



## Western District 2011 Mid-Year Board Meeting Minutes

Held at Bahia Resort, San Diego, California  
Friday, February 4, 2011  
Submitted for Annual Board Meeting, July 10, 2011

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

Western District President Edgar Perez called the meeting to order at 9:05am. 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 Board Member)

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

Rock Miller, ITE International Vice President  
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  
Joe de la Garza, Membership Committee Chair  
Janna McKhann, Vendor Committee Chair  
Mark Spencer, 2010 San Francisco LAC General Chair  
Anne Brooks, 2011 Anchorage LAC Co-Chair  
Joann Mitchell, 2011 Anchorage LAC Co-Chair  
Saul Kane, San Diego Section President  
Lisa Martellaro-Palmer, Southern California Section President  
Craig Schneider, Riverside-San Bernardino Section President  
Doug Smith, member, Southern California Section  
Jennifer Settle, HelmsBriscoe representative (briefly)

## I. AGENDA, ITEMS OF RECORD & CONSENT AGENDA

### A. Items of Record

1. Appointment of Michael Sanderson as International Director effective January 1, 2011
2. Appointment of Monica M. Suter to serve as Past President effective January 1, 2011.
3. Appointment of Monica M. Suter as Advisory Committee Chair effective 2/4/11 through Mid-year Board Meeting 2012.
4. Appointment of Robert Crommelin to Advisory Committee effective 2/4/11 through Mid-year Board meeting 2014
5. Selection of HelmsBriscoe as the recommended Annual Meeting Location Negotiator to help 2014 and 2015 LAC's.
6. Appointment of Nominating Committee, including:
  - Ben Waldman, Colorado Section
  - Joe Tate, Intermountain Section
  - Jim Barrera, New Mexico Section
  - Dennis Acuna, Riverside-San Bernardino Section
  - Marc Mizuta, San Diego Section
7. Appointment of Joe De La Garza as Membership Committee Chair (October 1, 2010 to October 1, 2013) replacing Gary Hansen whose 3-year term expired in August 2010.
8. Appointment of Ahmed Aburahmah as WesternITE Advertising Manager (October 1, 2010 to October 1, 2013) replacing Nate Larsen whose 3-year term expired in August 2010.
9. Reappointment of Cathy Leong as Student Endowment Fund Committee Chair for another 3-year term (October 1, 2010 to October 1, 2013).
10. Appointment of Janna McKhann as Vendor/Industry Committee Chair (October 1, 2010 to October 1, 2013) replacing Marc Lichty whose 3-year term expired in August 2010.
11. Appointment of Dr. Wen Cheng as WesternITE Technical Editor (October 1, 2010 to October 1, 2013) The Technical Editor is a new position that is part of the WesternITE Committee and works with the WesternITE Managing Editor and the Website Manager/Online Newsletter Editor in the production and quality of the hard copy and online WesternITE newsletters.

**MOTION: Ackeret, 2<sup>nd</sup> Sanderson to approve agenda. Motion passed.**

### B. Consent Agenda:

1. June 27, 2010, Board Meeting Minutes: Ken recommended amending Page 6 Paragraph B, "contend" change to "content", and Jenny recommended in Page 5 Paragraph B2 to insert "Prior to electronic balloting" at start of 2<sup>nd</sup> sentence.
2. Approval of June 29, 2010, Annual Business Meeting Minutes: Ken recommended amend Item V, 2010-2011 BUDGET, the "Proposed budget was eventually the same as the previous years", delete "and included the following."

**MOTION: Ackeret, 2<sup>nd</sup> Whitlock to accept 2010 Annual Board Meeting minutes and Annual Business Meeting minutes with changes as indicated. Motion passed.**

## **II. PRESIDENT'S REPORT**

President Edgar Perez asked chairs present to each read a paragraph of the Western District Strategic Plan. He then reported the following:

- A. International Director Appointment: Due to Jennifer Rosales, ID-elect, moving out of the District, Michael Sanderson was appointed to replace her by Board vote on September 22, 2010,
- B. Past President Appointment: Monica Suter was appointed to the Past President position effective 1/1/11 to 2011 Annual Meeting.
- C. Committee Appointments: per I.A Items of Record,
- D. Section/Chapter Visits: Edgar listed the Section meetings he attended or plans to attend.
- E. Presidential Proclamations: Edgar issued proclamations to Constantinos Papacostas, William Coleman, Melissa Rosas, and Bob Johnson.
- F. Follow up on Strategic Planning: Edgar mentioned the Board met last night to discuss the District Strategic Plan.
- G. HelmsBriscoe's Representative, Jennifer Settle, explained her firm's services as Annual Meeting Location Negotiator. They also serve the same role at ITE International level. They could possibly assist Sections with overnight stays, but not for catered meetings. HelmsBriscoe's provides enforcement of contract services, generally done off-site: any on-site work is on a fee basis.

## **III. VICE PRESIDENT'S REPORT**

- A. Close of 2009-2010 Fiscal Year Accounting and Taxes: Vice President Alyssa Reynolds displayed the fiscal year-end financial report and compared the results to the budget. Items of note: WesternITE advertising income was \$15k, compared to the expected \$30k. International Directors spent \$32k on travel, versus \$22k budgeted. International candidates' expenses were \$5k, and we received a similar request for this year. We had a \$36k shortfall, versus \$12k budgeted.
- B. WesternITE Activities: Alyssa met with Managing Editor Zaki Mustafa, Web Manager Nathan Mustafa, and Advertising Manager Ahmed Aburahmah Sept 2010 meeting to discuss their activities. She reported that further review of the stipends needs to be performed.
- C. VP Travel: Alyssa traveled to Montana Joint Engineers Conference, and then to Montana Chapter and Montana State Student Chapter meetings. The MSU Chapter is performing data collection relative to cell phone usage, and she will provide a copy of that report when received.

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

- A. 2010-2011 Year-to-Date Financial Report: Secretary-Treasurer Walter Okitsu reported on income and expenses from October 2010 to December 31, 2010. Income totaled \$9,115 including \$8,341 from the 2010 San Francisco LAC, \$650 in advertisements, and \$108 in interest. Expenditures included a \$3,000 advance to the 2011 Anchorage LAC, \$5,202 for WesternITE printing (one issue), \$6,190 for International Directors' travel, \$1,594 for District Officers travel, \$500 for hotel deposit for this mid-year meeting, and various other expenses, coming to a total of

\$17,242. Our net loss was \$8,127.49. Current assets for our checking and savings account combined for a total of \$119,796.11.

- B. Student Endowment Fund financials: Walter said he arranged in November an account transfer of \$200,000 from the Endowment Fund savings account into a new investment account with DA Davidson. As of January 5, 2011, that amount has grown to \$203,413. We also have \$50,572 in the savings account. The account transfer between Wells Fargo and DA Davidson almost resulted in accidental closure of our savings account, but we were alerted by a Wells Fargo branch manager who Dalene has been working with. Walter recommended performing a transfer by cashiers check in the future to avoid such mishaps and the \$45 transfer fee.

## V. PAST PRESIDENT'S REPORT

The position was held by Michael Sanderson through December 31, 2010, and by Monica Suter thereafter.

- A. Michael reported his activities per his written report in package. He asked that committee chairs write Strategic Plans per his proposed Outline for Committee-level Strategic Plan. **MOTION: Sanderson, 2<sup>nd</sup> Ackeret to approve as shown in the package the Outline for Committee-level Strategic Plan, with amendments to add mention of innovation in item #2 and of connecting with International headquarter staff in item #3. Motion passed.**  
**ACTION: Edgar to distribute to committee chairs for completion by Annual meeting.**
- B. Board packet contains Public Relations Committee Chairperson Guidelines. Walter recommended adding under general responsibilities the preparation of responses to any items involving our profession appearing in the media. Rock suggested adding presentation of awards before public officials, such as at city council meetings. Michael believes Walter's recommendation should be included, whereas Rock's could be left for consideration by the eventual chairperson. **MOTION: Ackeret, 2<sup>nd</sup> Whitlock to approve the Public Relations Committee Chairperson Guidelines with Walter's amendment. Motion passes.**  
**ACTION: Edgar to send e-mail to membership inviting applicants for the public relations committee chairperson, and make an appointment with Board input.**

Monica has no report regarding Past President duties since 1/1/11.

The Board convened in executive session at 10:15 a.m. to discuss nominations for upcoming elections, 2011 Lifetime Achievement award, and 2011 Individual Achievement award. The Board re-convened in general session at 11:13 a.m.

- C. Acceptance of Nomination Committee's Slate of Candidates: After closed session, Edgar Perez presented the slate of candidates as follows:  
For President, Alyssa Reynolds  
For Vice President, Walter Okitsu  
For Secretary-Treasurer, Karen Aspelin and Cathy Leong,  
For International Director, Doug Smith and Pat Gibson.

- D. Michael Sanderson flipped a coin, with the following results:  
Secretary-Treasurer:  
Cathy Leong will be listed first in WesternITE  
Karen Aspelin will be listed first on the website.  
International Director  
Doug Smith will be listed first in WesternITE  
Pat Gibson will be listed first on the website.  
The order of names will be random on the e-ballot.  
**ACTION: Nathan to post the slate of candidates on the website.**

## VI. INTERNATIONAL DIRECTORS' REPORTS

- A. International Director's Report (Ackeret). Refer to written report in the package. Ken stated that he will serve as coordinator for all travel among Western District Board members.
- B. International Director's Report (Whitlock). Dalene advised District and Section officers present to look for an article by ITE International President Robert Wunderlich asking members to refrain from any mobile phone use during driving, not even with hands free devices.
- C. International Director's Report (Sanderson) No report yet, because Michael's term just began January 1st. He attended the October 2010 International Board meeting.

## VII. INTERNATIONAL VICE PRESIDENT'S REMARKS

ITE International Vice President Rock Miller thanked the District Board for financial support of his campaign.

He informed all present that:

- ITE has acquired software for a Facebook-style operation that should enhance communication and serve as repository for records.
- The Institute's finances are good, despite 5 to 10% membership drop, but with no signs of membership increasing soon. The budget deficit for Fiscal year 2009-2010 was less than expected, resulting in a lower draw on reserves.
- Information will be provided regarding the possibility of sections tagging onto ITE's 501(c)3 status, because the Federal IRS is clamping down on claims.
- ITE Publications may be going to e-books soon, and *Trip Generation* could be available through an online subscription.
- Work is ongoing at the International level to align committee work with the Strategic Plan, much as the District is doing.
- This summer's St. Louis Annual Meeting, unlike past meetings, begins on a Saturday and ends on a Tuesday. It will include a leadership training program put on by the Southern District.
- Rock is available to travel to meetings within the District. He has already installed Central Coast Section's officers.

### VIII. DISTRICT ADMINISTRATOR'S REPORT

- A. LAC Handbook Task Force: District Administrator Jenny Grote created text links from Table of Contents. Alyssa fixed Appendix D, converting it into AutoCAD. Dalene is working on a rewrite of the main body of the document.
- B. Western District Awards review: Jenny displayed modifications to the awards description and selection process, last updated 2003, which were given to Alyssa to refine. Alyssa noted that the Traffic Bowl is an LAC budget item, and should be a District line item.  
**ACTION: Alyssa to finalize and revise the Awards table. Walter to incorporate cash awards into the budget, including the Traffic Bowl prizes at the Alaska Annual Meeting.**
- C. Adoption of New Charters and Bylaws: Jenny has about 15 pending requests for section charter and bylaws. Hawaii Section process was done in 60 days, record time. Colorado-Wyoming Section, whose charter was approved last year, needs bylaws approval. University of Colorado Denver Student Chapter's Charter is ready for approval, but approval of their bylaws should be postponed because they do not follow the model format. **Motion: Whitlock, 2<sup>nd</sup> Ackeret to approve the Hawaii Section charter and bylaws, the Colorado-Wyoming Section bylaws, and the University of Colorado-Denver Student Chapter charter. Motion passed.**
- D. Annual Meeting: Jenny said the Anchorage hotel contract requires \$2M liability coverage, but we only have \$1M. We can update our coverage to \$2M for only a \$20 increase in premiums.
- E. Experient's offer: Jenny had informed Robert Fraser of Experient that we selected HelmsBriscoe to negotiate our 2014 and 2015 sites. Subsequently, Experient submitted an offer to provide on-site assistance for our 2011, 2012, and 2013 meetings at \$2,000 per conference, but would waive that fee if we use him for meetings afterward. Mark Spencer says on-site assistance for San Francisco was helpful, but might not be worth \$2,000. The Board concluded no action was needed but that this option remains available to 2013, 2014, 2015 LAC's.

**Lunch break was taken from 12:03pm to 12:50pm.**

### IX. WESTERNITE MANAGING EDITOR'S REPORT

Managing Editor Zaki Mustafa was not present, due to meeting attendance restrictions related to his ITE International vice presidential candidacy. No written report was provided. Web Manager Nathan Mustafa says the deadline for the May-June edition, the next printed edition, is March 28.

### X. ADVERTISING MANAGER'S REPORT

Advertising Manager Ahmed Aburahmah presented his report. Walter said the alphabetical listing of companies on our website's professional services directory might be affecting advertiser's decisions to pay, because the companies that start with an A are displayed prominently to the detriment of all other companies. Nathan suggested placing the ads based on a tiered payment. Alyssa advised Ahmed to work with Nathan to come up with a solution.

## **XI. WEBSITE MANAGERS REPORT**

Website Manager Nathan Mustafa displayed a proposed new website format that features video, easy RSS feeds, and Twitter and Facebook sharing. The new format will be activated this month, and he'll send a mass e-mail alert.

The new website also has a District wide calendar, intended to avoid time conflicts. Sections will be given the password. Dalene suggested that Nathan let ITE Headquarters staff know about the calendar so that they post will our meetings in the Journal.

## **XII. COMMITTEE REPORTS**

- A. Advisory Committee Report: Committee Chair Monica Suter said Robert Crommelin has been added to the committee. Rich Romer and Rory Grindley will drop off the committee at our Annual Meeting 2011.
- B. Technical Committee Report: Karen Aspelin stated that the Wayne van Wagoner Award judging is underway. For student data collection, 18 applications were received from 15 student chapters. Selected were Montana State, BYU, U of Washington, U of Hawaii, and U of Nevada Reno.
- C. Membership Committee Report: Joe de la Garza reported the net addition of 50 members, a 1% increase, but a decrease of voting members of 3%. San Francisco Bay Area Section increased by 40 voting members, Alaska increased by 22%, while Nevada Chapter lost 20 members. We have 1,083 students out of 5,219 total members. Ken warned Walter to recognize that membership dues will continue decreasing when setting the budget.
- D. Legislative Committee Report: Steve Eagan was not present. His report is in the package.
- E. Career Guidance Committee Report: Patty Camacho de Cano reminded the Board that her term expires this summer and she'd like to assist whoever will succeed her in a transition prior to the Annual Meeting. She has two volunteers lined up for Career Guidance Awards paper judging.
- F. Vendor Committee Report: Janna McKhann is working with the Santa Barbara and Anchorage LAC's on vendor shows. The IMSA show occurs the same days as our Anchorage vendor show. Janna found that a similar conflict could occur for Phoenix 2013. IMSA is also in Phoenix that year, and although the dates are not in direct conflict, the events are spaced such that the vendors would have to wait a few days in Phoenix between conferences. IMSA might be able to reschedule after she informed them. Conflicts are not an issue when IMSA conference is on the East Coast. She hasn't seen any conflicts with APWA or others. Ken suggested LAC's go to our previous year's meeting with booth layouts to pursue early commitments from vendors and allow vendors to select booths; Janna confirmed that's done at other conferences.
- G. Student and Faculty Initiatives Committee Report: Chair Danielle Scharf was not in attendance. Her report is in the package.
- H. Student Endowment Fund Committee Report: Chair Cathy Leong reported that the \$200k transferred in November into the investment account has grown to \$203k. She received today a \$1000 donation from San Diego Section. The 2010 Annual

Meeting in San Francisco generated about \$10,500, some of which was from Traffic Bowl awards donations. Cathy is working on a Student Endowment Fund raffle to be held in Alaska as a fundraiser.

- I. Traffic Bowl Committee: Jerry Hall, who was not in attendance, submitted a request for an additional appointee to the Committee, a PowerPoint template, a cap of 9 on the number of Student Chapter teams, and a listing of the questions that went undisplayed from 2010 that could be recycled in 2011.

**ACTION: Alaska LAC to keep track of unused Traffic Bowl questions.**

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

**No report received.**

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

- A. 2016 Annual Meeting Statements of Interest: Only one statement of interest was received from the San Diego Section. Edgar Perez told San Diego Section President Saul Kane to make a presentation in Alaska, work with HelmsBriscoe on hotel arrangements, and preferably have the LAC General Chair proposed for him to appoint.

### **XV. ANNUAL MEETING REPORTS – 2:40 p.m.**

- A. 2010 San Francisco: LAC General Chair Mark Spencer said the meeting finished with net revenue of \$10,498.75, and suggested this be donated to the Student Endowment Fund. The net revenue was in spite of having 134 students present who paid a low fee but were not very involved. He was disappointed at the lack of participation from students. The student forum breakfast had fewer students than professionals. **MOTION: Whitlock, 2<sup>nd</sup> Okitsu to donate \$10,498.75 from the San Francisco LAC to Student Endowment Fund. Motion passed.**
- B. 2011 Anchorage: LAC Co-Chairs Anne Brooks and Joann Mitchell handed out duct tape clothing items. The Annual Meeting may have technical seminars on Wednesday afternoon, not Saturday. Sunday will have a downtown self-guided orientation tour, the Kell competition, and a pub tour. On Monday, the keynote address will be by Tom Warne, and the luncheon address by Lance Mackey, Iditarod Race champion, so family members might be interested in attending this lunch. The Monday night event will probably be at Kincaid Park, and feature a geocaching event. Tuesday: banquet entertainment will be Mr. Whitekeys, comic pianist, who will play dance music after the awards. Members who submitted an “I commit” message will be given a \$25 check upon arrival, along with a request to donate to the Student Endowment Fund. Break-even is estimated at 200 full time registrants at \$395, assuming 30 vendors, and 40 students paying a \$25 registration fee. **MOTION: Suter, 2<sup>nd</sup> Whitlock to approve \$395 member registration fees for early registrants. Motion passed.**  
**MOTION: Ackeret, 2<sup>nd</sup> Reynolds to approve \$25 student registration fee for early registration, \$100 for late registration. Motion passed.**



- C. 2012 Santa Barbara: LAC Chair Tom Mericle absent. He submitted a request for an advance of \$3,600 to reserve the zoo event, pay for promotional materials at the Anchorage meeting, and pay for Chair attendance at Anchorage. They've already received a \$2,400 advance. **MOTION: Suter, 2<sup>nd</sup> Ackeret to advance \$3,600 to the 2012 Santa Barbara LAC. Motion passed.**
- D. 2013 Phoenix: LAC Chair Kim Carroll was not present. Jenny said to expect a request for \$3,000 advance at the Anchorage meeting.
- E. 2014 Rapid City: No representatives present, and LAC Chair has not been identified. **ACTION: Ken to contact Randy McCourt to see who will coordinate.**
- F. 2015 Las Vegas, NV: No representative or report.

#### **XVI. OLD BUSINESS**

- A. Fellow Membership Grade Requirement for District Officers (Grote): Jenny says there's no such requirement, and the item can be dropped.
- B. CEU Credits for Annual Meeting (Reynolds) Alyssa contacted Headquarters, who will handle for \$5. Anne Brooks said Anchorage registration package will have the \$5 CEU credit fee as an option.

#### **XVII. NEW BUSINESS**

- A. Financial Support for ITE Vice-Presidential Candidates Ray Davis and Zaki Mustafa: These two candidates submitted separate requests for \$2,500 each for campaign expenses. Past Boards have approved similar requests, including as recently as last year to Rock Miller and Ray Davis. This Board debated whether to reduce or deny the request, due to a reluctance to further widen the budgeted \$25k deficit. **MOTION: Sanderson, 2<sup>nd</sup> Okitsu to deny the requests from Ray Davis and Zaki Mustafa for campaign contributions of \$2,500 each. Motion passed.**
- B. Consideration to split Secretary-Treasurer position: President Edgar Perez had considered splitting the Secretary-Treasurer position, but received no support from the rest of the Board. Board members instead recommended finding out how much outside accounting help would cost. **ACTION: Monica, request the Advisory Committee to investigate the cost for accounting services to assist with the Treasurer's duties.**
- C. Discussion on the deficit. The Board discussed cost saving measures such as eliminating discretionary trips for International Directors, or raising our dues by no more than the 10% from \$22 to \$24. Dalene suggested splitting International Director travel budgets, and splitting the Officer travel budgets for better tracking. **ACTION: Walter to split out Senior International Director travel budget from other Directors, and President travel budget from other officers, and determine the impact of raising annual dues by \$2 as part of the proposed FY 2011-2012 budget to be presented at the Annual Board meeting in Anchorage.**

#### **XVIII. NEXT MEETING: Sunday, July 10, 2011, Anchorage, Alaska**

#### **XIX. ADJOURN – Occurred at 4:55pm, in advance of 5:00pm scheduled time.**