination. Patti distributed shirts with the SF logo to several members present. The theme will be Escape to the City.

M/S McCourt/Sanderson to approve \$5K as advancement for the San Francisco LAC expenses. Motion passed

- C. 2011 Anchorage (Brookes)
 - 1. LAC Committee Growth—Additional Volunteers
 - 2. Venue Determined: Hilton/Eagan
 - 3. Randy Visit
 - 4. Logo, Publicity, and Marketing
 - 5. Budget
 - 6. Participation w/ Denver LAC & San Antonio Meeting Marketing
 - 7. Presentation
 - 8. Contract Status/Experient

LAC Co Chairs Anne Brookes and Joann Mitchell distributed pamphlets, pins and buckets with the Alaska logo. They reported on the efforts to have a great meeting to be held at the Egan Convention Center and Hilton Hotel and encouraged everyone to visit www.alaskaite.org when it becomes available.

- D. 2012 Santa Barbara (Mericle/Vice-Chair Sweeting)
 - 1. Meeting Date: **June 24-27, 2012**
 - 2. Fess Parker Red Lyon Inn Hilton (Currently \$210/rm, Free Internet & 30% Attr.)
 - 3. Publicity-Twitter (<http://twitter.com/ITESB2012>), Facebook Page & Student Logo Competition Planned
 - 4. Activities – Being Narrowed Down

5. Opened Wells Fargo Bank Account
6. Budget Planning
7. LAC Meeting and Volunteers
8. Contract Status/Experient

E. 2013 Phoenix* (Carroll)

1. Meeting Date: **July 14-17, 2013**
2. General LAC & Vice Chair Activities
3. Hotel Site Visits by President/D6 Board Members (Mar 2009)
4. Hotel Selection – AZ Biltmore in Phoenix
5. Food/Beverage Costs – Caution
6. LAC Meetings
7. Logo Student Competition
8. LAC Planning Schedule
9. Contract Status—Possible Approval*/Experient

LAC Chair Kim Carroll shared that the hotel rate of \$145 is desired but it has not been finalized yet. Some members of the board visited the proposed venue and liked it very much.

XV.UNFINISHED BUSINESS

A. Spanish Translation Options – Roberto Becerril (5 Min. Presentation)

After the presentation the board decided to wait on hiring a consultant to do the translation and recommended that Roberto get in contact with International ITE

B. Update on WesternITE CD (Ackeret)

C. Mexico Chapter (Perez)

Edgar Perez shared that the Tijuana Student Chapter has been slow in coming to fruition due to interrupted communication with leaders and members in Tijuana. The San Diego Section has appointed Edgar Monroy to work as a liaison/Professional Student Advisor to get the process going.

Action Item: Edgar will help the San Diego Section in getting the chapter officially established by submitting all necessary paperwork.

XVI.NEW BUSINESS* – 2:15 PM

- A. Green Initiatives, Our Members, the Profession & District 6
- B. Public Member Erosion & Increasing Participation in Leadership, etc.
- C. Western District Wiki
- D. Technical Products Via the Web (iTunes Concept for Land Uses in Trip Gen. Manual)
- E. Potential New District Meeting Coordinator Chair Position*
- F. MUTCD/ITE & Private Property/Parking Lot Standardization Issues
- G. Web Newsletter & Website Usage
- H. Electronic Record Keeping vs. Hard Copy

XVII.NEXT MEETING: Location and Time to Be Determined in January/February of 2010

Per email dated 7/26, 2009 Incoming President Michael Sanderson informed the board that the next board meeting (Mid Year meeting) will be held in Las Vegas on Friday February 5, 2010

XVIII. ADJOURN – 3:30 PM (Earlier if Feasible)

The meeting was adjourned at 3:48 PM