



## Western District 2010 Annual Board Meeting

San Francisco, California  
Sunday, June 27, 2010  
7:30 a.m. – 1:30 p.m.

**Meeting Minutes**  
(M/S = Motion/Second)

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

President Michael Sanderson called the meeting to order at 8:10 am. Attendees were invited to introduce themselves.

#### **Board Members:**

Michael Sanderson, President  
Edgar Perez, Vice-President  
Alyssa Reynolds, Secretary Treasurer  
Monica Suter, Past President  
Zaki Mustafa, International Director/Westernite Editor  
Ken Ackeret, International Director  
Dalene Whitlock, International Director  
Jenny Grote, District Administrator

#### **Committee Chairs and Guests:**

Paul Eng-Wong, International President  
Rock Miller, International VP Candidate  
Ray Davis, International VP Candidate  
Nate Larson, Westernite Advertising Manager  
Nathan Mustafa, Electronic Newsletter Editor  
Jennifer Rosales, Advisory Committee  
Steve Eagan, Legislative Committee  
Patty Camacho de Cano, Career Guidance Committee  
Marc Lichty, Vendor Committee  
Danielle Scharf, Student Initiatives Committee  
Cathy Leong, Student Endowment Fund Committee  
Mark Spencer, San Francisco LAC  
Anne Brooks, Anchorage LAC  
Joann Mitchell, Anchorage LAC  
Tom Mericle, Santa Barbara LAC

Robert Sweeting, Santa Barbara LAC  
Doug Smith, Southern California Section/Candidate  
Jim Bloodgood, Washington Section Past President  
Katherine Casseday, Washington Section President  
Kevin Chang, Washington Section Vice President  
Chris Tiesler, Oregon Section President  
Molly O'Brien, Intermountain Section 2<sup>nd</sup> Vice President  
Paul Villaluz, Nevada Chapter Secretary-Treasurer  
Randy McCourt, Oregon Section  
Ross Lujan, New Mexico Section President  
Jim Barrera, New Mexico Section

## **APPROVAL OF AGENDA**

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

## **DISCUSSION ITEMS**

### **I. ITEMS OF RECORD & CONSENT AGENDA (Sanderson)**

- A. Items of Record
  - 1. Appointment of Traffic Bowl Committee
    - Jerry Hall, Chair
    - Jim Pline
    - Jonathan Upchurch
    - Rhonda Young
    - Grant Schultz
    - Paul Villaluz
- B. Consent Agenda\*
  - 1. Approval of February 5, 2010 Board Meeting Minutes

M/S Whitlock/Ackeret to approve February 5, 2010 Board Meeting minutes with no changes. Motion passed.

### **II. PRESIDENT'S REPORT (Sanderson)**

President Sanderson provided a summary of his activities since the February 5, 2010 Mid-Year Board Meeting.

- A. Committee Appointments - There were no new terms this spring. We are still working with France Campbell while trying to identify a webmaster replacement.
- B. Section/Chapter Visits - He made no Section/Chapter visits this spring.

- C. Traffic Bowl Task Force Appointment - As noted in the Items of Record, a new Traffic Bowl Task Force has been appointed. The Board will evaluate task force after this meeting and decide if the group should continue.
- D. Strategic Planning Update - President Sanderson provided an overview of the Strategic Planning Review. The basic tenets of the plan are acceptable. However, there are questions as to whether the committees are aligned under the goals. The advisory committee provided some feedback on this issue. The recommendation was to create a public relations chair and committee. They also suggested that the Career Guidance Chair become the Career Development Chair, that the social networking role should be expanded, and that the vice-chair roles should be eliminated as an official position. Lastly the Advisory Committee suggested that the Registration and Certification Chair be consolidated into the Legislative Chair position.

**Action Item: President Sanderson volunteered to work with the committees to develop their own plans and goals.**

### **III. VICE PRESIDENT'S REPORT (Perez)**

Vice President Perez summarized his activities related to the following:

- A. Awards – He recommended a review of the cash awards. Regarding the plaques, he saved money by using a previous vendor.
- B. Committee budget – Mr. Perez recommended \$2000 for committee travel and \$1000 for council chair travel. He noted that it is difficult to accommodate travel for the annual meeting since the money is for the mid-year meeting. He recommended electronic attendance.
- C. Taxes – There was no refund this year.
- B. Leadership Directory – Mr. Perez updated the directory and added a note about the use of the information. He noted that the board should ensure that it is posted in PDF format.
- C. WesternITE Committee – He proposed a committee structure in his report, noting that a managing editor provides continuity. He suggested a new position as the online newsletter editor.
- D. Visits – Mr. Perez was able to attend several section meeting in Southern California.
- E. Mr. Perez noted that John Kerenyi made a significant contribution to the Student Endowment Fund.

### **IV. SECRETARY-TREASURER'S REPORT (Reynolds)**

Secretary-Treasurer Alyssa Reynolds provided a year-to-date financial report. She then provided a proposed budget for 2010-2011. Suggestions were noted to include line items for student travel and auditing services. Further discussion on the budget was tabled until later in the meeting.

## **V. PAST PRESIDENT'S REPORT (Suter)**

Past President Monica Suter listed her activities since the previous board meeting.

- A. Lifetime and Individual Achievement Award (LAA and IAA) Selection Process Updates – Ms. Suter listed some clarifications she added to the award selection documents. The District Administrator noted that it was appropriate to vote on these changes.

M/S Suter/Whitlock to approve the updates to the LAA and IAA documents. Motion passed.

Ms. Suter noted that there are no monetary awards for the Achievement winners and suggested that this be considered.

**Action Item: Ms. Reynolds and Ms. Grote will examine the award amounts for all Western District awards.**

- B. Candidate/Election Guide Updates – Ms. Suter clarified some items in the Candidate/Election Guidelines. No action was necessary on these changes.
- C. There were no items on the Advisory Committee's agenda.

## **VI. INTERNATIONAL DIRECTORS' REPORTS – 8:50 a.m.**

- A. International Director's Report (Mustafa) – Director Zaki Mustafa provided a written report.
- B. International Director's Report (Ackeret) – In addition to Director Ken Ackeret's written report, he mentioned his committee activities and report reviews. He is serving on the Advisory Committee on sustainability. Their activities included defining sustainable transportation. He also noted that the Directors hosted a kickoff meeting for the Intermountain Section's 50<sup>th</sup> anniversary in Jackson, Wyoming.
- C. International Director's Report (Whitlock) – Director Dalene Whitlock also added to her written report and discussed her work on the investment policy. She requested Board authorization to proceed.

M/S Whitlock/Ackeret to adopt the investment policy. Motion approved.

## **VII. INTERNATIONAL PRESIDENT'S REMARKS (Eng-Wong)**

International President Paul Eng-Wong discussed recent events at the International ITE level. There has been a small increase in membership. ITE will waive dues for people who have lost their jobs. Many people are still attending meetings. He noted that while electronic contact is important, face-to-face meetings are still important. ITE headquarters

will be moving in the near future. The Vancouver meeting is pending and will be broadcasting live podcasts.

### **VIII. DISTRICT ADMINISTRATOR'S REPORT (Grote)**

District Administrator Jenny Grote summarized her follow-up activities from the Mid-Year meeting and new assignments.

- A. Follow-up Activities from Mid-Year Board Meeting – Ms. Grote continued the document conversion and everything is on the website. She revised the travel policy to address vice chairs. The student traffic bowl has been added to the LAC manual. Traffic bowl forms are now posted online, and she added a link to CEU requirements to the LAC manual.
- B. Activities Prior to Board Meeting
  - 1. Charter and Bylaw Amendments – The charters do not require a member vote. Pending approvals include the Colorado/Wyoming charter and the UC Denver charter and bylaws.

M/S Whitlock/Suter to approve the Colorado/Wyoming Charter. Motion passed.

The Inland Northwest Chapter charter and bylaws were approved by ITE Headquarters, but the District has never reviewed or approved them.

- 2. E-Voting Update – There were 869 returned ballots representing 25% of the membership. Paper ballots resulted in a return of 30%. Fifty percent of the people who vote do so on the first day.
- C. Document Conversion to Western District from District 6 – Everything is on the website. Ms. Grote requested that all documents be submitted in editable format so that changes can be made if necessary.
- D. Ms. Grote noted that she is planning to attend a meeting of the District Administrators at the Vancouver meeting

### **IX. WESTERNITE MANAGING EDITOR'S REPORT (Mustafa)**

Mr. Zaki Mustafa provided a discussion of Westernite activities and the changing roles within the committee.

- A. Printing – Mr. Mustafa suggested that the District maintain the two printed copies per year.

- B. Website Changes - Potential changes to the website include formatting the front page so that the newsletter is prominent and changing the content of primary view so it is of interest to all members. Currently, the website content is focused towards the Western District leadership. There is significant potential for advertisement revenue with increased hits on the website.
- C. Social Media - "wdite" is the Western District twitter account.
- D. Westernite Committee Roles - Regarding the Westernite positions, Mr. Mustafa suggested the following: 1) Newsletter Editor and Webmaster should become a single position. 2) The Managing Editor is more of a communications director and the duties should be updated accordingly.

**Action Item: Per Presidential direction, the Westernite Committee will rewrite the position guidelines for the Managing Editor and the Webmaster. The associated stipends will be reviewed accordingly.**

- E. Newsletter Content - Electronic Newsletter Editor Nathan Mustafa requested reports from the sections for inclusion in the newsletter.

#### **X. ADVERTISING MANAGER'S REPORT (Larson)**

Nate Larson, the Advertising Manager, stated that eight job advertisements have been posted this year. He noted that PSD revenue is dwindling. He suggested that someone with a marketing background would be appropriate for the Advertising Manager's position.

**Action Item: Mr. Larson will provide an advertisement listing to the Secretary-Treasurer so that the budget can be updated.**

#### **XI. WEBSITE MANAGERS REPORT (Campbell)**

None specifically provided.

**9:50 a.m. \*\*\*BREAK\*\*\***

**Following the break, President Sanderson announced his appointment of Nathan Mustafa to the position of webmaster.**

#### **XVII. NEW BUSINESS – 10:05 p.m.**

Mr. Sanderson led a discussion of New Business. Summaries are included below.

- A. Committee Restructuring
  - 1. Public Relations Chair – The position is intended to provide communication with people outside of ITE. The position description will be drafted first, and then the position will be filled.

The Chairperson will serve on the Westernite Committee. Suggestions for activities include press releases, visiting City Councils and establishing communication with sister organizations.

M/S Whitlock/Sanderson to create the public relations chair and committee. Motion passed.

**Action Item: Mr. Sanderson will draft the job description with assistance from Mr. Ray Davis.**

2. Elimination of the Vice Chairs as an official position – The position has created some confusion related to authority and travel funds. Because the committee chairs can identify their own assistants, the Board will no longer identify official Vice Chairs.

**Action Item: The board will notify the Vice-Chairs and Committee Chairs.**

3. Combination of the Licensing and Legislative Chairs – This action was recommended by the advisory Committee. In general the Licensing Committee is focused on California activities. Current Licensing Chair, Walter Okitsu noted that the time commitment is not excessive. The Board recommended to sunset the licensing and certification committee.
- B. Student Registration at Annual Meetings – The cost to subsidize student registration is significant. Students currently pay \$25, and the actual cost is about \$350. Ms. Grote noted that the LAC manual states that student registration should be free. Suggested changes included reduced registration for officers only or for students who participate in student events at the meeting. Future LAC's are encouraged to verify student status for those requesting the reduction. A difference in early versus late registration fees should also be maintained. It was emphasized that the Board celebrates the high student attendance and does not want to discourage future attendance.

**Action Item: Student Initiatives Chair Danielle Scharf will contact the professional liaisons to discuss student attendance at conferences. Student Chapters will be encouraged to send students who are active in the Chapter.**

- C. Recognition for Wolf Homburger – A contribution to the ITE 80<sup>th</sup> Anniversary Fund will be made in his name. The Board requested that the Western District contribution be added to any others in Mr. Homburger's name. It was also suggested that one of the achievement awards be renamed in Mr. Homburger's honor.
- D. Job Creation – Mr. Sanderson summarized a letter from Mr. David Schwegal and International President Paul Eng-Wong's response.

- E. Recognition – The Cal Poly, Pomona ITE Student Chapter sent a “Thank You” letter to the Board.
- F. Overhaul of the LAC manual - Ms. Whitlock requested a significant update to the LAC Manual and volunteered to assist in this effort.

## **XII. COMMITTEE REPORTS – 12:30 pm**

- A. Advisory Committee Report (Rosales) – see written report
- B. Technical Committee Report (Aspelin) – see written report
- C. Membership Committee Report (Hansen) – Membership grew by 1.9%.
- D. Legislative Committee Report (Egan) – Mr. Egan discussed the extension of SAFETEA-LU, new talk of raising fuel taxes at a federal level, several California laws, and notes from other states.
- E. Licensing and Certification Committee Report (Okitsu) – see written report
- F. Career Guidance Committee Report (Camacho de Cano) – see written report
- G. Vendor Committee Report (Lichty) – Mr. Lichty stated that cost was an issue for some of the vendors this year. However, a large number of vendors attended the conference this year.
- H. Student and Faculty Initiatives Committee Report (Scharf) – Ms. Scharf reminded the Board that the Kell Competition has been replaced by the MITEY Race this year. Regarding student participation in District programs: 12 student chapters will be competing for the traffic bowl, 17 annual reports were submitted, the District fellowship will be awarded, and 15 websites were reviewed. Two schools will be reinstating their chapters (one this year and one next year budget wise).
- I. Student Endowment Fund Committee Report (Leong) – Ms. Leong provided the current fund balance. The current total is \$244,000 and which includes nearly \$50,000 in donations this year.
- J. Traffic Bowl Committee (Hall) – see report

## **XIII. ITE TECHNICAL COUNCIL REPORTS**

No Council reports were provided.

## **XIV. FUTURE ANNUAL MEETINGS**

Presentations were provided by the New Mexico Section and the Nevada Chapter as bids to host the 2015 Annual Meeting.



The Board adjourned to executive session at 12:00 pm and reconvened at 12:25 pm.

M/S Whitlock/Perez to select the Nevada Chapter and Las Vegas as the location for the 2015 Annual Meeting. Motion passed.

## **XV. ANNUAL MEETING REPORTS**

- A. 2010 San Francisco (Spencer) – LAC Chair Mark Spencer noted that a Western District meeting was held in the same hotel in 1970.
  - 1. Registration and Budget Update: There have been 213 full registrations. Normally the District anticipates 250 full registrations. 135 students registered for the meeting. Registration also included five lifetime/honorary members and 93 one day registrants. 52-55 exhibitors signed up for the meeting and income is double what was anticipated. Sponsorships have doubled to about \$35,000. The LAC currently has a balanced budget.
  - 2. Inaugural MiteY race – Mr. Spencer noted that the inaugural MITEY race event would take place that afternoon.
- B. 2011 Anchorage (Brooks)
  - 1. Request for Advance – LAC Chair Anne Brooks requested a \$3,000 advance.

M/S Whitlock/Ackeret to provide a \$3,000 advance to the Alaska LAC. Motion passed.

- 2. Meeting Details – Ms. Brooks stated that the LAC has identified speaker. Kincaid Park will be the location for the Monday night event. The LAC will be using CVENT for registration, etc. There is annual fee, but the initial set up was paid by the San Francisco LAC. A draft itinerary is available on the website. The budget is set for breakeven point at 150-200 attendees. So far, a \$425 registration fee is anticipated.
- C. 2012 Santa Barbara (Mericle) – LAC Chair Tom Mericle announced that the Zoo will host family night. A logo has been selected and the stickers are being distributed.
- D. 2013 Phoenix (Carroll) – Ms. Carroll provided a report and noted the quarterly meetings of the LAC.
- E. 2014 Rapid City - The Midwest District has agreed to a joint meeting. Steve Manhart is the MWD contact. The Districts need to select a hotel and date,

program traditional events, create a joint LAC structure, work on marketing with the vendors, and pick a LAC chair at the mid-year meeting.

## **BUDGET**

A discussion of the budget items was conducted. Funds were allocated for student travel in the future year. For the current year, \$1200 will be reallocated from the International ITE student chapter travel line item to the traffic bowl winners. Other items in the budget were essentially the same as the previous year.

M/S Whitlock/Ackeret to approve the budget with modifications made during discussion.

## **XVI. OLD BUSINESS**

- A. Investment Policy (Whitlock) – This discussion was covered during Ms. Whitlock’s International Director’s report.

## **XVIII. NEXT MEETING:**

The Mid-Year Board Meeting will take place late January/early February at a location to be determined by the new President.

**XIX. ADJOURN** – The Board meeting was adjourned at 1:45 pm.