



## Western District 2012 Annual Board Meeting Minutes

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*Held at the Fess Parker Doubletree Hotel, Santa Barbara, California  
Sunday, June 24, 2012*

*Submitted for the Mid-Year Board Meeting, 2013*

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

Western District President Alyssa Reynolds called the meeting to order at 9:15 am. Attendees during the course of the meeting were:

#### **Board Members:**

Alyssa Reynolds, President  
Walter Okitsu, Vice President  
Karen Aspelin, Secretary-Treasurer (preparer of these minutes)  
Ken Ackeret, Past President and Advisory Committee Chair  
Dalene J. Whitlock, International Director  
Michael Sanderson, International Director  
Monica M. Suter, International Director  
Jenny Grote, District Administrator (ex-officio non-voting board member)  
Joey Markuson, *WesternITE* Managing Editor (ex-officio non-voting board member)

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

Rock Miller, International President  
Zaki Mustafa, International Vice President  
Hibbett Neel, International Vice President Candidate  
Steve Colman, International Coordinating Council Chair  
Jennifer Rosales, International Ethics Standing Committee Chair  
Lisa Martellaro-Palmer, *WesternITE* Advertising Manager  
Nathan Mustafa, *WesternITE* Web Manager  
Janna McKhann, Vendor/Industry Committee Chair  
Amit Kothari, Technical Committee Chair  
Danielle Scharf, Student Initiatives Committee Chair  
Chuck Huffine, Public Relations Committee Chair  
Roberta McLaughlin, Legislative Committee Chair  
Patricia Camacho de Cano, Career Guidance Committee Chair  
Neelam Sharma, Career Guidance Committee  
Cathy Leong, Student Endowment Fund Committee Chair  
Tom Mericle, Santa Barbara 2012 LAC Chair  
Robert Sweeting, Santa Barbara 2012 LAC Vice-chair  
Kim Carroll, Phoenix 2013 LAC Chair  
Randy McCourt, Rapid City 2014 LAC Chair  
Dawn Wilson, President – San Diego Section President  
Justin Link, Secretary-Treasurer Candidate  
Carlos Ortiz, Secretary-Treasurer Candidate  
Jason Shykowski, Northern California Section President

Jim Ellison, Washington Section President  
Andrew Maximous, Southern California Section President  
Lee Cabell, Intermountain Section Past President  
Grant Schultz, Utah Chapter  
Paul Barricklow, New Mexico Section  
Jim Barrera, New Mexico Section  
Dave Sabers, Arizona Section Secretary  
Ray Davis, San Francisco Bay Area Section

**I. AGENDA, ITEMS OF RECORD AND CONSENT AGENDA**

- A. Items of Record - none
- B. Consent Agenda

1. Approval of January 27, 2012, Board Meeting Minutes

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**MOTION: Whitlock, 2nd Suter to accept minutes without changes. Motion passed.**

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**II. PRESIDENT'S REPORT**

President Alyssa Reynolds announced that former Western District and International President Rich Romer passed away on June 17, 2012. The Santa Barbara meeting will be dedicated to his memory.

Alyssa also reported the following:

- A. Committee Appointments per Items of Record: None since the mid-year board meeting.
- B. Section/Chapter Visits: Alyssa listed the section and chapter meetings she had visited since the mid-year board meeting. During her visit to the New Mexico Section she issued a Presidential Proclamation to Karen Aspelin.
- C. Section/Chapter Survey: With the help of membership committee chair Joe de la Garza, Alyssa has developed and sent out a membership/leadership survey to members at the section and chapter levels. So far she has received 12 responses. They are trying to elicit information such as when elections occur, when officers are installed, whether they have officer duties written, and what awards they have. She and Joe will distribute the results when the survey is complete.

**III. VICE PRESIDENT'S REPORT**

- A. Awards: Vice President Walter Okitsu announced that he will be presenting the awards at the banquet on Tuesday night. The Best Paper Award will not be announced until the Western States Luncheon on Wednesday.
- B. Committee Travel Budget: Walter reported that out of the \$2,200 budget line for committee member travel only about \$600 has been spent. Money is still available for committee chair travel to the Santa Barbara meeting. The District budget no longer includes travel funds for council chairs. The District currently has four council chairs and six council vice chairs at the International level.
- C. Taxes: Walter explained that the District's revenues include the endowment fund and LAC funds, and that we do have taxable income from advertising.
- D. Leadership Directory: Walter has recently updated the District leadership directory and expects to email it out the first week of July 2012.

- E. WesternITE Committee: The committee's revenue target was set in December 2011 as \$11,000. New advertising manager Lisa Martellaro-Palmer has already brought in \$12,000 in professional services directory ads and position available ads. An additional \$5,000 to \$6,000 in advertising revenue would be required to offset the cost of publishing another printed issue of *WesternITE*.
- F. Tax Deductible Status: Walter explained that as of March 2012, no section or chapters are tax-exempt. They are considered "non-profit clubs." If someone donates money to a section or chapter, the donation is not tax deductible. There is some concern that banks may not open up checking accounts for local sections and chapters if they do not have 501(c)3 status. Pete Frentz at ITE Headquarters is pursuing tax exempt status for all sections and chapters but the process could take more than a year. Rock Miller added that it would be a two-step process, where International would pay for an "umbrella" of tax exempt status but that each individual section and chapter would then have to work with International to modify by-laws to get the status. If someone wants to make a tax-deductible contribution to ITE, they can donate to the Endowment Fund or to the District, which both have tax-exempt status.

#### **IV. SECRETARY-TREASURER'S REPORT**

- A. 2011-2012 Year-to-Date Financial Report: Year-to-date income (for the period October 1, 2011 – June 4, 2012) included a \$6,000 return of advance from the Alaska LAC, \$19,884.92 in excess revenue from the Alaska LAC, \$8,200 in professional services directory ads, \$3,800 in positions available ads, and \$57,331.58 in dues. There was also \$78 in interest and \$200 from the Van Wagoner fund, totaling \$95,494.50. Year-to-date expenditures totaled \$38,348.58.
- B. 2012-2013 Proposed Budget: The proposed budget was discussed for presentation at the business meeting on June 26, 2012. Proposed changes included:
  - 1. Zero budget for miscellaneous expenses, while creating an advertising coordinator expenses line item, budgeted at \$600, for attending a key vendor meeting, and increasing advertising coordinator stipend from \$1,000 to \$1,200.
  - 2. Slight reductions in travel for officers and committee chairs.
  - 3. Increasing target income for professional services directory and positions available ads from \$7,500 to \$12,000.
  - 4. Advances to LACs of \$1,000 for Phoenix 2013 (original request was \$1,500), \$2,500 for Rapid City 2014, and \$3,000 for Las Vegas 2015.

#### **V. PAST PRESIDENT'S REPORT**

- A. Candidate/Election Guide Updates: Past President Ken Ackeret explained that the Advisory Committee discussed the District's practice of alternating candidates each year between California and non-California residents. The committee determined that the original intent of this long-standing approach was to give candidates a more equal opportunity because about half the District's membership lives in California, making it more difficult for a candidate from outside California to win against a California candidate. The Advisory Committee recommends keeping the alternating process in place as memorialized in the policy described in the "Nomination-Candidate Guide" (1,500 of the

3,333 voting members in the District are Californians, so the policy maintains balance between representation from California Sections and those outside California). The Advisory Committee also recommends that the District Board create a nominations/ election timetable for candidates prior to the mid-year board meeting. With such a timetable in place, if there are no candidates from a certain geographic region by a certain date and following a full board discussion regarding such an issue, the board may open up the candidate pool to all Sections. It was further agreed that the candidate guidelines are an official Board policy that will be updated with a timetable. Finally, the Advisory Committee does not think alternating between northern and southern California candidates is necessary, nor is it in writing anywhere. Dalene noted that it is the job of section past presidents to nominate candidates. Alyssa and Ken will update the candidate guidelines accordingly.

**ACTION: Alyssa Reynolds and Ken Ackeret to draft a timetable for receiving nominations and update the policy accordingly.**

- B. Review of Lifetime Achievement Award: Ken reported that the Advisory Committee reviewed the current Lifetime Achievement Award selection process. In general, the committee felt that a posthumous award may be appropriate, and in that same year, a second award could be given to a living member. The committee felt that what was most important was not recent activity but ITE activity throughout a candidate's career. The committee suggested multiple rounds of voting to narrow the field, followed by a final vote by the Board that reflects input from past recipients. Dalene pointed out that although she has developed a form for candidates, they don't always get filled out completely and she reminded all Past Presidents present at the meeting that section past-presidents should be looking for candidates from their areas to nominate for the Lifetime Achievement and Individual Achievement Awards.

## VI. INTERNATIONAL DIRECTORS' REPORTS

- A. International Director's Report: Dalene Whitlock attended the spring technical conference, which was described in her newsletter article. She also chaired the student chapter report committee. Cal Poly Pomona represented the Western District this year in the International competition and won.
- B. International Director's Report: Michael Sanderson announced that his activity as an ID was mostly local since the mid-year board meeting. He presented to the Montana State University ITE student chapter, and attended the Intermountain section meeting in Jackson. He is continuing to work on the leadership development committee for International but has nothing new to report. He is currently serving on the nominating committee for international vice president candidates.
- C. International Director's Report: Monica Suter reported that she attended the spring technical conference, and made presentations on careers in transportation to three student ITE chapters. She also attended an APWA conference and made a presentation on MUTCD updates to both ITE and APWA members. Monica noted that \$13,000 was jointly

given by the Southern California Section of ITE and the Orange County Traffic Engineering Council (OCTEC) to seven student chapters. This funding came from the vendor-sponsored golf tournaments. She has also been active in a joint ITE-led committee with the ADA/Access Board's advocates and other stakeholders regarding the proposed Public Right-of-Way Accessibility Guidelines (PROWAG) to potentially require traffic signals for all crosswalks with multi-lane approaches to roundabouts. This would modify the MUTCD. Monica suggested that others in ITE may be interested in participating and she will provide some information for *WesternITE*.

## **VII. INTERNATIONAL PRESIDENT'S REMARKS**

International President Rock Miller reported that he has made presentations to many of the sections in the West, including Arizona and Oregon. He was invited to participate in a complete streets conference with the San Diego section, APWA, and the Association of Environmental Planners that was so successful that people had to be turned away. Rock reminded everyone of the Atlanta conference coming up in August, and the pro-walk/pro-bike conference in Long Beach in September.

## **VIII. DISTRICT ADMINISTRATOR'S REPORT**

- A. Follow-up Activities from the Mid-Year Board Meeting: DA Jenny Grote announced that she researched the board's policy on transferring dues money into the Endowment Fund, and the amount should be \$2 per dues-paying member, not 10% of their dues, as voted by the Board during the 2005 Annual Meeting in Kalispell, Montana.
- B. Charter and Bylaw Amendments: The University of Southern California ITE student chapter completed their Bylaws shortly after the mid-year board meeting and are now "official." The Intermountain Section updated its Charter and Bylaws this year and they will be signed at this meeting by President Reynolds.

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**MOTION: Ackeret, 2nd Sanderson to approve the updated Intermountain Section bylaws. Motion passed.**

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- C. E-Voting Update: Because she was one of the candidates, Jenny turned over the administration of the e-balloting to Karen Aspelin this year.
- D. District Administrator Position: The District Administrator Position is an initial term of five years which is renewable every two years thereafter. With Jenny becoming an International Director in January 2013, she will be resigning as DA.

## **IX. WESTERNITE MANAGING EDITOR'S REPORT**

*WesternITE* Managing Editor Joey Markuson thanked outgoing web manager Nathan Mustafa for his responsiveness throughout his term. She talked about goals she has attained which include increasing advertising, more technical articles, and shorter section reports. Joey announced that the special edition of *WesternITE* for this annual meeting is at the registration desk. Michael suggested that each time the District website is updated we need to send out an email to the membership so that they will go to the website. Walter suggested a monthly email digest with links to the website (Nathan was doing that with Edgar Perez for a while when he was president). There was some discussion of making *WesternITE* an entirely online newsletter (similar to the Colorado-Wyoming section's newsletter) but the board decided it was best to still have some printed issues to adhere to the District's bylaws about mailing ballot

information to members and for those members who do not regularly read items on-line. The ability to retain advertisers without a hard copy magazine was also discussed. The next scheduled printed and mailed issue of *WesternITE* is in October.

#### **X. WESTERNITE ADVERTISING MANAGER'S REPORT**

*WesternITE* advertising manager Lisa Martellaro-Palmer reported that since January she has brought in about \$8,000 in advertising revenues, and has a list of about 20 to 30 companies who want to continue advertising. She has also gone through the ITE board and committee members list and solicited their employers for ads. She plans to go to vendors next for ads. Lisa noted that her impression is that vendors are more interested in online advertising rather than printed ads, whereas consultants seem to be okay with either format. Lisa is going to produce a price list for advertising for discussion at the mid-year board meeting.

**ACTION: Lisa Martellaro-Palmer to create a price list for advertising on WesternITE.org and *WesternITE* printed newsletter.**

#### **XI. WEBSITE MANAGER'S REPORT**

Website Manager Nathan Mustafa will be stepping down from his position when his term ends this year. Walter noted that he'd like to see advertiser's names scroll randomly on the website rather than always having the companies starting with an "A" first, but Nathan said that with such a long list of advertisers, that option would be difficult. Nathan is trying to have the person who created the website fix the drop-down menus.

**ACTION: Nathan Mustafa (or his successor) to have website creator fix the drop-down menus on WesternITE.org.**

#### **XII. COMMITTEE REPORTS**

- A. Advisory Committee Report: Advisory Committee Chair Ken Ackeret made his report earlier in the meeting.
- B. Career Guidance Committee Report: Patty Camacho de Cano announced that this was her last meeting as committee chair and that Neelam Sharma has been appointed to succeed her. There were 10 best paper by a young professional candidates and Yue Zhou from the University of Nevada Reno (UNR) was selected the winner. There were two nominees for the young professional achievement award - Aaron Knight and Sam Morrissey; Mr. Morrissey was selected the winner. The employer of the year award went to the City of Phoenix.
- C. Legislative Committee Report: Legislative Committee Chair Roberta McLaughlin solicited suggestions on how to get current legislation out to the membership in a timely fashion so that members can comment on it. Alyssa suggested she use the District's Constant Contact email service.
- D. Membership Committee Report: Membership Committee Chair Joe de la Garza was not able to attend but had provided his written report. Alyssa noted that when a student graduates, he/she gets a free upgrade to ITE membership for the balance of the year. If an ITE member is unemployed, there is no renewal fee if they contact ITE International; however, this is not widely known by student or other members .

- E. Student & Faculty Initiatives Committee Report: Student and Faculty Initiatives Committee Chair Danielle Scharf reported that she has developed draft guidelines for the student traffic bowl, which were based on those for the international competition. The main change is that there is now a prequalification round, which allows on-site registration and can narrow the final competition to nine teams. The Kell competition will be held this afternoon. UNR's proposal for the competition was selected – it involves developing an emergency evacuation plan for a tsunami. Danielle expects 125 students registered for the Santa Barbara conference. Cal Poly Pomona won the District's student chapter award and, representing the District, won the International award as well. The student paper winner was Cathy Liu of the University of Washington; she was also selected as the winner of the International competition. There were no student fellowship candidates this year. Cal Poly Pomona was selected the winner of the student website award. The student newsletter award was not awarded this year; it is possible that this award may be retired. Danielle requested that all updates to the student chapter liaison list be sent to her. Alyssa suggested we wait and see how the student traffic bowl goes in Santa Barbara before we make the new student traffic bowl guidelines official.
- F. Student Endowment Committee Report: Student Endowment Fund Committee Chair Cathy Leong announced that we are starting to make distributions from the fund this year, and the goal is to take in more money than what's being spent. The mITEy race had 17 teams and was organized by Cathy, Neelam, Patty, and members of the LAC. The mITEy race had two sponsors- Sensys Networks and Clary. There were two categories of teams – “family and friends” and students. Winners of the student competition were 1. University of Wyoming, 2. Montana State University, and 3. Cal State Fullerton. Winners of the family and friends competition were 1. TeamOne, 2. Team Aspelin, and 3. OC Flyers. Cathy announced that tonight at the social there will be the Traffic Hero game for an Endowment Fund fundraiser. Ken and Rock suggested that a reminder be sent to Fellows at the end of the tax year to send a contribution to the Endowment Fund.
- G. Public Relations Committee Report: Public Relations Committee Chair Chuck Huffine announced he has five volunteers on the committee already. The committee's goal is to announce accomplishments, news, and anything to advance the positive image of our profession outside ITE. Chuck asked whether the board wants to approve everything that goes out. The group decided that the president and senior director would approve press releases coming out of the committee.
- H. Technical Committee Report: Technical Committee Chair Amit Kothari announced that there were 11 candidate articles for the Van Wagoner award and that Robert Kahn and his coauthor, daughter Allison Kahn Goedecke, won. Eight section activity reports were received; the Colorado-Wyoming section won for the large section and the San Diego section won for the small section. Colorado-Wyoming's report was sent on to the international competition but did not win. Amit will provide the winning section report for posting on the website as an example of how to write a good section report. The presentation of four best paper candidates will be judged at the Santa Barbara meeting and the winner will be announced at the Western States Luncheon. The five data collection projects are completed and paid.

**ACTION: Amit Kothari to obtain report from section activity winner at the International level and have it posted on WesternITE.org.**

- I. Traffic Bowl Committee Report: Traffic Bowl Committee Chair Jerry Hall will be stepping down from the Traffic Bowl Committee after the Phoenix meeting in 2013.
- J. Vendor Committee Report: Vendor Committee Chair Janna McKhann reported that she has been coordinating closely with other organizations to ensure that meetings are not scheduled at the same times. The Santa Barbara LAC will be distributing delegate information to vendors in a pdf format after the meeting. After discussion on whether to allow attendees to opt out of being on a list, the Board decided instead that beginning with the Phoenix meeting people will be informed when they register that they will be on a mailing list and vendors will be provided with the list beforehand.

**ACTION: Phoenix LAC to ensure that there is wording on the registration form that meeting registrants' information will be made available to vendors participating in the meeting.**

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

Steve Colman, ITE's Coordinating Council Chair announced that abstracts for annual meetings are due at the end of August 2012 for the 2013 meetings in San Diego and Boston.

### **XIV. FUTURE ANNUAL MEETINGS**

The Utah Chapter was unable to assemble a proposal and presentation to host the 2016 annual meeting. Grant Schultz from the Utah Chapter suggested that old proposals be posted on the District's website for use by future proposing LACs. Jenny said that past proposals for annual meetings are kept by the District Administrator and are available by request. Grant also stated that information on the District's website about proposing to host an annual meeting should be clarified.

The New Mexico Section made its presentation. In closed session, the Board selected the New Mexico Section to host the 2016 annual meeting, in Albuquerque. Jim Barrera was appointed General Chair and Paul Barricklow co-chair.

### **XV. ANNUAL MEETING REPORTS**

- A. 2012 Santa Barbara (June 24-27, 2012): Santa Barbara LAC General Chair Tom Mericle reported that they had 203 full, 19 one-day, 29 faculty advisors/VIPs (who receive free registration), 116 students, and 33 guests registered. They have 693 room-nights reserved and only have a 500 room-night minimum. At the peak they have 200 rooms reserved on Sunday night. There are 17-18 people booked in the overflow hotel. There are 44 registered vendors and 13 sponsors. Printing has been provided by the City of Ventura. The LAC has used dropbox.com to share folders with a lot of success. The final meeting program will be posted online rather than printed, and all papers will be posted on the meeting's website. The meeting appears to be \$5,000 ahead right now, which does not include a rebate of about \$5,000 from the hotel for fulfilling the room-night minimum. Walter asked how the students reacted to the \$50 registration fee (last year's was \$25). Tom said that he thought \$100 would be too much but that \$75 might be reasonable. Tom reported that about a third of the speakers at the meeting are students.



- B. 2013 Phoenix (July 14-17, 2013): LAC General Chair Kim Carroll is requesting a \$1,000 advance. Michael opined that the \$6,000 advance they have received already should be sufficient and that they should get money from the vendors and sponsors if they need cash up front. Their LAC is starting to hold monthly meetings now. They plan to use Constant Contact for their registration software. They used it for an IMSA conference recently and had a good experience. They are suggesting that the registration fee be set at \$475, with a \$50 fee for students and vendor registration of \$1,800. Tom Mericle offered that that cost wasn't too much for vendors, but that sponsorships were more difficult to get.

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**MOTION: Suter, 2nd Okitsu to approve \$1,000 advance to Arizona 2013 LAC for FY 2012-2013. Motion passed.**

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- C. 2014 Rapid City (June 29-July 2, 2014): Rapid City LAC General Chair Randy McCourt announced that the Midwestern District is starting to get excited about this meeting. They expect the registration cost to be \$400 or less. Randy asked the Board to consider making the technical program available "by bid" per session; they will start putting together the program at the beginning of 2013. Randy will put together a written description of this approach for the board to review and vote on at the mid-year meeting. A memorandum of understanding (MOU) is being drafted and will be provided to the board for comment and signing by the end of this summer. The Rapid City LAC will be requesting a \$2,500 advance in FY 2012-2013.

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**ACTION: Randy McCourt to finalize MOU for 2014 joint annual meeting and route to Western and Midwestern boards for approval. Randy McCourt to prepare a description of the proposed technical program bidding process for the meeting and submit for review and approval by the Board.**

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- D. 2015 Las Vegas (July 18-22, 2015): The LAC will be requesting a \$3,000 advance in FY 2012-2013.
- E. 2017 San Diego: Dawn Wilson announced that if appointed, Joe de la Garza has agreed to serve as the LAC general chair, and Erik Ruehr will assist as co-chair. They are holding a logo contest and will reveal the logo at the 2013 mid-year meeting. They plan to use Helms-Briscoe to negotiate a contract with a hotel.

## **XVI. OLD BUSINESS**

- A. Western District Dues: The Board agreed that we should continue with only the 10% per year dues increase in an effort to increase reserves. Accordingly, dues for 2013 will be \$26.62 per member, up from \$24.20 per member in 2012.

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**MOTION: Aspelin, 2nd Suter to raise dues in 2013 by 10% for all membership categories. Motion passed.**

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**ACTION: Aspelin to let International know that we are increasing our District dues by 10% for 2013.**

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- B. Dues Transfer to Endowment Fund: Jenny reported on this item during her District Administrator's report

**ACTION: District Administrator to add to the secretary-treasurer duties that the dues transfer to the Endowment Fund is \$2 per member.**

**XVII. NEW BUSINESS**

- A. Budget Review: The budget was mainly discussed during the Secretary-Treasurer's report. Rock suggested that we consider getting multiple bids for our officers' liability insurance if we thought it was too expensive. Board amendments to the proposed budget included maintaining the Web Manager's stipend at the current \$2,000 and keeping the District Administrator's honorarium just below \$600. The recommended budgeted net reduction of reserves for FY 2012-2013 would be \$2,700. Walter said this net loss is expected and according to plan: the annual 10% increases in dues were expected to overtake net losses by 2014, and trends show we're a year ahead of that schedule.

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**MOTION: Whitlock, 2<sup>nd</sup> Okitsu to approve the draft FY 2012-2013 budget for presentation to and voting upon by the membership. Motion passed.**

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**XVIII. NEXT MEETING: January or February 2013, location to be announced**

**XIX. ADJOURN: Occurred at 3:25 pm**