



2020 Annual Board Meeting Minutes

Virtual Meeting
Sunday, June 28, 2020
8:00 am – 11:30am (PDT)

The Western District Board assembled committee chairs and section representatives to its Annual Board meeting. Due to COVID-19 travel restrictions, the meeting was held virtually through Zoom/teleconference. The voting members of the Executive Committee include the President, Vice President, Secretary-Treasurer, Past President, and two International Directors who act on items concerning implementation of Board policy and administration the day-to-day affairs of the District. The District Board is comprised of the Executive Committee and eleven Section Representatives who act on items concerning new policies or significant modification of policies. These persons are responsible for all motions, voting, and formal business of the District.

Attendees at the meeting were:

EXECUTIVE BOARD MEMBERS (Executive and General Session Attendance):

Neelam Dorman, President
Mark Spencer, Past President
Giancarlo Ganddini, Vice President
Joe De La Garza, Secretary-Treasurer (preparer of the meeting minutes)
Carlos Ortiz, International Director (2018-2020)
Cathy Leong, International Director (2019-2021)

COMMITTEE CHAIRS AND GUESTS:

Dalene J. Whitlock, District Administrator (Executive Session and General Session Attendance)
Ryan Zellers, WesternNITE Advertising Manager (General Session Attendance Only)
Erica Jensen, WesternNITE Managing Editor (General Session Attendance Only)
Amit Kothari, Technical Committee Chair (General Session Attendance Only)
Josh McNeil, Career Guidance Committee (General Session Attendance Only)
Kimberly Leung, Endowment Fund Administrator (General Session Attendance Only)
Paul Stanis, Public Relations Committee (General Session Attendance Only)
Cameron Shew, Website Manager (General Session Attendance Only)

SECTION REPRESENTATIVES (General Session Attendance Only):

Alaska (Renee Whitesell)
Bay Area (Frank Penry)
Central California (Nick Carcha)
Central Coast (Tom Mericle)
Hawaii (Jenny Tapat)
Northern California (Ravi Narayanan)
Oregon (Pat Marnell)

Riverside San Bernardino (Ronald Chan)
San Diego (Mohammad Amin)
Southern California (Josh McNeill)
Washington (Daniel Lai)

GENERAL SESSION

I. Call to Order and Roll Call

Neelam called the meeting to order.

II. Approval of Agenda

No amendments proposed for the agenda.

MOTION to approve agenda: Cathy Leong, second by Mark Spencer. Motion Passed.

III. District Administrator's Report (Whitlock)

District Administrator Dalene Whitlock provided the following highlights from their report:

- Charters were approved at the Mid-Year meeting and sent to IBOD. Jeff confirmed that they were approved. Check with Cathy or Colleen for the meeting minutes that say that.
- Have included all the bylaws. Have all been approved through all the Section boards. All we need to do is approve.
- Cathy asked if the Sections followed the model or any deviations? Only one that wanted a deviation, Central Coast, regarding having their President sign.
- Worked with others with the language about the elections. And some sections needed to transition to the calendar year terms.
- All of the bylaws are consistent with the model.

MOTION to approve all Section Bylaws: Pat Marnell, second by Tom Mericle. Motion Passed.

- Cathy working on the Student Chapter Charter model to have at the next meeting just for Western District. Will be sending out to all student chapters.

ACTION ITEM: Cathy/Dalene to prepare the Student Chapter Charter Template.

A. Taxes and Insurance

No update at this meeting.

B. Election Update

Election will close tomorrow night have a tellers committee and will look at it before the business meeting.

IV. *WesternITE* Managing Editor's Report (Jensen)

WesternITE Managing Editor Erica Jensen provided the following highlights from their report:

- Sent out monthly emails and sent out more than normal.
- Contact list maintained and increased.
- Trending above average for clickrates. Decreased slightly not to worry about.
- The student one opened the most.
- Recipient number has been reduced as a lot more members are electing to go green. Only 2,700.

ACTION ITEM: Erica to look at the number of the suspended (160+ emails) and coordinate with ITE HQ to see if they have updated emails.

V. Advertising Manager's Report (Zellers)

Advertising Manager Ryan Zellers provided the following highlights from their report:

- Worked to revamp sponsorship tier levels
- Mid-march to June normally sponsor dollars when they come in. We have had no sponsorship reups and no job postings during this time. Last one at the end of March.
- Due to COVID, sponsorship dollars have come to a halt.
- Working with Cameron to work on website. Getting complaints about the lack of clarity from job posting to where to pay etc. not completed yet but soon. Would like to link the District and meeting sponsorships. Would like to do something at beginning of the year so be ready for Spring newsletter.
- Smaller sponsorship drive at this time of the year. Neelam asks about how to balance for fiscal year. Ryan says should not prorate for the fiscal year. Cathy says we have not been prorating.

- Note from Cathy that as we revamp website (Cameron) we need to think marketing brain and maybe have a web consultant help us. Cameron may need to have some shopping cart system and is looking into that.
- Looking at how to track split of annual meeting funds for sponsorship and regular sponsorship. Cathy says that keeping them split will be difficult and should discuss further.
- If one account, then LAC will continue to track expenses separately. Need to track what allocation goes to District. Carlos stated that with COVID we need to be creative with sponsorship and come up with ideas. Ryan says all of these are demand based system. We could lower costs if we wanted. Maybe send note to sponsorship about extending. Cathy says might do smaller events and could be an opportunity for sponsorships.

ACTION ITEM: Ryan and Cathy to look at proposal to combine Annual Meeting and District sponsorship.

- Review this action item in the Fall or through email.
- Discussion about budget item estimate. Ryan says we might be able to get half of what we did last year. Ryan says \$10K may be more achievable.

VI. Website Manager's Report (Shew)

Website Manager Cameron Shew provided the following highlights from their report:

- Not anything too noteworthy to report.
- Most popular page is the home and then annual meeting
- Working with Ryan to update Sponsorship information and streamlining the checkout experience.
- We have link to international calendar and are the 1st District to adopt this.
- Neelam, Cathy and Cameron looked at all the Section websites regarding whether they are up to date.
- Considering overhaul of website could cost \$15K-20K depending on what is decided to do. The decision was made to postpone this effort until later.

VII. Committee Reports

A. Technical Committee (Kothari)

Committee Chair Amit Kothari provided report and provided the following highlights from their report:

- 1st year with new 5 state WD and awards.
- The section activities awards. The small is now 150 less not 300 less.
- New winners, so that is good.
- Best Paper - Cameron won.

- Data collection done before COVID restrictions so two of them did complete and will receive awards.
- Continue to review data collection program. How do we handle delinquent? Technical committee will continue action item.
- Amit stated that he spent 9 years as the Tech Committee chair and term is expiring and he will step down.

ACTION ITEM: Amit Kothari to review Student Data Collection Fund program for possible revamp

B. Career Guidance Committee (McNeil)

Joshua McNeil provided the following updates:

- Not going to have normal track for the Annual Meeting
- Hoping next year will resume normal career guidance track.
- Awards listed in report.
- No nominations for undergraduate award.

C. Student Funding and Initiatives Committee (Leung)

Committee Chair Kimberly Leung provided the following highlights from their report:

- Accounts balances have been fluctuating.
- Board thought it was a good idea to review strategic plan and funding strategies.

ACTION ITEM: Kimberly Leung to review and update the EF Strategic Plan.

ACTION ITEM: Kimberly Leung to review and update the EF funding strategies.

D. Public Relations Committee (Stanis)

Committee Chair Paul Stanis provided the following highlights from their report:

- Lifetime achievement awards (2)
- Video has been approved.
- Strategic plan put together and Board will look at it.
- Social media plan is outstanding action item.
- Board asks Paul for an action plan for social media. Think about the social media production. By Fall would be great.

ACTION ITEM: Paul Stanis to prepare and Action Plan for Social Media report in his committee report.

E. District LAC Committee (Leong)

Committee Chair Cathy Leong provided the following highlights from their report:

- For 2023 will stick with Fresno. Looked at other local areas. Waiting for Hilton to send contract.
- For 2028 kept it open and ITE HQ thought that was joint with them but looking for options.

VIII. Annual Meeting Reports

A. 2020 Honolulu

Report highlights presented by Chair Cathy Leong:

- Were able to negotiate changes due to COVID.
- Have not received the deposit return of \$42K and will get it in July.
- District advanced \$15K from District to get through the virtual meeting
- Budget for registration is good and possible excess of \$35k+.
- Recommendation to use excess to support Portland meetings to make no or low cost for District meetings.
- 566 registrants so far and they are still coming in.
- Extended comp registrations to all the award winners from both districts.
- Thanks to Erica for putting together a newsletter in 2 days!
- International's presence at the meeting on Monday and will record their session.
- There has been coordination with Mountain District.
- They are hosting their own student traffic bowl.
- Will not have an awards ceremony but will have a social hour.

B. 2021 Portland

Report highlights presented by LAC Chair Pam O'Brian.

- Pam can't join the meeting, but Randy says they have worked with Karen Aspelin on STEM activities. And there is a camp that is being coordinated.
- Cathy noted that because it is a joint meeting there are a lot of District events that may not happen. Working with Randy to see how to include a Saturday student-oriented day at PSU.
- Monday family night and District has put \$10K towards. Food truck oriented open to everyone, but District members get free cover charge.
- Working with Randy for business meeting.

C. 2022 Palm Springs

LAC provided the following highlights:

- District taking the lead on pre-planning this meeting. \$525 base rate.
- Moved finals of student traffic bowl to Tuesday to cut down on costs.
- From here on out, updates will be coming from LAC local chairs
- Still need list of LAC members.

IX. Section Representative Reports

This was the second meeting with Section Representatives and the first to provide a formal Board report, so form may be refined. Mainly want to include Section Board contacts and activities. Information for sharing include what is successful, what sort of challenges are the Sections facing and anything that the District can help. Each representative delivered a report of activities.

a. Alaska (Renee Whitesell)

- In-person meetings until March. Paused monthly meetings due to COVID-19, but encouraged members to go to annual meeting
- Normally do a joint meeting and attend 100, may not have it this year.
- No member appreciation BBQ
- Give student scholarship normally, but this year will likely cancel Fall fundraiser due to economic struggles of businesses. Will use savings to fund a smaller scholarship for 2020 and 2021.

b. Bay Area (Frank Penry)

- Frank was not present for the meeting.
- See the Board report in the meeting packet.

c. Central California (Nick Carcha)

- Challenges with COVID-19 getting meetings coordinated with Fresno State. May be asking the District to get active again.
- Want to try a virtual meeting in June and was asking about best format (i.e. Zoom)
- Thanks to Cameron and Neelam for looking at the website.
- Neelam said she can be a point of contact with the District.
- Looking for content and shared that Nazir Lalani has some trainings.
- The District LAC had to buy 21 zoom licenses for 6 months and the sections could use it through the end of the year. (Two accounts up to 300 attendees for \$20/month)
- If they want to use GoTo meeting through ITE HQ, ask Randy or Colleen.

d. Central Coast (Tom Mericle)

- Switched to virtual and had two, tried zoom and Webex.

- Used members access for Zoom and they like it best.
- Nazir gave presentations on tort liability and design immunity
- Had to postpone golf fundraiser. Trying to hold it in September.
- Vendor show in November, may do it virtually.

e. Hawaii (Jenny Tapat)

- Meeting in February with Peter Koonce
- Trying to jump start UH student chapter. Challenges during COVID and will see what happens when Fall comes.
- Had to cancel meetings in the spring but have not done any virtual meetings. After the annual meeting can do it.
- Transition to new officers in Jan

f. Northern California (Ravi Narayanan)

- Current board and new board will take over in August.
- A lot of good meetings in Sept and Oct.
- 64 golfers at a golf tourney
- 50 people at last in person meetings.
- Postponed March big meetings. Vendors night postponed to the Fall. Holding money from vendors for now.
- Cancelled April meeting was the only one. Others close to business as usual.
- In May held the first virtual meeting and a vendor partner presented. 39 people. The vendor sponsored so did not have to do anything.
- Did buy a month to month zoom license
- Cathy noted that the annual meeting exhibit interface is scalable and could help support if needed. Ravi will discuss with board. Mark said that could get feedback from exhibitors and could help to plan.

g. Oregon (Pat Marnell)

- Section has transitioned to virtual meetings seamlessly, cost neutral, registrations free.
- Goto webinar paid. One tip if you call them directly, they can give you a deal.
- Cancelling one meeting that was the greater Oregon workshop that was supposed to be at OSU and unfortunately the school is shut down
- Getting ready for planning meeting in July and wondering if they will be able to host a traffic bowl.
- Sponsorship drive starts in Fall and look to see what will do.
- Watching closely for the WD traffic bowl.

h. Riverside San Bernardino (Ronald Chan)

- In person meetings from September to February
- Vendor show in January
- March started meeting virtually
- Transition to calendar year for the Board this year.
- UC riverside inquired about starting a student chapter.
- Used joint meeting Webex
- Sections also used Webex where a member firm allowed to use

i. San Diego (Mohammad Amin)

- Updated Board list
- Due to COVID, cancelling summer social, and golf.
- Vendor show is in October and looking for support
- Will hold virtual meetings

j. Southern California (Josh McNeill)

- Section had a successful year
- Meeting/workshop in March cancelled
- Annual business meeting used Webex
- Board just had elections.
- Transitioning to calendar year for the Board members.

k. Washington (Daniel Lai)

- Held two conference January and February ITE/ISMA 300 people attended.
- Feb had student meeting in Gonzaga, good turn out
- June is their annual business meeting.
- Did joint meeting with Oregon this past week.
- Had a golf tourney in June.
- Section Vice President vacated position so appointed Secretary
- Plan is to have new board for calendar year.
- Had a good meeting in March using Zoom. Used a member's Zoom account

Randy asked the Section representatives about membership costs for meetings. Most groups doing it free.

Randy also asked if the standard practice is for different charges for members and non-members for luncheons -

- Alaska- Flat rate, but do have different
- Bay Area – No, One charge
- Central California - No have not done this \$25. Been talking about this since attendees are mostly not members. Hard to justify for virtual meeting since costs are low. Randy says,

typically \$0 and \$20 or \$30 is common. Cathy says probably \$10 would be good. What membership will tolerate.

- Central Coast - Having internal discussion and have not been charging for virtual meetings. Virtual have been only members since they get the emails. Looking at holding virtual and in-person will be a challenge.
- Hawaii - Yes have been charging different for members. Have not had any virtual meetings.
- Northern California - No differential, difficult to charge for virtual. Consideration for change in annual membership fee from \$25 to \$35.
- Oregon - Traditionally a \$10 differential, students are free.
- Riverside/San Bernardino - Yes different for non-members. Virtual free.
- San Diego - have a \$5 difference. Last year are mostly members and only a few are non-members
- Southern California - Usually \$5 to \$10 difference, but not enforced
- Randy says with One ITE looking like consistency across different sections. Price differential is good to help promote membership

X. Old Business

None.

XI. New Business (Board and Section Representatives)

A. Fall Executive Board Kick-Off Meeting (Dorman)

- Neelam discussed that this meeting traditionally was the Exchange of Books Meeting but have been using it as a Kick-off meeting.
- This year will expand the group to have the full Executive Board in attendance.
- Bank account will be updated with new people.
- Likely a Virtual meeting in early September.

B. 2020-2021 Budget Update

- Discussed in Executive session. Mid-Year meeting will be virtual, and reduced budget to \$500.
- Added \$500 for taxes
- Advance for 2021 meeting should be removed since already sent them sponsorship and will probably not need it.

**MOTION to approve change to 2020-2021 Budget: Tom Mericle, second by Cathy Leong.
Amendment to motion, Motion Passed.**

- If comes up at Kick-off meeting, then can revisit and add back in.

XII. Next Board Meeting: Friday, January 22, 2021, Southern California (Tentative)

Revise the meeting to be Friday, January 29, 2021 to not interfere with the IBOD.

XIII. Adjourn

**MOTION to adjourn the Annual Board Meeting: Mark Spencer, second by Cathy Leong.
Motion Passed.**

Meeting adjourned at 11:27 am.

XIV. Outstanding Action Items from 2020 Mid-Year Board Meeting

1. Neelam to compile list of competing leadership training programs on West Coast to be provided to ITE Int'l. **To be completed for the Fall Kick-off meeting**
2. Neelam to develop bank account (Wells Fargo) transition guidelines. **Ongoing**
3. Dalene and Cathy will work on Model charter for student chapters and re-issue for all student chapters. **Ongoing**
4. Joe to undo the student fund discrepancy on Wells Fargo Account. **Completed**
5. Mark and Cathy to set up committee to re-look at individual achievement award and report back at Annual Meeting. **Completed**
6. Dalene to update all bylaws and send to IBOD for approval and then Neelam will sign. **Completed**
7. Dalene to change title of Policies Manual to say Procedures, per ITE Bylaws. Reorganize all topics alphabetically, update document per comments from Cathy and Neelam. **Completed**
8. Cameron to ask for quote for update to website (last done in 2015 for \$7K). **Will put this action on hold.**
9. Josh to circulate application for Young Professional from ITE HQ for review. **Completed**
10. Paul to include social media report in his committee report. **Completed**
11. Amit to review Student Data Collection Fund program for possible revamp. **Ongoing, will update for next meeting.**