



2021 Mid-Year Board Meeting Minutes

Virtual Meeting
Friday, January 29, 2021
10:00 am - 4:00 pm
(PT)

CALL TO ORDER AND INTRODUCTIONS

Western District President Giancarlo Ganddini called the meeting to order at 10:05 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:

Adam Allen, Leadership ITE Program Chair
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
Doug Smith, Candidate for Secretary-Treasurer
Erica Jensen, WesternNITE Managing Editor
Jana Cervantes, Northern California Section Representative
Jared Travis, Alaska Section Representative
Jenny Tapat, Career Guidance Committee Chair, Hawaii Section Representative
Justin Link, Candidate for Secretary-Treasurer
Karen Jewel, San Diego Section Representative
Kathy Kleinschmidt, Central Coast Section Representative
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
Steve Colman, San Francisco Bay Area Section

The Western District Mid-Year Board Meeting was held virtually on January 29, 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 and Roll Call (Ganddini)

Quorum was established at 12:36 pm for the General Session. President Giancarlo Ganddini reported that the Board received comments on the meeting minutes for the 2020 Mid-Year, Annual, and Annual Business Meetings. They will be recirculated to the Board and Section Representatives once they have been updated by Vice President Joe De La Garza. The meeting minutes are not an item that need to be voted on.

II. Approval of Agenda (Ganddini)

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

III. Consent Agenda (Ganddini)

No items.

IV. Summary of Executive Session (Ganddini)

a. Chair Appointments/Terms

- Appointment of Jenny Tapat as the Career Guidance Committee Chair (Sept 2020 – Sept 2023)
- Appointment of Ashley Kim as the Student Funding and Initiatives Committee Chair (Sept 2020 – Sept 2022)
- Appointment of Patrick Marnell as the Technical Committee Chair (Sept 2020 – Sept 2023)
- Reappointment of Dalene J. Whitlock as District Administrator (Jan 2015 – Jan 2022)
- Reappointment of Erica Jensen as WesternITE Managing Editor (Sept 2020 – Sept 2023)

b. Financial Allocations from Fall 2020 Executive Committee Kick-off Meeting

The Executive Committee allocated excess income of \$24,320.01 from the 2020 Annual Meeting as follows:

- \$10,000 for 2023 District Annual Meeting sponsorship
- \$5,000 for Western District student events at the 2021 Annual Meeting
- \$5,000 for the 2021 Annual Business Meeting sponsorship
- \$1,000 for Annual Meeting website upgrades and support
- \$500 for the Annual Meeting website subscription
- \$1,000 for the Cal Poly SLO SLS in place of funding from the Endowment Fund
- Remaining income of approximately \$1,800 was returned to the District's accounts

c. 2019-2020 Fiscal Year Close Out

Excess end of year totaled just under \$4,000.

ACTION: 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.

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

For the period of October 1, 2020 – December 31, 2020, income totaled over \$5,500 and expenses totaled just under \$6,000.

e. Lifetime and Individual Achievement Awards

Lifetime Achievement Award and Individual Achievement Award winners were selected during the Executive Session.

f. 2021 Officer Candidates

Doug Smith and Justin Link are the 2021 Secretary-Treasurer candidates. They each will be submitting a two-minute video as part of this year's virtual campaign. For the virtual coin flip, Justin selected heads. The result of the coin flip was tails, and Doug elected to be listed first for digital media.

g. Action Items (from 2020 Annual Board Meeting and Executive Committee Fall 2020 Kick-Off Meeting)

Reported status was as follows:

- Paul to have a plan for Social Media production – DONE
- Joe to check with Erica & invoices from Anker Press – IN PROGRESS
- Advertising vs Sponsorship tax verification – JOE TO CHECK WITH TAX ACCOUNTANT ABOUT TAXABLE INCOME
- Cameron to add Kim to the ownCloud – DONE
- Giancarlo to update Taxes Guidelines – DONE
- Kim to send contact info and notes on which chapters are not in communication – DONE
- Ashley to set up a kick-off meeting with student chapters (include advisors & professional liaisons) – IN PROGRESS
- Neelam to transmit final charter to chapters - DONE
- Add one Transportation Achievement Award to WD Award Program – Past President Awards – DONE
- Neelam to create an award form for Transportation Achievement award – Cameron to add award webpage – DONE
- Giancarlo to have all committee chairs to update their strategic plans for Midyear – IN PROGRESS
- Kim to find us a new Social Media Manager or tell Paul that he's doing it – IN PROGRESS
- Paul to include social media report in his committee report. – DONE
- Pat to review Student Data Collection Fund program for possible revamp – IN PROGRESS

V. Section Representative Orientation (Ganddini)

a. Overview of Section Representative Orientation Packet

Section Representatives are voting members of the Board with a 1-2-year term and are generally the Past or current Section President.

b. Annual Meeting Attendance

The Annual Meeting is scheduled for July 18-21, 2021 in Portland, but the District is waiting for confirmation from International if it will be in person or virtual.

VI. District Administrator's Report (Whitlock)

a. Section Bylaws

Copies of the new Section Bylaws were distributed to all eleven sections.

b. Election update

2020 election was conducted using ElectionsOnLine, and winners were announced at the Annual Business Meeting.

ACTION: Dalene Whitlock to update campaign brochure guidelines for elections.

c. Student Chapter Charters

Student chapter charters are prepared but need to verify that chapters are active. Active chapters must have student chapter officers and a faculty advisor.

MOTION: Neelam Dorman, 2nd Cathy Leong, to approve the new student chapter charters for the 27 schools as shown in the District Administrator's report pending verification that all student chapters are active.

ACTION: Dalene Whitlock and Ashley Kim to coordinate on the verification of which student chapters are active and distribute new charters to active chapters.

VII. WesternITE Managing Editor's Report (Jensen)

Managing Editor Erica Jensen reported an increase in e-mails, including Annual Meeting updates, Annual Meeting daily digests, and student updates, being sent by the District in the past six months.

ACTION: Erica Jensen to investigate bounced and unsubscribed e-mails.

VIII. Advertising Manager's Report (Zellers)

Advertising Manager Ryan Zellers announced the new advertising pricing format with four tiers of sponsorships and is working to link District sponsorships to Annual Meeting sponsorships.

IX. Website Manager's Report (Shew)

Website Manager Cameron Shew overhauled the sponsorship program webpages.

X. Committee Reports

a. Technical Committee (Marnell)

Technical Committee Chair Patrick Marnell was unable to attend the meeting. Southern California's Section Representative Sowmya Chandrasekhar reported on his behalf that six proposals were received for the 2021 Data Collection Fund. He is coordinating directly with the LAC for the Best Annual Meeting Paper Award and is restructuring the Van Wagoner Award to include more eligible papers.

b. Career Guidance Committee (Tapat)

Career Guidance Committee Chair Jenny Tapat shared that members (Michelle Augustin, Tom Mericle, and Vidhi Sachdeva) have been identified for the committee and will have a brainstorming session in the spring. For students awards that include waived student registration, the District will provide funding to cover these costs. If it is a virtual meeting, the registration fees will most likely be a nonissue to waive.

c. Student Funding & Initiatives Committee (Kim)

Student Funding and Initiatives Committee Chair Ashley Kim announced that the Endowment Fund was over \$502,000 as of December 2020 and reviewed plans for student events in the case of an in-person or virtual 2021 Annual Meeting. Since this is a joint meeting with International and if it is in-person, all students activities will take place on one day. If it becomes a virtual meeting, student activities may be done in conjunction or before the Annual Meeting.

d. Public Relations Committee (Stanis)

Public Relations Committee Chair Paul Stanis discussed a social media plan, including next steps of identifying a Social Media Manager to generate original content for the District's Facebook, LinkedIn, and Twitter accounts. He is also starting work on production of the 2021 Lifetime and Individual Achievement Award videos and is preparing a submission for the ITE District Innovation Award.

e. District LAC Committee (Leong)

District LAC Committee Chair Cathy Leong summarized coordination efforts with the various LACS, including moving the Sacramento meeting up to 2023 and delaying the Visalia meeting to 2024. Cathy to prepare a proposal for the extension of Conference Direct's contract for meeting planning assistance for two more years through 2027. The Annual Meeting website and District's Zoom accounts were used to facilitate a Joint Sections webinar series on SB473 in fall 2020, and a Diversity and Inclusion series is being planned for spring 2021. Revenue from both events are expected to be donated to the Endowment Fund.

XI. Annual Meeting Reports

a. 2020 Honolulu (Leong)

2020 LAC Chair Cathy Leong submitted the Honolulu LAC's final report.

b. 2021 Portland (O'Brien)

2021 LAC Chair Pam O'Brien was unable to attend the meeting but provided a written report that the Portland meeting is still to be determined if it will be in-person or virtual by April 1. If the 2021 Portland meeting becomes virtual, International will move the Portland meeting to 2023.

c. 2022 Palm Springs (Acuna)

2022 LAC Co-Chair Dennis Acuna was unable to attend the meeting but submitted a preliminary budget, program, and space plan for the Palm Springs meeting.

d. 2023 (Leong) (refer to Item XVI Committee Updates, Item E District LAC Committee update)

e. 2024 (Leong) (refer to Item XVI Committee Updates, Item E District LAC Committee update)

XII. Section Representative Reports

Key discussion topics included how Sections have adapted to the virtual environment and price differentials for members and non-members to attend virtual events. Vice President Joe De La Garza to provide access of directory to Section leadership to make updates.

ACTION: Joe De La Garza to update ITE Western District leadership directory.

a. Alaska (Travis)

Alaska ITE has not updated the leadership directory and do not charge fees for their meetings.

b. Central California (Igarta)

Central California ITE has not updated the leadership directory and is discussing price differentials for their meetings. The Section reported that Fresno State has lost momentum due to the pandemic and will remain inactive until in-person.

c. Central Coast (Kleinschmidt)

Central Coast ITE was unable to attend but provided written updates.

d. Hawaii (Tapat)

Hawaii ITE has updated the leadership directory and charge \$10 for nonmembers and \$0 for members for their meetings.

e. Northern California (Cervantes)

Northern California ITE updated the leadership directory and is discussing price differentials for their meetings. The Section currently has 30-40 attendees at meetings but typically have up to 60 attendees. Their vendor fair and golf tournament were canceled last year but will be holding a vendor fair in March 2021.

f. Oregon (Kentosh)

Oregon ITE was unable to attend but provided written updates.

g. Riverside-San Bernardino (More)

Riverside-San Bernardino ITE updated the leadership directory and do not charge for their meetings. The Section currently has about 40-50 attendees at meetings and held a virtual vendor show in January 2021.

h. San Diego (Jewel)

San Diego ITE will check if they updated the leadership directory and do not charge for their meetings. Their vendor show and golf tournament were canceled last year but held a virtual holiday party and social.

i. San Francisco Bay Area (Boardman)

SF Bay ITE has not updated the leadership directory and charge \$5 for nonmembers and \$0 for members for their virtual meetings. The Section is seeking suggestions for social events.

j. Southern California (Chandrasekhar)

Southern California ITE has not updated the leadership directory and do not charge for their virtual meetings but do encourage donations for student sponsorships. The Section currently has 150-235 meeting attendees. The Section previously used to have four tiers for registration fees, including agency members and student fees. The Section has a new mentorship program and will be conducting a virtual Traffic Bowl, and they are also conducting joint meetings with local Sections.

k. Washington (Hirschey)

Washington ITE was unable to attend but provided written updates. The Section charges \$10 for nonmembers and \$0 members for their meetings. The Washington and Oregon Sections will be holding a joint event.

XIII. Old Business

No items.

XIV. New Business

a. ITE 2020 Awards Program (Spencer)

International Director Mark Spencer reported on the ITE 2021 Awards Program, specifically the Transportation Achievement Awards. In 2020, the San Diego Section won in two of the five categories at the International level. He suggested that individual awards at the Section level be organized similarly to be consistent with the ITE International awards, thus making submittals from the District to ITE International easier.

ACTION: Mark Spencer to send Transportation Achievement Awards information to local Sections, including instructions on award format to match that of ITE International.

b. Leadership ITE (Allen)

- Leadership ITE Program Chair Adam Allen provided an overview of the program, including its desired outcomes and objectives and how it differs from other leadership programs. Discussion about Western District attendance, including questions about why Leadership ITE is better than other trainings and considerations that the program is geographically focused on the East Coast.
- Discussion of participation and scholarships for Western District participation in Leadership ITE, including \$3K scholarship in next year's budget.

ACTION: Kimberly Leung to allocate \$3,000 from FY20 (2019-2020) excess for Leadership ITE scholarships in the FY22 (2021-2022) budget.

XV. Next Board Meeting: Sunday, July 18, 2021, Portland (Tentative)

XVI. Adjourn

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

Meeting adjourned at 3:36 pm.

Action Items from 2021 Mid-Year Board Meeting:

1. 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.
2. Dalene Whitlock to update campaign brochure guidelines for elections.
3. Dalene Whitlock and Ashley Kim to coordinate on the verification of which student chapters are active and distribute new Charters to active chapters.
4. Erica Jensen to investigate bounced and unsubscribed e-mails.
5. Joe De La Garza to update ITE Western District leadership directory.
6. Mark Spencer to send Transportation Achievement Awards information to local Sections, including instructions on award format to match that of ITE International.
7. Kimberly Leung to allocate \$3,000 from FY20 (2019-2020) excess for Leadership ITE scholarships in the FY22 (2021-2022) budget.

Outstanding Action Items from 2020 Annual Board Meeting and Executive Committee Fall 2020 Kick-Off Meeting:

1. Joe De La Garza to check with Erica & invoices from Anker Press – IN PROGRESS
2. Advertising vs Sponsorship tax verification – JOE DE LA GARZA TO CHECK WITH TAX ACCOUNTANT ABOUT TAXABLE INCOME
3. Ashley Kim to set up a kick-off meeting with student chapters (include advisors & professional liaisons) – IN PROGRESS
4. Giancarlo Ganddini to have all committee chairs to update their strategic plans for Midyear – IN PROGRESS
5. Kimberly Leung to find us a new Social Media Manager or tell Paul Stanis that he's doing it – IN PROGRESS
6. Pat Marnell to review Student Data Collection Fund program for possible revamp – IN PROGRESS