

Western District 2013 Annual Board Meeting July 14, 2013, Phoenix, Arizona

Meeting Minutes: By Carlos Ortiz, P.E., P.T.O.E.

The Western District leadership met on Sunday, July 14, 2013 at the Arizona Biltmore Hotel in the City of Phoenix, Arizona for the Annual Board Meeting. Twenty-nine (29) people attended the meeting, including board members, committee chairs, chapter and section leaders, and others.

CALL TO ORDER AND INTRODUCTIONS

Western District **President Walter Okitsu** called the meeting to order at 9:13 a.m. Attendees at the meeting were:

BOARD MEMBERS:

Walter Okitsu, President
Karen Aspelin, Vice President
Carlos Ortiz, Secretary-Treasurer (preparer of the meeting minutes)
Alyssa Reynolds, Past-President and Advisory Committee Chair
Michael Sanderson, International Director
Monica M. Suter, International Director
Jenny Grote, International Director
Rory Grindley, District Administrator (ex-officio, non-voting member)
Joey Paskey, *WesternITE* Managing Editor (ex-officio, non-voting member)

COMMITTEE CHAIRS AND GUESTS:

Lisa Martellaro-Palmer, *WesternITE* Advertising Manager
Justin Link, Website Manager
Amit Kothari, Technical Committee Chair
Janna McKhann, Vendor/Industry Committee Chair
Danielle Scharf, Student and Faculty Initiatives Committee Chair
Cathy Leong, Student Endowment Fund Committee Chair
Chuck Huffine, Public Relations Committee Chair
Kim Carroll, Phoenix 2013 LAC General Chairperson
Jim Barrera, 2016 Albuquerque LAC Chair
Paul Barricklow, 2016 Albuquerque LAC Co-Chair
Bert Thomas, 2016 Albuquerque LAC Technical Committee Chair
Zaki Mustafa, International President
Rock Miller, Past International President
Lee Cabell, Secretary-Treasurer Candidate
John E. Fisher, Candidate for International Director
Jennifer Rosales, Candidate for International Director and *ITE* International Ethics Chair

Aliyah Horton, ITE Headquarters
Jeff Arey, International Vice President Candidate
John Kennedy, International Vice President Candidate
Mark Spencer, 2010 LAC Chair

I. ACTION ITEMS FROM FEBRUARY 1, 2013 BOARD MEETING

A. Action Items from February 1, 2013 Board Meeting Minutes: *President Walter Okitsu* ran through the action items listed in the February 1, 2013 Board Meeting Minutes. Reported status were as follows:

- 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. **IN PROGRESS**
- Justin Link to fix the drop-down menus on WesternITE.org. **DONE.**
- Amit Kothari to obtain report from section activity winner at the International level and have it posted on WesternITE.org. **IN PROGRESS**
- 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. **DONE.** Registration package that the list will be available after Board approval and can be provided upon request. **DONE**
- Sanderson, Reynolds, Ortiz: As a Communications Task Force, create a communications plan regarding WesternITE and other forms of communication with the membership. Topics to consider include: E-news: should the President continue assembling the E-news? Should advertising be allowed? Should the scope of coverage be expanded? Is the format adequate (too long, too short, viewable on mobile devices)? How do we resolve the lack of valid e-mail addresses from 15% of our members? Examine whether and how Western District website needs to be completely reconfigured. **DONE**
- Walter Okitsu, invite Oregon Section to make a presentation to the Board this July in Phoenix. **DONE.** The 2018 ITE International site has not been decided; therefore, no report.
- Karen Aspelin to send Justin Link the expense form to be accessed from the website. **DONE**
- Carlos Ortiz to work with Justin Link to develop a "cloud" solution for sharing documents. **DONE**
- Rory Grindley to modify the rate of Student Endowment Fund donation through dues in the Secretary-Treasurer duties. **IN PROGRESS**
- Alyssa Reynolds to send candidate guidelines and get approval by the next Board Meeting. **DONE**

- Rory Grindley to contact Ron Cameron to determine Western District’s incorporation history. **DONE**
- Rory Grindley will establish his address as the District’s address. We need to include Rory’s name and signature to the bank accounts. **IN PROGRESS**
- Alyssa Reynolds and Rory Grindley to check on election date. July 16 is the election date so WesternITE or the web site must announce the names of the nominees by April 16. **DONE**
- The Communications Task Force (Alyssa Reynolds, Michael Sanderson, and Carlos Ortiz) will examine the District’s approach to advertising. **DONE**
- Justin Link to retrieve our Facebook account. **IN PROGRESS**
- Jenny Grote to coordinate with HQ and obtain Western District membership reports. Available from HQ. **DONE**
- Roberta McLaughlin to provide at least two articles regarding legislation during the course of the year. **IN PROGRESS**
- Neelam Sharma to provide Walter Okitsu with an article for recruiting mentors. **DONE**
- Danielle Scharf to compare faculty advisors list with Karen Aspelin roster list. Also, send revised Student Traffic Bowl Guidelines to Rory Grindley. **DONE**
- Cathy Leong to implement the changes to the “Richard T. Romer Student Endowment Fund” including plaques and publications in the next six (6) months. EF Committee would come up with an appropriate plan to implement the name change and then accomplish it. **DONE**
- The Board to look for candidates to Chair the Traffic Bowl Committee. **DONE**
- Continue discussion at the next Board Meeting and Jenny Grote to research alternative for scrip. **DONE**

II. AGENDA, ITEMS OF RECORD AND CONSENT AGENDA

A. Items of Record:

- i. Appointment of Ken Ackeret as Traffic Bowl Chair to a 3-year term beginning after the 2013 Annual Meeting

B. Consent Agenda:

- i. Approval of February 1, 2013 Board Meeting Minutes

MOTION: Michael Sanderson, 2nd Monica Suter to accept minutes without changes. Motion passed.

III. PRESIDENT'S REPORT

- A. Exchange of Committee Oversight with the Vice President Recommendations:** During his presidency, Walter proposed to swap committees for which the President and Vice President are responsible for oversight. Walter indicated that the results have been mixed. It will be up to the 2013 -2014 President to continue with the suggested changes.
- B. E-News from Western District:** Walter distributed seven (7) E-news to our members. The E-News is not to be used as a replacement of WesternITE. Constant Contact Services was used. We have about 10% of our members that do not have an email address. They rely on direct mail. Approximately 6% of the e-mails bounced back (e.g. invalid email address, members who change jobs, etc.). Some e-mails are filtered by companies through spam filters and some of our members cannot receive them. We cannot reach approximately 15% of our members for various reasons.
- C. Election Procedures:** We had three members running for International Director. One of our candidates petitioned to run. We followed the petition process in accordance to our Bylaws but created some issues for some members. Walter proposed to appoint an Election Procedures Task Force to review our election procedures. Walter Okitsu, Monica Suter, and Jenny Grote were appointed to the Election Procedures Task Force. The Task Force will provide a list of recommendations by the Mid-Year Board Meeting. Alyssa Reynolds suggested that the Election Procedures Task Force should coordinate with the Advisory Committee Chair.

ACTION: Okitsu, Suter, and Grote: Members of our Election Procedures Task Force. They will review our election procedures and provide a list of recommendations by the Mid-Year Board Meeting. Also, they should coordinate with our Advisory Committee Chair.

- D. 2018 Western District Annual Meeting Site Selection:** The Oregon Section withdrew their petition. We need to postpone the selection of the 2018 Western District Annual Meeting site.
- E. Recent Meeting Attendance:** Walter recently attended the Arizona Section and Riverside-San Bernardino Section meetings.

IV. VICE PRESIDENT'S REPORT

- A. District Awards: Vice President Ms. Karen Aspelin** indicated that the plaques and certificates were purchased. The Website Award Trophy (Hard Drive Trophy) was lost and it was not replaced. Zaki Mustafa has a blank hard drive. Zaki will try to deliver it by Tuesday.
- B. Committee Travel:** It was reduced this year.
- C. Leadership Directory:** The revised Leadership Directory was sent last Friday.

V. SECRETARY-TREASURER’S REPORT

- A. Year-to-Date Income:** *Secretary-Treasurer Mr. Carlos Ortiz* reported on the District’s year-to-date income (for the period of October 1, 2012 – July 14, 2013). The sources of income to the District during the last ten months came from different sources, including ITE District dues, ITE 2012 Annual Meeting in Santa Barbara, and advertisements. Income from October 2012 – July 2013 period totaled \$93,597.20.

- B. Year-to-Date Expenses:** Significant expenses to the District during the last ten months (Oct 2012 – July 2013) were travel expenses for international directors and officers, and printing/mailing the WesternITE newsletters. Expenses from October 2012 – July 2013 period totaled \$36,583.33.

- C. Current Assets:** As of July 11, 2013, the District’s balance from the various accounts is \$ 190,558.31.

- D. 2014 LAC Bank Account:** We like the Board to take action to authorize Mr. Randy McCourt and Ms. Dalene Whitlock to be on the 2014 LAC bank account. The banking industry has gotten stricter about needing the right paperwork for new accounts; we need this approval highlighted in our meeting minutes.

MOTION: Authorize Randy McCourt and Dalene Whitlock to be on the 2014 LAC bank account. Motion passed.

ACTION: Secretary-Treasurer Carlos Ortiz to provide letter to Wells Fargo Bank.

VI. PAST PRESIDENT’S REPORT

- A. Communication Task Force Recommendations:** *Past President Ms. Alyssa Reynolds* indicated that we need to take advantage using social media including LinkedIn, Facebook, and Twitter. As more information is sent to our members via different communication forms (E-news, WesternITE, social media, etc.), we need to have the same branding and logo representing the Western District. A key recommendation is to create a new branding and logo for the Western District. Alyssa suggested getting proposals from firms/students to develop the new branding and logo. The winner will get free advertising for one year. Another recommendation is to develop communication guidelines when using social media.

- B. Social Media Communication:** People expect to get the information in website and social media. We need to establish guidelines on how to communicate to our members via social media.

- C. Advertising:** We should find ways to increase our advertising revenue (e.g. E-news, etc.). We need to review and establish a better fee structure.

- D. Website:** We need to enhance our website by using modern tools.

Walter indicated to continue with the task force. We may want to make it a standing committee. Alyssa indicated that it needs to be a living document due to changes of communication technology.

ACTION: Communication Task Committee to develop a social media policy document

ACTION: Communication Task Force to solicit proposals for new logo and branding

ACTION: Communication Task Committee to obtain proposals from professional firms to update our website

ACTION: Communication Task Committee to develop Advertising Form with fee structure

VII. SENIOR INTERNATIONAL DIRECTOR'S REPORT

A. LeadershipITE Program: Senior International Director Michael Sanderson provided a presentation on the LeadershipITE Program. It began a few years ago from our members asking for more professional development in leadership. The program will take a group of selected candidates and provide them with leadership training. It's a nine month program. The goal is to identify upcoming ITE leaders and leaders in the industry. Members will be selected from various sectors including academia, public agency, private, geographic area, gender, etc. Planning to have thirty individuals selected by application. Application period is now open. They will attend three workshops. The first workshop will be in November 2013 in Washington D.C. The group will learn about ITE. The second workshop will be in Miami, Florida during spring 2014. The final workshop will be held at the National Conference in Seattle, Washington.

The program will cost \$2,995, and it does not include travel and lodging. ITE is looking for support to promote the program. The Texas District has donated \$10,000 to the program. The Canadian District has donated \$2,500. Michael is requesting support from Western District. Michael requested that the Western District become a Platinum Sponsor (\$6,000). If an applicant from our district applies and gets selected, our sponsorship will go to him/her. Michael indicated that ITE is not leading the way for leadership development program. WTS, APWA and other societies are already providing similar programs.

Jenny requested that that our district to sponsor \$6,000 to the program. The contribution, which would fund two full-tuition scholarships and it can be earmarked so that it is distributed with first priority to Western District candidates. Walter indicated that the Inter-Mountain

Section will be sponsoring \$3,000 to the program. Action for approval was postponed after discussion on the budget.

VIII. MIDDLE INTERNATIONAL DIRECTOR'S REPORT

A. Meetings: International Director Ms. Monica Suter attended the 2013 Student Traffic Bowl in Southern California. Cal State Fullerton Student Chapter hosted the event. Monica attended the ITE Spring Technical Conference in San Diego. She also attended several joint meetings including Southern California and San Diego Sections meeting in March 2013. Monica also attended the RSBITE 50th Anniversary Dinner Meeting.

Monica serves as liaison to the Cal State Fullerton ITE Student Chapter. She attended a meeting in June 2013 to strategize with the new student leaders.

IX. JUNIOR INTERNATIONAL DIRECTOR'S REPORT

A. Meetings: International Director Jenny Grote served on the Transportation Achievement Award Committee. Jenny indicated that it needs more exposure and she's is getting the word out to our members.

B. Leadership Task Force: Jenny indicated that Western District needs to support the LeadershipITE Program. The \$6,000 is just a starting point. We got behind the Endowment Fund Program a few years ago. Now we need participate on this program.

X. INTERNATIONAL PRESIDENT'S REPORT

A. General Discussion: International President Zaki Mustafa thanked Michael Sanderson for the many years serving ITE. Zaki also indicated that Cal Poly San Luis Obispo the first Western District Annual Meeting in 2014. Zaki sponsored \$500 to the Student Chapter. Need financial and publicity support from the district. Sessions will include how to prepare interviews, resumes, etc. The ITE Journal will have a different look. The website will be different too. Also, there will be a video about ITE.

XI. DISTRICT ADMINISTRATOR'S REPORT

A. General Discussion: District Administrator Rory Grindley indicated that the district's address has been selected (see report).

B. Article of Incorporation: Rory is checking on a couple of leads.

C. District Election Highlights: Members were not getting elections on-line; approximately 10 people. Kimley-Horn had some issues. The voting turnout was 28%. This is a record for the past 7 years. Our goal is to exceed 27% voting turnout.

- D. Tax exemption Status:** Rory is still working on it. Outstanding issue with Inland Northwest Empire Chapter – no success in contacting officers. Karen Aspelin indicated that they responded to the Leadership Directory update. Karen will forward the e-mail to Rory.
- E. Section Bylaws for Board Review:** The Southern California Section did a good job on their Bylaws. Only change was for e-balloting and put it in a new format. The Central Coast Section combined Secretary-Treasurer Position.
- F. Affiliate vs. Member Levels:** It has created issues in regards to privileges. Don't want to lose affiliates in the local sections. Institute affiliates cannot vote or hold office. Aliyah will do some research. It creates problem with smaller sections to attract members. Justin Link indicated that it is important to be part of their bylaws. About 30 members show up to their monthly meetings. They encourage vendors to become members. By including it in their bylaws will encourage others to participate. It has been a defacto a Secretary-Treasurer position for the last 2 years. Central Coast affiliates cannot hold office but they can vote.
- G. General Discussion:** Alyjah Horton will look at the model for the charter of Sections. It is important that bylaws are in line with the Charter. Cal Poly Pomona will be updating their bylaws. Rory will be the Co-Chair for the Seattle International Meeting.

MOTION: Upon section approval of the bylaws, the Western District Board authorizes the President to approve the revised Southern California Section bylaws; striking out the word majority from Section 8.2. Motion passed.

XII. WesternITE MANAGING EDITOR'S REPORT

- A. Communication Plan: WesternITE Managing Editor Joey Paskey** is exploring a communication plan to send a more detailed schedule so it can be publicize to the Board and Committee Chairs. Joey provided a number of goals for the future of WesternITE and some of the goals are in process of being implemented, including the following: a) Provide input to the Western District ITE Communications Plan. b) Standardize publication dates for both printed newsletter and web updates. c) Explore using Outlook or other options for updates/reminders. d) Provide required District information (board reports, etc.). D) Generate enough advertising funds to be financially self-sustaining. E) Increase District interest by including technical and other articles of interest to the transportation community, and f) Coordinate with Technical Chair to publish District award-winning papers in future issues.

ACTION: Communication Task Force will prepare a detailed communication schedule in the next couple of months using Outlook.

XIII. WesternITE ADVERTISING MANAGER'S REPORT

- A. General Discussion: WesternITE advertising manager Lisa Martellaro-Palmer** reported that letters were sent out to thirty (30) companies. Not all the companies renewed their ads. Companies are looking for other ways to advertise. Advertising cost is a factor for smaller companies. Suggest increasing advertising revenue by including vendors to sale their products. Offer them on a separate tab or page on our webpage. Job Target has a budget to advertise for various public agencies. Agencies/Firms want more options to advertise (e.g. articles in the newsletter, include their logos, banner, etc.).

ACTION: Lisa Martellaro-Palmer to provide Justin Link the Professional Services Advertisement List indicating who has paid.

XIV. WEBSITE MANAGER'S REPORT

- A. General Discussion: Website Manager Justin Link** a Cloud-based File Sharing Solution has been set to facilitate communications between Board Members and Committee Chairs. Justin will provide user names and passwords to members of the Board and Chairs. We will need to monitor traffic with the addition of file sharing capabilities to make sure we do not exceed our allotted bandwidth.
- B. ITE Western District Facebook Page:** It is possible that the original page expired. There's an ITE Facebook Page. Jenny Grote has the password.
- C. Webpage Traffic Report:** Traffic has increased every month since January 2013. Popular sections are the home page and compendiums. The Professional Services page received 645 hits in June. We have plenty of disk space.

XV. ADVISORY COMMITTEE CHAIR'S REPORT

- A. General Discussion:** No report for this period.

XVI. TECHNICAL COMMITTEE CHAIR'S REPORT

- A. General Discussion: Technical Committee Chair** Amit Kothari indicated that in 2012, the ITE Journal included 13 articles written by authors from the Western District. The Committee reviewed these articles and selected "Multimodal and Complete Streets Performance Measures in Pasadena, CA" written by Mr. Frederick Dock, Ms. Ellen Greenberg, and Mr. Mark Yamarone. Fred and Ellen were recognized at the Annual Awards. This year, the Committee received reports from 12 sections/chapters throughout the District. Two separate panels

reviewed these reports and selected the San Diego Section and the Southern California Section as the winners in the “small” (under 300 members) and “large” (300+ members) categories, respectively. The Southern California Section’s report has been submitted to the ITE Headquarter for the International competition. These reports have been posted on the District website. The Technical Committee identified four best papers that were further evaluated at the Annual Meeting. Additionally, some of these papers will be published in the future issues of the WesternITE newsletter. The following five ITE Student Chapters worked on the data collection project this year:

Montana State University – Trip Generation Study for a Commercial Airport

Arizona State University – Trip Generation Data Collection at Three Elementary Schools in Tempe

Brigham Young University – Trip Generation and Parking Demand Data for a Small Office Building

University of Washington – Trip Generation and Parking Utilization Data for a Mini-Mart with a Gas Station

University of California at Berkeley – Trip Generation and Parking Data Collection at Berkeleyan Building

Arizona State and UC Berkeley chapters met the program requirements, and each university received a \$1,000 check. In coming months, the Committee will revise the RFP as necessary and invite proposals for the 2014 Program. Special emphasis will be made on specific points that disqualified several well-written proposals during the last couple of years.

XVII. MEMBERSHIP COMMITTEE CHAIR’S REPORT

A. *General Discussion: Membership Committee Chair Joe de la Garza* was not present but provided his report. No comment from the Board.

XVIII. LEGISLATIVE COMMITTEE CHAIR’S REPORT

A. *General Discussion: Legislative Committee Chair Roberta McLaughlin* did not submit her report.

XIX. CAREER GUIDANCE COMMITTEE CHAIR’S REPORT

A. *General Discussion: Career Guidance Committee Chair Neelam Sharma* was not present but provided her report. No comment from the Board.

XX. VENDOR/INDUSTRY COMMITTEE CHAIR'S REPORT

- A. General Discussion: Vendor/Industry Committee Chair Janna McKhann** has been working with the LAC. The Annual Meeting will have a light turnout from vendors. We are anticipating 31 booths. The upcoming IMSA Conference is expected to have got 96 vendors. At the IMSA Conference, attendees will get points for attending the sessions. The IMSA Conference will be in the west again in 2015. LAC sent an invitation to local agencies for free access to Exhibition Hall. IMSA have passes for certain time periods. We have free passes for one day at the Phoenix Annual Meeting. We have a raffle for best booth. At our future meetings, there should be no cost to local agencies to attend the Exhibition Hall.
- Janna is attending all Southern California ITE meetings, local area IMSA meetings, and other industry meetings. Janna indicated that she is coordinating with other industry groups to prevent conflicting dates for future conferences. Janna has contacted local ITE groups and check schedules six months in advance for conflicting meetings or events. Janna has received input from vendors for future ITE Annual Meetings. Janna is trying to encourage more participation from vendors at ITE District, Sections, and Chapter meetings. Janna will be assisting the Rapid City LAC with names of possible vendors to support the 2014 Annual Meeting.

XXI. STUDENT & FACULTY INITIATIVE COMMITTEE CHAIR'S REPORT

- A. Student Traffic Bowl: Student & Faculty Initiative Committee Chair Danielle Scharf** reported that the fifth annual Student Traffic Bowl will be held at this year's Annual Meeting in Phoenix. The winning team will go on to represent the District in the ITE Collegiate Traffic Bowl in Boston in August. All winning teams of the District competitions receive a \$2,000 travel award from ITE Headquarters to attend the International Annual Meeting. The District does not provide an additional monetary award. Minor revisions were made to the draft guidelines after the 2012 competition and the resulting guidelines are attached to the report for reference.
- B. James H. Kell Competition:** We received four proposals for the James H. Kell RFP Competition and Sacramento State was selected for their proposed Pedestrian Access Game. The District currently awards \$1500 to the Kell RFP winner for supplies and travel to the meeting, as well as \$1000 in prize money to the competition winners.
- C. Student Chapter Award:** We received 19 student chapter reports in 2013. This is two less than last year and four less than the highest year to date. Cal Poly Pomona was again selected as the winner and both Portland State University and Cal State Fullerton will receive honorable mention. The winner will receive a plaque, \$200 for the chapter's general fund, and \$1,000 for travel reimbursement. The two student chapters that will receive honorable mention will be awarded \$50 in addition to the \$100 that all student chapters receive just for submitting a report.
- D. Student Paper Award:** We received four student paper submittals in 2013. Yue Zhao from the University of Nevada, Reno was selected as the winner for her paper entitled "A Multi-Criteria-Based Guideline for Marked and Unmarked Pedestrian Crosswalks at Unsignalized

Intersections.” Yue will present her paper as part of the technical program at the annual meeting and will be awarded with a plaque, \$500 award, and an additional \$500 in travel funds.

- E. Outstanding Awards:** We received one nomination for the Outstanding Graduate Student Award. We did not receive nominations for the Outstanding Undergraduate Award. Bradley Mecham from BYU was selected as the Graduate Student. We received two nominations this year for the Outstanding Educator Award. The committee selected Eric Shen from the University of Southern California. Eric is a part-time professor and faculty advisor of the USC student chapter. The review committee had an extremely difficult decision between Eric and another nominee. Would like the Board to consider carrying over the second nomination form to next year, so the other nominee could be recognized at that time.
- F. Western District Fellowship:** ITE Headquarters recently informed us that no eligible submittals were received for the Western District.
- G. Student Website Award:** We received 12 submittals for the 2013 Student Chapter Website award. Cal Poly Pomona was selected as the winner and Arizona State University will receive honorable mention. The winner will receive a certificate and a \$200 award, while honorable mention will receive a certificate and a \$50 award.
- H. Student Newsletter:** The Student Newsletter has not been distributed since the fall 2010 issue. We are interested in changing it to an online newsletter and potentially making it the highlight of a revamped student section of the website. Additional discussions need to take place with Scott Lee, Student Newsletter Editor and Justin Link, Website Manager to figure out the logistics of making this idea a reality. We would like to continue to use this as a tool to announce award winners, provide student articles, and highlight student chapter activities.

ACTION: Justin Link to include Student Initiative Committee Chair Guidelines in the webpage.

ACTION: Danielle Scharf to work with Justin Link for a student section in our webpage.

ACTION: Danielle Scharf to seek ways to advertise the Western District Fellowship Award.

XXII. STUDENT ENDOWMENT COMMITTEE CHAIR’S REPORT

- A. General Discussion: Student Endowment Committee Chair Cathy Leong** indicated that the we are doing well on our Student Endowment Fund. Collected over \$20,000 since our last Annual Meeting. We did not make a contribution to D. A. Davidson account. This year we want to transfer \$20,000 to the D.A. Davidson account. We want to keep \$10,000 in our savings account for expenses.

- B. Fixed income and equity account:** The Board has a discretion to choose percent split on our investments. It is the Board decision to maintain a 60 – 40 split. The current split is 65 – 35. Committee considering changing the allocation split to a 50 – 50 split. Looking for Board input.
- C. Richard T. Romer Student Endowment Fund:** The EF Committee has updated the EF website, forms, and awards to reflect the renaming of the EF to the Richard T. Romer Student Endowment Fund. A recap of the tribute written by Alyssa Reynolds for the current EF Spotlight was used on the home page of the EF website to provide history regarding the renaming of the fund. The EF spotlight continues to run bi-monthly on the District website. The Mar-Apr spotlight written by the EF Committee regarding the MiteY Race, May-June spotlight was written by the Hawaii Section, and July-Aug spotlight was written by Alyssa Reynolds about Rich Romer.
- D. EF Awards:** The recipients of the EF awards to be given out in Phoenix are:
 - Plaques: Ken Ackeret, Mark Spencer, Randy McCourt, Cathy Leong, Montana Chapter, Hawaii Section, Douglas Hattery, and Washington Section
 - Highest Overall Contribution: Washington Section
 - Highest Contribution Per Member: Oregon Section
 - A special recognition plaque for Mr. Rich Romer was presented to his family at the Annual Meeting.

MOTION: Transferred \$20,000 from our EF savings account to the D.A. Davidson account. Motion passed.

MOTION: To direct D.A. Davidson account to conform to our 60 – 40 split. Motion passed.

ACTION: Cathy Leong to notify D.A. Davidson to conform to our 60 -40 split.

XXIII. PUBLIC RELATIONS COMMITTEE CHAIR’S REPORT

- A. General Discussion: Public Relations Committee Chair Chuck Huffine** indicated that the committee continues to grow. Currently, we have twelve (12) members in the committee and continue to look for more. Public Relations Committee Chuck Huffine indicated that the Public Relations Committee has turned its focus to two primary assignments. The first is addressing “Traffic Engineer Bashing (TEB)” – the misconception of traffic engineers only building roads and accommodating single occupant vehicles. So far, we have obtained some good initial input from ITE members through a posting in the ITE Community, which spurred a good discussion of the issue. The committee would like to figure out what role ITE can play in changing the engineers, the perceptions, or both. The second focus is “Inaccurate Media Reporting”. Our committee is working to determine means by which our District can start to improve the accuracy of the messages that are reported to the traveling public.

XXIV. TRAFFIC BOWL COMMITTEE CHAIR'S REPORT

- A. **General Discussion:** No comment from the Board.

XXV. ITE TECHNICAL COUNCIL REPORTS

- A. **General Discussion: Ethics Committee Chair Jennifer Rosales** indicated that webinars will be provided in March and Fall. Also, an Ethics Workshop will be provided at the ITE International Annual Meeting in Boston.

XXVI. ANNUAL MEETINGS' REPORTS

- A. **2018 Annual Meeting:** No Executive Session for this year to review proposals. Postponed for a year.
- B. **Phoenix 2013 LAC Chair Kim Caroll** presented an overview of the Phoenix Annual Meeting including an update of the number of registrations, including members, students, and vendors. Also, an update of the meeting expenses and revenue was provided. In addition, Kim provided an update of the keynote speaker, lunch speaker, technical sessions, technical tours, family night, traffic bowl, student activities, and awards banquet. Kim provided some comments from students in regards to the student registration increase. Forwarded comments and reply to Jenny Grote. ITE provides a lot of amenities in comparison to other conferences. The student registration fee creates a challenge to meet the budget.
- Hotel Registration:* minimum to have 500 room nights. We are close.
- AV cost:* It is down to \$23,000 after five different iterations. The cost still is high compared to previous meetings.
- Vendor Registration:* We have thirty-one (31) vendors/booth.
- Vendor layout:* The Exhibit Hall is free for people that have access to the technical sessions. Agencies were thankful to come for free to the Exhibition Hall.
- Budget and Finance:* Budget deficit \$1,200 as of today.
- Keynote Speaker:* Phoenix Mayor will introduce our Keynote Speaker.
- Technical Sessions:* The compendium will be available online following conference. On Wednesday, FHWA will be providing a training session.
- Technical Tours:* Monday light-rail 16 RSVP; Tuesday: bike ride, pm ADOT TOC
- C. **Rapid City 2014 LAC Coordinator Randy McCourt** provided an overview of the upcoming meeting. The MOU is fully executed between both the Midwest and Western Districts. The LAC has nearly been fully staffed. A theme for the Annual Meeting has been chosen – Joining Together in Friendly Compact – which is the Native American definition of Dakota. The Annual Meeting website should be ready in July and accessible to members. Visit Rapid City (visitors' bureau) has been extremely helpful in arranging publicity.
- Draft Budget: The LAC established the registration fee. We should break even after paying the loan back to the District. THE LAC is flexible to adjust cost. Financially we are in good shape.

Registration: Advanced registration will start in November 2013 with a \$35 discount. The registration fee has been set at \$375.

Technical Sessions: encourage the west to come up with ideas. Rapid City will provide local TV and media to the Meeting. Approximately a 1/3 to 1/2 of the technical sessions will be different from previous meetings. Karen Aspelin requested to have two hours Ethics Session.

MOTION: To approve early registration fee for \$375. Motion passed.

D. Las Vegas 2015 LAC Co-Chair Alyssa Reynolds indicated that the hotel has been selected. They have planned their next LAC meeting in August. They are currently brainstorming for the “Family Night” event. The LAC requested an advance loan of \$3,000. The LAC Chair is Molly O’Brien.

MOTION: To advance \$3,000 to the Las Vegas LAC. Motion passed.

E. Albuquerque 2016 LAC General Chair Jim Barrera introduced Mr. Paul Barricklow as the LAC Co-Chair and Mr. Bert Thomas as the LAC Technical Committee Chair. Jim provided an overview of the upcoming meeting.

LAC Account: Discussing with Rory Grindley and Carlos Ortiz on the documents required to open a bank account in the state of New Mexico. The LAC wants to open the account with Wells Fargo. Any non-profit organization in New Mexico needs to register with the state. The ITE New Mexico Section will register as the non-profit organization.

Hotel: The LAC signed the contract in April 2013 with 471 room nights; 85% commitment is 400 room nights. The International Annual Meeting will be in Anaheim, we may have some concerns with attendance to our Annual Meeting.

Budget: A preliminary budget was presented at the Board Meeting. It included low, medium, and high scenarios with regard to projected registrations and sponsorships. The New Mexico Section provided \$2,000 advance to open a checking account and begin promotional activities. The LAC will be requesting a loan from the District next year.

F. San Diego 2017 General LAC Chair Joe de la Garza was not present but provided his report. The LAC has received three proposals from Hotels with various room rates. Tentative meeting dates are June 25th – June 28th. The Board indicated that the LAC should investigate possible conflicts with other meetings on the same dates. Monica Suter indicated that we may have a conflict with the National Committee Meeting.

ACTION: Walter Okitsu will contact Joe De La Garza in regards to the room rate. The Board prefers the \$200 per night room rate. Also, to check for possible conflicts with other Meetings/Conferences.

XXVII. NEW BUSINESS

Mid-year Board Meeting: Karen wants to see a show of hands for the location of the Mid-Year Board Meeting. Either Denver or Las Vegas – Board members and Chairs selected Las Vegas. We will have a Communications Workshop in conjunction with the Mid-Year Board Meeting to discuss big issues including LAC Manual, Communication Task Force, etc.

Budget Review: Our Western District reserves should be around \$100,000. No net income from LACs. We are expecting membership going down and WD dues to increase.

MOTION: To raise our dues by ten percent. Motion passed.

Student Awards: Any student initiative should come from the Endowment Fund, including budget associated with student codes (611, 612, 624, 617, 626, etc.). Today, we passed our initial goal of \$250,000 for the Endowment Fund.

MOTION: To move student related budget from the Western District operations budget to the Endowment Fund budget. Motion passed.

XXVIII. LeadershipITE

MOTION: Western District to provide \$6,000 to the LeadershipITE fund. Motion passed.

ACTION: Karen Aspelin to evaluate donation to LeadershipITE at the mid-year board meeting.

ACTION: Karen Aspelin to provide a letter to challenge sections and chapters to donate to LeadershipITE.

XXIX. ITE Student Annual Meeting

MOTION: Western District to donate \$1,000 to the ITE Student Chapter Annual Meeting. Motion passed.

The meeting adjourned at 5:44 pm. The next board meeting will be at the 2014 Mid-Year Board Meeting in Las Vegas, Nevada on January 25, 2014.