



Western District 2011 Annual Board Meeting Minutes

Held at Hilton Anchorage, Anchorage, Alaska
Sunday, July 10, 2011

CALL TO ORDER AND INTRODUCTIONS

Western District President Edgar Perez called the meeting to order at 8:05am. Attendees during the course of the meeting were:

Board Members:

Edgar Perez, President
Alyssa Reynolds, Vice President
Walter Okitsu, Secretary-Treasurer (preparer of these minutes)
Monica Suter, Past President and Advisory Committee Chair
Ken Ackeret, International Director
Dalene Whitlock, International Director
Michael Sanderson, International Director
Jenny Grote, District Administrator (Ex-officio Non-Voting Board Member)
Zaki Mustafa, WesternITE Editor (Ex-officio Non-Voting Board Member)

Committee Chairs and Guests:

Robert Wunderlich, ITE International President
Rock Miller, ITE International Vice President
Tom Brahms, ITE Executive Director & CEO
Ray Davis, International VP Candidate
Karen Aspelin, Technical Committee Chair
Cathy Leong, Student Endowment Fund Chair
Patty Camacho de Cano, Career Guidance Committee Chair
Nathan Mustafa, Website Manager
Ahmed Aburahmah, Advertising Manager
Anne Brooks, 2011 Anchorage LAC Co-Chair
Robert Sweeting, 2012 Santa Barbara LAC
Tom Mericle, 2012 Santa Barbara LAC General Chair
Kevin Chang, Wash Section President
Katherine Casseday, Wash Section Past President
Greg McKinnon CO WY President
Pat Gibson, member, Southern Calif Section (Candidate for Western District Sec-Treasurer)
Steve Itagaki, Southern Calif Section President
Victoria Shin Park, student, Cal Poly Pomona
Fernando Gonzalez, student, Cal Poly Pomona
Kia Ilkhanipour, student, Cal Poly Pomona

Saul Kane, San Diego Section President
Andrew Smigielski, ITE Arizona Section Past President
Kim Carroll, 2013 Phoenix LAC General Chair

I. AGENDA, ITEMS OF RECORD & CONSENT AGENDA

- A. Items of Record
 - 1. Reappointment of Jenny Grote as District Administrator for another 2-year term through June 30, 2013.
- B. Consent Agenda:
 - 1. Approval of February 4, 2011 Mid Year Board Meeting minutes.
 - 2. Adopt the latest IRS mileage reimbursement rate of \$0.555 after July 1, 2011

MOTION: Ackeret, 2nd Whitlock to accept Consent Agenda Motion passed.

II. PRESIDENT'S REPORT (PEREZ)

President Edgar Perez asked chairs present to each read a paragraph of the Western District Strategic Plan. He thanked the Board Members for their support during the course of the year. He then reported the following:

- A. District's Strategic Plan, see Board package.
- B. Committee's Strategic Plans. At the Mid-Year Board meeting, Edgar assigned each committee to prepare a strategic plan. Since then, 9 committee chairs submitted.
- C. Committee Appointments. At the Mid-Year Board meeting, Michael Sanderson was appointed as International Director and Monica Suter as Past President
- D. Section/Chapter Visits: as mentioned in his report.
- E. Presidential Proclamations: issued 5 presidential proclamations during the course of the year, to Constantinos Papacostas (HI), Bill Coleman (NM), Meliissa Rosas (CO-WY), Bob Johnson (SD), Pierre Jomini (Intermountain).

III. VICE PRESIDENT'S REPORT (REYNOLDS):

Alyssa Reynolds reported that only a couple of requests were received for committee travel so far for Anchorage travel, so there would be remaining budget available. Taxes were filed, but we incurred late fees.

- A. WesternITE Committee held a conference call March 2, 2011. Minutes are in the package. The committee concluded it is very difficult to get advertisers these days, but the committee is still working on it, Nathan Mustafa created an online advertising traffic document that sends e-mail alerts. The committee set a price of \$300 for the front page website ad, for 90-day placement. Because advertising income was not coming in, the Advertising Manager's workload has diminished compared to years ago. She has considered reducing the \$3,000 budgeted stipend or perhaps creating an incentive based on money raised, although that might have tax implications.
- B. Awards Matrix Update: Alyssa updated the awards spreadsheet. It was very easy dealing with the current awards company, so she recommends using them next year.

ACTION: Put awards matrix and org chart on website. ACTION: Committee chairs check the awards list.

- C. Leadership Directory. Alyssa revised the leadership directory and will be getting it to Nathan.
- D. Western District Organization Chart Update: Alyssa worked on an org chart to replace the existing org chart, which was fairly ambitious and too busy, showing associated awards.

IV. SECRETARY-TREASURER'S REPORT (OKITSU)

A. 2010-2011 Year-to-Date Financial Report.

Walter Okitsu gave a PowerPoint presentation showing the District's financial condition. Expenditures were roughly in accordance with the budget, but income has fallen well below what was projected, particular in dues income and WesternITE advertising.

Walter pointed out that although the District had over \$300,000 in the bank the last 4 years, when the Endowment Fund is excluded, District assets decreased from a high of almost \$200,000 after our 2007 Portland meeting down to a projected \$50,000 after this Anchorage meeting. We probably will run out of money during the 2012-2013 fiscal year unless we control our deficit, through dues increases or budget cuts, or both.

Regarding dues, our Bylaws allow a 10% annual increase. District dues are currently \$22. Walter's PowerPoint chart showed that we would still deplete our reserves with that amount of dues increase, assuming the expenditures stayed the same. A larger dues increase would require a vote of the membership. Walter said that a dues increase to \$40 would keep the assets from going negative, assuming that the number of members did not drop. For comparison, Texas District dues are \$50 per year. Walter found out from Texas District Director Gary Thomas that the vote among members passed without controversy. All other districts have dues at about the same rate as or less than Western District's.

Regarding budget cuts, Walter recommended aiming for a \$20,000 cut compared to recent years. That amount of cuts would keep the District from running out of money if the \$40 dues rate was rejected by the membership. A combination of \$20,000 expenditure cuts and a \$40 dues rate would allow the reserves to grow to over \$100,000 by 2016.

- B. 2011-2012 Proposed Budget
 - a. Walter presented a draft budget that reduced expenditures by roughly \$25,000. The budget would be discussed during Old Business later in this meeting.
- C. Other items: Walter mentioned that several sections have asked about their tax exempt status. He said that ITE Headquarters is taking the lead in resolving this issue.

V. PAST PRESIDENT'S REPORT (SUTER)

- A. Lifetime and Individual Achievement Awards. Monica said these will be awarded Tuesday night.
- B. Advisory Committee changes: Patti Boekamp would be joining the Committee after this meeting. Wes Pringle and Bob Crommelin were added earlier. Edgar Perez as

Past President would be on the committee. Dalene Whitlock pointed out there should be five members, not six.

The Advisory Committee was assigned to consider farming out bookkeeping duties to reduce the Secretary-Treasurer's workload. District Accountant Albert Li provided a quote of \$300 per month for bookkeeping, in addition to his tax preparation services. Through Walter, Monica got a survey of various other societies and found none of them farms out bookkeeping, and some have volunteers do the tax preparation. Advisory Committee strongly rejected the idea of splitting the secretary-treasurer into two offices. Other ideas discussed included handing off treasurer duties to the District Administrator or a multi-year Secretary-Treasurer position.

VI. INTERNATIONAL DIRECTORS' REPORTS

- A. Senior International Director's Report (Ackeret).
1. Election campaign issues: Ken was assigned by Edgar to respond to questions raised by candidates regarding campaign issues. Ken did this for the last campaign. Ken recommended this duty be formalized to be held by the President and Middle Director. Jenny said these should be put in Campaign Guidelines. **ACTION: Add to Campaign Guidelines that President and Middle Director will answer campaign questions.**
 2. Election campaign rules: Ken recommended that when we have a petition candidate, the names of the nominated candidates be on the petition. Ray Davis and Robert Wunderlich said International does not do it that way, but provides an indication of who was petitioned and who was nominated on the ballot. **MOTION: Ken, 2nd Michael: that a petition to place a candidate on the ballot shall indicate who was officially nominated. Motion carries.** Jenny pointed out there is no official petition. **ACTION: Alyssa to make a petition form.**
 3. International Directors Travel Budget & Coordination: Watching travel expenditures has been the responsibility of the Senior Director. This past year, officers and director requests for travel reimbursements received by the Secretary-Treasurer were forwarded to Ken for review. Ken recommended we continue having the Secretary-Treasurer forward travel responses to Senior Director for review. **ACTION: Add to duties of Secretary-Treasurer and Senior ID.**
- B. Middle International Director's Report (Whitlock). Report in package.
- C. Junior International Director's Report (Sanderson) Report in package.

VII. INTERNATIONAL PRESIDENT'S OR VICE PRESIDENT'S REMARKS

ITE International President Robert Wunderlich said ITE's Strategic Plan was facilitated by Pat Noyes, with priorities being road facilities first, leadership training next. The ITE Board has asked him to lead a committee (Michael is on that committee) to come up with a process to create leaders from throughout the world. ITE has launched an ITE Community website. ITE is considering reduced prices for webinars and briefings, and will change the content of ITE Journal, now that there's a refereed journal.

ITE Executive Director Tom Brahms said for next month's Annual Meeting in St Louis, they will post papers in advance, giving more chances for members to talk to speakers.

Annual Meeting date has moved more into the weekend. They have begun converting documents so that they are readable on iPads. Regarding TPCB certifications, the PTOE is growing, and the PTP continues to grow despite APA's competing transportation planner certification. The TPCB is in discussion on a safety certification.

ITE Vice President Rock Miller offered to help deal with Rapid City, especially interacting with Midwestern District

VIII. DISTRICT ADMINISTRATOR'S REPORT (Jenny Grote)

- A. Follow-up activities from Mid-Year Board Meeting: Jenny attended a refresher course on Roberts Rules of Order. A list of those rules was placed in the Board package. Jenny reviewed the hotel contract from Helms Briscoe for 2014: She created a Certificate of Achievement, and would be happy to do one for any student group for professors, who deeply appreciate such documents. She increased general liability coverage from \$1 million to \$2 million for Anchorage and for future meetings, since the cost difference in premiums was small.
- B. E-voting update: Jenny said it was a good thing that International switched away from Elections Online, which had been confusing our voting members because Elections Online also handles the District elections.
- C. Activities prior to 2011 Mid-Year Board Meeting, including Bylaws and Charter updates: A motion for mileage rate increase to \$0.55 passed at the start of this meeting. The new rate was placed on the travel reimbursement form. Bylaws and charter for the new Northwest Inland Chapter of the Washington Section and other bylaw and charter changes are pending for Board approval at the next Mid-Year Meeting. **Action: Alyssa to place Bylaws and Charter for the Northwest Inland Chapter of the Washington Section on the Mid-Year agenda. MOTION: Approve the Bylaws and Charters for University of Colorado Denver and USC. PASSED.**

IX. WESTERNITE MANAGING EDITOR'S REPORT (Zaki Mustafa)

- A. Technical Editor, Webmaster, & Advertising Manager coordination: Zaki said money brought in from ads has been disappointing. He had cut down on mailed issues down to 2, and suggested a further cut down to just one and reducing the candidate mail out. He recommended keeping the conference special issue, because the cost is small for only printing without mailing. Zaki said WesternITE needs to figure out how to collect advertising funds.

X. ADVERTISING MANAGER'S REPORT (Ahmed Aburahmah)

- A. Advertising Manager Ahmed Aburahmah said it had been a tough year, with not too much success getting new advertisers. So far \$7,135 (\$4,080 for Professional Services Directory and logo revenue, and 13 job ads for \$3,055) had been raised. Dalene said we need a list of who hadn't paid rather than who had, and suggested that Ahmed consider enlisting help from the Board.

XI. WEBSITE MANAGERS REPORT (Nathan Mustafa)

Website Manager Nathan Mustafa showed the new website format on the screen. The previous blog format had difficulty displaying on certain displays, so he switched to a

magazine format. Nathan asked the Board whether having non-industry ads like Toyota would be appropriate. The Board concluded they would be, as long as the ads were tasteful. He can have committee chairs and LAC's create web sub pages. Nathan created an advertising Dropbox for tracking collections and a Facebook page because the group Facebook was lost. He was thinking about doing webinars or recorded presentations. The Board approved his idea to post the Annual Meeting Compendium, online for free, for this particular meeting after some delay. The delay would be so that it wouldn't hurt future attendance. **ACTION: WesternITE Managing Editor to develop guidelines on who can advertise.**

ACTION: Nathan to put compendium on web after a delay, and have winning paper authors prepare recorded presentations to be posted on web.

XII. COMMITTEE REPORTS

- A. Advisory Committee Report: Committee Chair Monica Suter already reported on this topic during her Past President's report.
- B. Technical Committee Report: Karen Aspelin received 9 out of 15 student chapter reports. Once again San Diego won the Small Section Award and Arizona got the Large Section Award, but she got no response soliciting judges from those two sections and threatened to revoke the awards. For Student Data Collection, she received 18 proposals from 15 chapters: several had to be thrown out for not following directions. Four out of 5 selected chapters completed their data collection. Karen and other Board Members disagreed with Walter's proposed reduction of Data Collection Fund from \$5k to \$4k. Dalene said the quality of Western District section reports have been far behind the other districts, so we need to get information to Section secretaries to improve. **ACTION: Technical Committee Chair to provide winning examples of section and student chapter reports to all section secretary-treasurers and student chapters.**
- C. Membership Committee Report: Chairperson Joe de la Garza was not present.
- D. Legislative Committee Report: Steve Eagan was not present. In his submitted report he questioned whether legislative duties should be handled at the District level. Steve will not serve after his term is up September 9th. Tom Brahms mentioned that legislative duties should be handled by each district, and the Board felt the committee should be kept. How the position will be handled will be left to the next Legislative Committee chair.
- E. Career Guidance Committee Report: Patty Camacho de Cano. Said the Young Professional Awardee was Partik Murugesan, Alaska Section and the Employer of the Year Award was SF Municipal Transportation Agency. She found the mentor-mentee program difficult to run this year because sections have their own programs. Patty's term will expire, but she will be around to help her replacement.
- F. Vendor Committee Report: Janna McKhann mentioned that better coordination with IMSA is needed to get better vendor sponsorship.
- G. Student and Faculty Initiatives Committee Report: Chair Danielle Scharf was not in attendance. Alyssa presented her report, which suggested reducing the Student Traffic Bowl Award to \$500 because International provides funds. Some Board members felt it should be \$0, given the state of the District finances.

- a. Student Traffic Bowl Discussion: Ray Davis asked if the District considered regional competitions, so that the number of teams could be kept at nine. Having more than nine teams is difficult to stage. **ACTION: Student Initiatives Chair to consider means to limit the number of teams at the Annual Meeting to 9, such as regional competitions.**
- b. Student Book Fund: The Board considered whether to allocate \$1200 for a book fund to UC Denver and San Jose State, pending completion of their charter and bylaws. **MOTION: Ken, Michael 2nd: eliminate buying a set of ITE books for new student chapters. PASSES**
- H. Student Endowment Fund Committee Report: Chair Cathy Leong reported that Washington Section donated \$5,000. In March, \$50k was transferred from the Endowment savings account to DA Davidson investments. Because most of the Endowment money is at DA Davidson, the balance in savings account went below the minimum balance, so Walter changed to a savings account with a lower minimum. We had done well with investments, but the savings-equity split is 70:30, and fixed income only went up 1%. DA Davidson requested guidance on whether to rebalance. Board feels no change needed to the ratio. The Board agreed with Cathy that PayPal and bank charges should be absorbed by the Endowment Fund, so that the District no longer has to cover those expenses. Cathy obtained an Alaska gaming permit for the evening Student Raffle following this meeting. She hoped to get the Endowment Fund website running in less than a month.
- I. Traffic Bowl Committee: Jerry Hall, No report. **MOTION: Ken, 2nd Michael, Eliminate cash awards for the professional traffic bowl. Passes. ACTION: Update LAC Handbook.**

XIII. ITE TECHNICAL COUNCIL REPORTS

No report received.

XIV. FUTURE ANNUAL MEETINGS

- A. 2016 Annual Meeting Presentation: San Diego Section. Saul Kane, President of the section said the meeting site could be Downtown, Gaslamp District, Mission Bay, or Mission Valley. No LAC General Chair has been appointed yet. (AFTER EXECUTIVE SESSION OF THE BOARD): The District Board selected the San Diego Section as the host for the Annual Meeting in 2017. Although originally considered for 2016, the Board felt that having a meeting in San Diego the same year as the International Meeting in Anaheim would hurt attendance at both meetings. Invitations will be sought from sections outside of California to host the 2016 Western District Annual Meeting.

XV. ANNUAL MEETING REPORTS

- A. 2011 Anchorage (Ann Brooks/Joann Mitchell): The LAC reported so far 377 registrants: 189 members, 61 non-members, 76 students, 11 exhibitors, and the rest being faculty advisors, Life members, Lifetime Award winners, keynote speakers and 84 guests (all spouses). LAC got a good special rate to ship exhibitors to Anchorage. Overall budget \$150k. This Annual Meeting should break even. City convention center was provided rent free, so the LAC will pay only the cost of labor.

- B. 2012 Santa Barbara (Tom Mericle). Room rates will be \$210 based on 715 room night commitment at Fess Parker Double Tree. They need a keynote speaker. Family night will be at Santa Barbara Zoo. They anticipate good turnout from vendors, filling all 60 of booths. Tom proposed early registration fee of \$495, students \$50. He assumed 200 early registrations, 100 one-day registration, 80 students (maybe more). The Board directed Tom use a target \$400 registration, students \$25 (not \$50).
- C. 2013 Phoenix (Kim Carroll, Andrew Smigielski)
 - a. The LAC requested \$6,000 advance deposit, with \$3,000 this year, and \$3000 next year, but Walter said those amounts were already approved.
 - b. Suggested Award/Dinner Banquet Themes. Local Arrangement Committee requested the District Board approve a theme, but the Board told the LAC the theme would be up to the LAC.
- D. 2014 Rapid City: Randy McCourt said the joint Western-Midwestern Districts Annual Meeting will be June 28th to July 2nd, which does not conflict with the National Committee on Uniform Traffic Control Devices Committee meeting or the ITE International Annual Meeting in Seattle (early August). The Western District approved Helms Briscoe as conference consultant, but no decision had been received from the Midwestern Board. Room rate will be \$140, which is higher than the GSA's current \$120: Randy said GSA's rate might be \$140 by then. A memorandum of understanding is needed between the 2 districts. Edgar appointed Randy McCourt to be LAC General Chair. Rock Miller and Ray David said not to expect a large turnout from Midwestern District, estimating about 50 attending. . Randy said that might be true, except South Dakota people have been very excited about the meeting.
- E. 2015 Las Vegas, NV: No representative or report.

XVI. OLD BUSINESS

- A. Financial auditor/accountant help for Secretary-Treasurer (Suter): discussed in the Past President's Report.
- B. Travel budget split for President and Senior International Director (Okitsu): The Board asked Walter to consider splitting out travel expenses of the President and Senior International Director. Walter said the cost that given the upcoming budget discussion, we should reconsider.
- C. Annual dues increase and other budget changes (Okitsu): The Board amended the Secretary-Treasurer's draft budget for Fiscal Year 2011-2012. For the next year, the Board authorized a 10 percent increase in dues for all categories. Eliminated budget items included cash prizes for professional Traffic Bowl winners, a scholarship award, student books for new chapters, and travel re-imburements for Council Chairs. Cash awards would be withheld for the next fiscal year for section membership increases, section activities, the WesternITE Editorial Award, Annual Meeting Best Papers, and travel for the student chapter traffic bowl winners to the International competition. Expenses and stipends were reduced for the WesternITE Managing Editor, Advertising Coordinator, and Web Manager, Only two printed

issues of WesternITE would be mailed out. Endowment fund financial expenses, which had been subsidized by the District, would be paid for by the Fund itself, and the Fund would also pay for Student Chapter reports and the Student Data Collection Program. .

- a. **Motion: 10% increase in dues all categories. Passes.**
 - b. **Motion: Hold special vote of the membership under an expedited process to increase the authorization of dues under certain categories to a maximum of \$40 with other categories set as appropriate as stated in the ballot. Passes**
 - c. **Motion: Eliminate Council travel line item. Passes.**
 - d. **Motion: Eliminate the Scholarship Award. Passes.**
- D. Adoption of new budget for 2011-2012 fiscal year: The amended budget would result in a loss of \$17 thousand. Reserves after 2012 would be about \$37 thousand.
Motion: Approve amended budget. Passes.

XVII. NEW BUSINESS

- A. Cal State Long Beach said they beat out 3 other schools in the Southern California Section competition, but were not selected among the 9 teams for this Annual Meeting's Student Traffic Bowl. Patti Camacho will work with the Local Arrangements Committee to set up another round, if possible.

XVIII. NEXT MEETING: Mid-Year Board Meeting date and location to be determined.

XIX. ADJOURN – Adjourned at 3:55 pm.