



2021 Annual Board Meeting Minutes

*Virtual Meeting
Friday, July 23, 2021
8:00 – 11:30 am (PT)*

CALL TO ORDER AND INTRODUCTIONS

Western District President Giancarlo Ganddini called the meeting to order at 8:05 a.m. Attendees at the meeting were:

BOARD MEMBERS:

Giancarlo Ganddini, President
Joe De La Garza, Vice President
Kimberly Leung, Secretary-Treasurer (preparer of the meeting minutes)
Neelam Dorman, Past President
Cathy Leong, International Director
Mark Spencer, International Director
Dalene J. Whitlock, District Administrator (ex-officio and non-voting member)

COMMITTEE CHAIR, SECTION REPRESENTATIVES, AND GUESTS:

Alyssa Rodriguez, ITE International President
Ashley Kim, Student Funding and Initiatives Committee Chair
Balraj More, Riverside-San Bernardino Section Representative
Bryan Igarta, Central California Section Representative
Cameron Shew, Website Manager
Cathy Leong, District LAC Committee Chair
Claudia Hirschey, Washington Section Representative
Doug Smith, Candidate for Secretary-Treasurer
Erica Jensen, WesternITE Managing Editor
Jana Cervantes, Northern California Section Representative
Jared Travis, Alaska Section Representative
Jeff Paniati, ITE Executive Director
Jenny Tapat, Career Guidance Committee Chair, Hawaii Section Representative
Karen Jewel, San Diego Section Representative
Kathy Kleinschmidt, Central Coast Section Representative
Maggie Lin, Oregon Section
Patrick Marnell, Technical Committee Chair
Paul Stanis, Public Relations Committee Chair
Ryan Zellers, Advertising Manager
Smadar Boardman, San Francisco Bay Area Section Representative
Sowmya Chandrasekhar, Southern California Section Representative

The Western District Annual Board Meeting was held virtually on July 23, 2021. 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 (Ganddini)

Quorum was established at 8:05 am for the General Session.

II. Approval of Agenda (Ganddini)

MOTION: Neelam Dorman, 2nd Mark Spencer, to approve the Annual Board Meeting agenda. Motion passed.

III. Items of Record and Consent Agenda (Ganddini)

The final 2020 Mid-Year Board Meeting, 2020 Annual Board Meeting, and 2020 Annual Business Meeting minutes were approved by the Western District Board via electronic vote on 07/13/21.

MOTION: Neelam Dorman, 2nd Cathy Leong, to approve the 2021 Mid-Year Board Meeting minutes. Motion passed.

IV. Summary of Executive Session (Ganddini)

a. Chair Appointments/Terms

- Reappointment of Cameron Shew as Website Manager (Oct 2021 – Sept 2024)
- Resignation of Erica Jensen as WesternITE Managing Editor (effective Sept 2021)

b. 2020-2021 Fiscal Year-to-Date Financial Report

FY20-21 income and expenditures are financially in line. An excess of funds is expected at the end of the fiscal year.

c. 2021-2022 Proposed Budget

A balanced FY21-22 budget was proposed and requires formal approval from the membership at the Annual Business Meeting. Highlights of the budget include:

- The District's restructured advertising and sponsorship program exceeded its income goals for FY20-21, and the FY21-22 budget increases the expected income from the sponsorship program.
- The District's Zoom licenses have been made available to Sections during the COVID-19 pandemic and will continue to be available in FY21-22.
- \$3,000 was allocated to LeadershipITE scholarships in FY20-21, and this funding will be moved forward to FY21-22.
- The markets have been strong, and the Endowment Fund is over \$500,000 again.

ACTION: Giancarlo Ganddini to follow up with Ashley Kim about the Student Funding and Initiatives Committee's Strategic Plan, including the Endowment Fund's next steps.

MOTION: Cathy Leong, 2nd Mark Spencer, to present the FY21-22 proposed budget to the membership at the Annual Business meeting on 07/23/21. Motion passed.

d. Action Items (from 2021 Mid-Year Board Meeting, 2020 Annual Board Meeting)

Reported status was as follows:

- Joe De La Garza to update the final fiscal report for 2019-2020 to reflect the allocation/distribution of the 2020 Annual Meeting excess income and to include new line items to reflect new expenses. – DONE
- Dalene Whitlock to update campaign brochure guidelines for elections. – DONE
- Dalene Whitlock and Ashley Kim to coordinate on the verification of which student chapters are active and distribute new Charters to active chapters. – DONE
- Erica Jensen to investigate bounced and unsubscribed e-mails. – IN PROGRESS
- Joe De La Garza to update ITE Western District leadership directory. – DONE
- Mark Spencer to send Transportation Achievement Awards information to local Sections, including instructions on award format to match that of ITE International. – DONE
- Kimberly Leung to allocate \$3,000 from FY20 (2019-2020) excess for Leadership ITE scholarships in the FY22 (2021-2022) budget. – DONE
- Joe De La Garza to check with Erica & invoices from Anker Press. – DONE
- Ashley Kim to set up a kick-off meeting with student chapters (include advisors & professional liaisons). – DONE
- Giancarlo Ganddini to have all committee chairs to update their strategic plans for Midyear – DONE
- Kimberly Leung to find us a new Social Media Manager or tell Paul Stanis that he's doing it – DONE
- Pat Marnell to review Student Data Collection Fund program for possible revamp – IN PROGRESS

V. ITE International Remarks (Paniati/ Rodriguez)

ITE Executive Director Jeff Paniati congratulated the Western District on winning two awards this year – Best in Class for the ITE 2021 video challenge and the ITE 2021 District Innovation Award. He also touched on the first ITE International Student Leadership Summit; the spring technical conference, which had a large public sector presence; the inaugural class of Young Leaders to Follow; and the upcoming LeadershipITE program, which will include both in-person and virtual meetings.

ITE International President Alyssa Rodriguez spoke about ITE International's focus on newly formed Sections and Districts following OneITE, with International Director's working closely with these groups to provide guidance and to collaborate at the International level. She also shared that an initial white paper focused on the topic of equity will be prepared following a series of listening sessions and that a report with an action plan for transitioning student members to young members has been prepared by the Student to Young Member Task Force.

VI. District Administrator's Report (Whitlock)

District Administrator Dalene Whitlock reported updates made to the International Director Duties document and the Board Procedures manual. Charters were prepared for 27 student chapters, and final charters were issued to 21 student chapters.

ACTION: Dalene Whitlock to prepare orientation notes for Professional Liaisons and Faculty Advisors.

ACTION: Giancarlo Ganddini and Joe de la Garza to invite David Hurwitz to the 2022 Mid-Year Board Meeting to discuss the role of Faculty Advisors for student chapters.

VII. WesternITE Managing Editor's Report (Jensen)

Managing Editor Erica Jensen resigned from her position effective September 2021.

ACTION: Erica Jensen to document duties of the WesternITE Managing Editor, including her e-mail distribution lists, timeline for request for content and production, etc., and to provide this information to Dalene Whitlock.

VIII. Advertising Manager's Report (Zellers)

Advertising Manager Ryan Zellers announced that the goal for \$5,000 in sponsorships and \$10,000 in total income was met. This year's updated sponsorships opportunities resulted in 11 sponsors, \$7,000 in sponsorships, and \$5,750 in job postings. Job posting expirations continue to be sent out, and the first Featured Article was done in May by Econolite.

IX. Website Manager's Report (Shew)

Website Manager Cameron Shew reported that visits to the website dropped after the 2020 Annual Meeting but viewership has doubled in the last three months. Recent updates to the website included the new career guidance section with the MiteY mentorship page, updates to the sponsorship directory, and student chapter cleanup.

ACTION: Cameron Shew to update the website with the following changes: 1) add the Outstanding Technical Paper Award and remove the Van Wagoner Award, and 2) remove Richard T. Romer from the name of the Student Endowment Fund.

X. Committee Reports

a. Technical Committee (Marnell)

Technical Committee Chair Patrick Marnell reported that Cal Poly San Luis Obispo and UCLA finished their data collection projects, but Cal Poly Pomona and Gonzaga's projects were delayed due to the COVID-19 pandemic. The technical committee's strategic plan has been updated, and highlights in the plan include expanding the committee to include young members and to add more variety to the data collection projects.

b. Career Guidance Committee (Tapat)

Career Guidance Committee Chair Jenny Tapat announced that the new mentorship program will be kicked off at the Career Guidance Session at the Annual Meeting by Daniel Lai and Cathy Leong.

c. Student Funding & Initiatives Committee (Kim)

Student Funding and Initiatives Committee Chair Ashley Kim reported that the Endowment Fund was over \$547,000. As part of the committee's strategic plan development, they sent a survey to students and faculty that received 12 responses and was followed up with a roundtable discussion.

ACTION: Ashley Kim to remove Richard T. Romer from materials for the Student Endowment Fund and for the Student Funding and Initiatives Committee.

ACTION: Ashley Kim to incorporate fundraising and marketing plan for the Student Endowment Fund in the Student Funding and Initiatives Committee's strategic plan.

ACTION: Ashley Kim to add Section Representatives to the Student Funding and Initiative Committee's mailing list.

d. Public Relations Committee (Stanis)

Public Relations Committee Chair Paul Stanis shared that the Western District won the Best in Class Award for the ITE 2021 Transportation Transforms Communities video challenge and the ITE 2021 District Innovation Award for the 2020 Virtual Annual Meeting Pivot. He also reported that Ellie Simpson is the new social media lead for the Twitter, LinkedIn, and Facebook accounts.

e. District LAC Committee (Leong)

District LAC Committee Chair Cathy Leong summarized upcoming Annual Meetings:

- The 2023 Portland Annual Meeting will be a joint meeting with ITE International from August 13-16, and Julie Kentosh will serve as LAC Chair.
- The 2024 Sacramento Annual Meeting signed a hotel contract with the Sacramento Sheraton Grand, and Cameron Shew is serving as LAC Chair.
- The 2025 Long Beach Annual Meeting needs to identify a LAC Chair.

The committee has also been coordinating with Sections for the use of the District's Zoom licenses and recommends reducing the number of licenses from four to two in the fall.

XI. Annual Meeting Reports

a. 2021 Portland and Future Meetings (Leong)

The 2021 Portland Annual Meeting was switched to a virtual meeting, and ITE International renegotiated the hotel contract for a 2023 Annual Meeting joint with the Western District. The Sacramento Annual Meeting subsequently was pushed back to 2024. The District is looking into the possibility of a specialty conference with the Central California Section since the Visalia Annual Meeting will no longer be taking place in 2024 as previously anticipated.

b. 2022 Palm Springs (Acuna)

2022 LAC Co-Chair Dennis Acuna submitted a preliminary budget, program, space, and AV plan for the Palm Springs meeting.

MOTION: Cathy Leong, 2nd Neelam Dorman, to approve the following registration rates for the 2022 Palm Springs Annual Meeting: \$525 for members (with \$495 early registration rate), \$625 for nonmembers, and \$250 for students and faculty. Motion passed.

XII. Section Representative Reports

The key discussion topic was whether Sections will be pursuing virtual, in-person, or hybrid meetings beginning in the fall. To add Section meetings to ITE International's calendar, contact Colleen Agan at ITE HQ. To issue PDHs for Section meetings, contact Eunice Thoya or Kellyanne Broom from ITE HQ.

a. Alaska (Travis)

Alaska Section has updated the leadership directory and plans on returning to in-person meetings in September.

b. Central California (Igarta)

Central California Section has updated the leadership directory and will be sending a survey to members to gauge their comfort level with in-person meetings. The Section has been using the District's Zoom license and have hosted joint virtual meetings with the NorCal and Central Coast sections. The Fresno State student chapter is in the process of being rechartered.

c. Central Coast (Kleinschmidt)

Central Coast Section has updated the leadership directory and is considering hybrid meetings after a sending out a survey to members. Of the last four monthly meetings, three were joint virtual meetings with other Sections. The Section adopted its Section procedures manual in April, and the website has been updated to centralcoastite.org.

d. Hawaii (Tapat)

Hawaii Section has updated the leadership directory and plans to continue with virtual meetings and 1-2 in-person events. The Section has benefited from the online platform and hosted their first industry day in May.

e. Northern California (Cervantes)

Northern California Section has updated the leadership directory and plans to alternate between virtual and in-person meetings. All monthly meetings were held virtually, and the Section implemented a nominal \$5 fee for nonmembers. The Section hosted the District's SB743 webinar series.

f. Oregon (Kentosh)

Oregon Section President Maggie Lin reported on behalf of Oregon Section Representative Julie Kentosh. Oregon ITE has updated the leadership directory and plans to host a virtual September meeting and a hybrid October meeting. The Section hosted two half day workshops instead of the typical one-day winter workshop and also hosted the District's diversity and inclusion webinar series.

g. Riverside-San Bernardino (More)

Riverside-San Bernardino Section has updated the leadership directory and plans for a hybrid meeting in September. The Section is seeking more volunteers for the 2022 Palm Springs Annual Meeting.

h. San Diego (Jewel)

San Diego Section has updated the leadership directory and plans for an in-person September meeting and are considering a hybrid meeting option.

i. San Francisco Bay Area (Boardman)

SF Bay Section has updated the leadership directory and does not have plans for in-person meetings. The Section is considering alternating between in-person and virtual meetings and recording in-person meetings and making the content available to members. The Section is exploring an in-person social event.

j. Southern California (Chandrasekhar)

Southern California Section has updated the leadership directory and plans for in-person meetings starting in November. The Section held its student traffic bowl and student night presentations virtually, and the Section's \$10,000 in student funding this year was matched by \$10,000 from OCTEC.

k. Washington (Hirschey)

Washington Section has updated the leadership directory and is looking into how to host hybrid meetings. The Section has been using the District's Zoom license and has increased attendance and geographical diversity through virtual meetings. The Section also implemented a nominal \$5 fee for nonmembers. The Section has asked the Western District to host videos from their half day virtual Annual Meeting in May.

XIII. Old Business

No items.

XIV. New Business

Fall Executive Kick-Off Meeting is scheduled for 09/10/21.

XV. Next Board Meeting: Friday, January 21, 2022 – Southern California (Tentative)

XVI. Adjourn

MOTION: Cathy Leong, 2nd Mark Spencer, to adjourn the Annual Board Meeting. Motion passed.

Meeting adjourned at 10:35 am.

Action Items from 2021 Annual Board Meeting:

1. Giancarlo Ganddini to follow up with Ashley Kim about the Student Funding and Initiatives Committee's Strategic Plan, including the Endowment Fund's next steps.
2. Dalene Whitlock to prepare orientation notes for Professional Liaisons and Faculty Advisors.
3. Giancarlo Ganddini and Joe de la Garza to invite David Hurwitz to the 2022 Mid-Year Board Meeting to discuss the role of Faculty Advisors for student chapters.
4. Erica Jensen to document duties of the WesternITE Managing Editor, including her e-mail distribution lists, timeline for request for content and production, etc., and to provide this information to Dalene Whitlock.
5. Cameron Shew to update the website with the following changes: 1) add the Outstanding Technical Paper Award and remove the Van Wagoner Award, and 2) remove Richard T. Romer from the name of the Student Endowment Fund.
6. Ashley Kim to remove Richard T. Romer from materials for the Student Endowment Fund and for the Student Funding and Initiatives Committee.
7. Ashley Kim to incorporate fundraising and marketing plan for the Student Endowment Fund in the Student Funding and Initiatives Committee's strategic plan.
8. Ashley Kim to add Section Representatives to the Student Funding and Initiative Committee's mailing list.

Outstanding Action Items from 2021 Mid-Year Board Meeting and 2020 Annual Board Meeting:

1. Erica Jensen to investigate bounced and unsubscribed e-mails.
2. Pat Marnell to review Student Data Collection Fund program for possible revamp.