

Western District 2014 Mid-Year Board Meeting January 24, 2014

Meeting Minutes: By Cathy Leong, P.E.

CALL TO ORDER AND INTRODUCTIONS

Western District President Karen Aspelin called the meeting to order at 9:05 a.m. Attendees at the meeting were (see attached):

BOARD MEMBERS:

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

COMMITTEE CHAIRS AND GUESTS:

Robert Sweeting, *WesternITE* Advertising Manager
Justin Link, *WesternITE* Web Manager (via video conference)
Amit Kothari, Technical Committee Chair
Joe De La Garza, Membership Committee Chair
Tom Mericle, Legislative Committee Chair
Neelam Sharma Career Guidance Committee Chair
Kimberly Leung, Richard T. Romer Student Endowment Fund Committee Chair
Chuck Huffine, Public Relations Committee Chair
Ken Ackeret, Traffic Bowl Committee Chair
Alyssa Reynolds, Advisory Committee Chair and Las Vegas 2015 LAC
Kim Carroll, Phoenix 2013 LAC Chair
Randy McCourt, Rapid City 2014 LAC Co-Chair
Lee Cabell, Las Vegas 2015 LAC Financial Chair
Jim Barrera, Albuquerque 2016 LAC Co-Chair
Paul Barricklow, Albuquerque 2016 LAC Co-Chair
Mark Spencer, Candidate for Secretary-Treasurer
Matt Weir, Candidate for Secretary-Treasurer
Kathy Feilen, San Diego Section President

The Western District Mid-Year Board Meeting was held on January 24, 2014 at the office of Kimley-Horn Associates, Inc. in Las Vegas, NV. Board Members, Committee Chairs, and guests attended the meeting.

I. AGENDA, ITEMS OF RECORD AND CONSENT AGENDA

A. Items of Record:

1. Appointment of Dalene J. Whitlock to the Advisory Committee
2. Appointment of Tom Mericle as Legislative Chair
3. Appointment of Robert Sweeting as Advertising Manager
4. Appointment of Kimberly Leung as Richard T. Romer Student Endowment Fund Chair
5. Re-appointment of Joe de la Garza as Membership Chair
6. Re-appointment of Janna McKhann as Vendor Chair

B. Consent Agenda:

1. Approval of July 14, 2013 Board Meeting Minutes
2. Approval of July 16, 2013 Annual Business Meeting Minutes

MOTION: Jenny Grote, 2nd Monica Suter to accept minutes without changes. Motion passed.

II. PRESIDENT'S REPORT

- A. Exchange of Records Meeting:** President Karen Aspelin met with Vice President Carlos Ortiz and Secretary-Treasurer Cathy Leong on September 20, 2013 in Irvine, CA to perform the exchange of books. The District's Quicken file is being kept on the Dropbox website and the District has updated to the latest Quicken software.
- B. WesternITE and Communications:** Issue was sent in November and another will be sent in the spring. Four E-Newsletters have been sent out since the Annual Meeting in Phoenix.
- C. LeadershipITE:** The \$6,000 contributed to LeadershipITE was used to support Andrew Cibor (Idaho) and Ben Waldman (Colorado) from our District. Two other District members are part of the inaugural class, Danielle Scharf (Montana) and Dongho Chang (Washington), who did not request financial assistance.
- D. Greater Oregon Section:** Karen and Rory followed up on a request to check in on the existence of the Greater Oregon Section. The Section has had activities this year and updated their membership directory. Karen recommended leaving things as they are.
- E. Appointments:** Included in Items of Record.
- F. Travel and Section/Chapter Visits:** Karen listed the meetings she had visited and thanked her local hosts. These visits included:
- Annual International ITE Meeting, Boston, MA
 - Northern California Section Meeting
 - San Francisco Bay Area Section Meeting
 - Exchange of Records Meeting, Irvine, CA
 - Colorado-Wyoming Section Meeting
 - San Diego Section Holiday Party

- G. Communications Workshop:** Karen reported that the workshop had been held the previous day and that she would defer to Alyssa Reynolds' report.
- H. List of Western District Policies:** Karen asked if there was a documented list of Western District Policies. Jenny clarified that the WD does not have stand-alone policies and that the only documentation is in excerpts from Board Meeting minutes. Rory suggested that a compiled list or booklet of standing policies would be useful.

ACTION: Rory to compile a guideline (list or booklet) of Western District standing policies.

- I. Old Action Items from 2013 Annual Board Meeting:** President Karen Aspelin ran through the old action items from the 2013 Annual Board Meeting. Reported status was 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. **DONE**
 - Amit Kothari to obtain report from section activity winner at the International level and have it posted on WesternITE.org. **DONE**
 - Rory Grindley to modify the rate of Student Endowment Fund donation through dues in the Secretary- Treasurer duties. **VERIFYING IF COMPLETED**
 - Rory Grindley will establish his address as the District's address. We need to include Rory's name and signature to the bank accounts. **DONE**
 - Justin Link to retrieve our Facebook account. **DONE**
 - Roberta McLaughlin to provide at least two articles regarding legislation during the course of the year. **WILL REDIRECT TO TOM MERICLE (REMOVE FROM LIST)**
- J. Action Items from 2013 Board Meeting:** President Karen Aspelin ran through the action items from the 2013 Board Meeting. Reported status was as follows:
- 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. **DONE**
 - Secretary-Treasurer Carlos Ortiz to provide letter to Wells Fargo Bank for 2014 LAC bank account. **DONE**
 - Communication Task Committee (from Past President's Report). **WORKSHOP HELD.**
 - Develop a social media policy document
 - Solicit proposals for new logo and branding
 - Obtain proposals from professional firms to update our website
 - Develop Advertising Form with fee structure
 - Communication Task Force will prepare a detailed communication schedule in the next couple of months using Outlook. (from WesternITE Manager's Report). **DONE**
 - Lisa Martellaro-Palmer to provide Justin Link the Professional Services Advertisement List indicating who has paid. (from Advertising Manager's Report). **DONE**

- Student & Faculty Initiative Committee
 - Justin Link to include Student Initiative Committee Chair Guidelines in the webpage. **DONE**
 - Danielle Scharf to work with Justin Link for a student section in our webpage. **IN PROGRESS**
 - Danielle Scharf to seek ways to advertise the Western District Fellowship Award. **DONE**
- Student Endowment Fund Committee
 - Cathy Leong to notify D.A. Davidson to conform to our 60 -40 split. **DONE**
- San Diego 2017 LAC Report
 - 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. **DONE**
- LeadershipITE
 - Karen Aspelin to evaluate donation to LeadershipITE at the mid-year board meeting. **DONE**
 - Karen Aspelin to provide a letter to challenge sections and chapters to donate to LeadershipITE. **IN PROGRESS**

III. VICE PRESIDENT'S REPORT

- A. Close of 2012-2013 Fiscal Year Accounting and Taxes:** Vice President Carlos Ortiz provided a summary of the Fiscal Year 2012/2013 accounting. Expenditures were approximately \$5,500 less than the approved budget. The Phoenix LAC returned \$15,700 to the District, *WesternITE* income was approximately \$13,200 while expenses for the newsletter were \$14,700, and dues income totaled \$71,191. \$10,000 was transferred to the reserves and we are currently at \$90,000. The target for the reserves is \$120,000.
- B. Taxes:** Our tax return for calendar year 2013 will be prepared by Albert Li and submitted to the IRS by the end of January 2014. Albert has agreed to reduce his fees for the District's tax preparation to \$1,800.
- C. Expense Report Form:** Carlos requested that the Board use the latest travel reimbursement form. Cathy indicated that the form had been recently updated to change the mileage rate and that the new form was available on the website.
- D. Leadership Directory:** Carlos reported that he is in the process of updating the directory and hopes to have it distributed soon.
- E. Committee Oversight:** Carlos indicated that he will be following up on the committees that he oversees prior to the Annual Meeting.

IV. TREASURER'S REPORT

- A. 2013-2014 Fiscal Year-to-Date Financial Report:** Secretary-Treasurer Cathy Leong reported on the District's year-to-date income (for the period of October 1, 2013 – December 31, 2013). It included the following: \$15,753.40 from the 2013 Annual Meeting in Phoenix, \$6,882.80 in advertisements, and \$5,677.23 in dues from International. Year-to-date expenses included \$8,141.04 of travel expenses for International Directors and District Officers, \$5,658.14 for *WesternITE* printing and mailing, and a \$6,000.00 contribution to LeadershipITE

- B. **Paypal Account:** The District's Paypal account was reactivated and a website set up to allow for advertising and sponsorship payments. We currently do not have the discounted rates given to non-profit organizations because we cannot furnish our Articles of Incorporation. Since reactivation, the majority of the companies paying for PSD, PA, and sponsorship invoices have chosen to pay using a credit card.

V. PAST PRESIDENT'S REPORT

- A. **Nominations Committee:** Past President Walter Okitsu reported that there was good participation in the nominations committee from the Sections and Chapters. 17 Past Presidents participated in the committee.
- B. **Elections Process Task Force:** Walter provided a draft update of the District's election guidelines. The proposed changes include a residency requirement, guidelines regarding the District's inside versus outside California rotation, guidelines for when there are not enough candidates from inside California, references to the applicable sections of the bylaws, guidelines for petitions, and references to mailing versus electronic delivery of ballots. Alyssa suggested sending the proposed updates to the Advisory Committee for review and comment. Karen suggested rewriting the section on printed brochures to follow the proposed changes by International to eliminate the use of printed materials. Rory clarified that the document was a guideline not a policy. The only policy included in the document at this time is the portion pertaining to the selection of candidates from inside versus outside California. After some discussion of whether the document should be a policy rather than a guideline, Karen directed the Elections Process Task Force to gather comments on the proposed updates, send the document to the Advisory Committee for their review and comment, and split the document into policy and guideline sections.

ACTION: Elections Process Task Force to solicit Board comments on the proposed draft updates to the District's election guidelines and send the document to the Advisory Committee for review and comment. The Advisory Committee can solicit input from outside sources including recent Western District candidates. The Elections Process Task Force is to revise the document based on the solicited comments, split the document into policy and guideline sections, then provide a final document to the Board for ratification. The final document will be posted on the District website.

Walter also discussed the potential need to modify the bylaws to facilitate additional updates to the elections process. In particular, the petition submission requirements may need to be modified to specify that petitions should be submitted to the District Administrator instead of the Secretary-Treasurer.

VI. WESTERN DISTRICT CANDIDATES REPORT

- A. An Executive Session was held by the Board to review the nominations of 2014 – 2015 candidates for Western District Officers and International Director and the nomination of 2014 Individual and Lifetime Achievement Awards.

- B. After the break, the General Session resumed and the following candidates were announced. Mr. Matt Weir and Mr. Mark Spencer for 2014/2015 Western District Secretary-Treasurer, and Mr. Dongho Chang and Ms. Alyssa Reynolds for 2015-2017 International Director.

MOTION: Jenny Grote, 2nd Monica Suter to approve the recommendations of the nominating committee for the following candidates: Mr. Matt Weir and Mr. Mark Spencer for 2014/2015 Western District Secretary-Treasurer, and Mr. Dongho Chang and Ms. Alyssa Reynolds for 2015-2017 International Director. Motion passed.

A coin flip was conducted and the results are:

- Mr. Mark Spencer first in electronic media including the website and second in printed media. Mr. Matt Weir first in printed media.
- Ms. Alyssa Reynolds first in electronic media including the website and second in printed media. Mr. Dongho Chang first in printed media.

VII. SENIOR INTERNATIONAL DIRECTOR'S REPORT

- A. **Meetings:** International Director Monica Suter listed the meetings she had visited since July 2013 including the International Annual Meeting in Boston, Southern California Section meetings, Cal State University Fullerton and Cal State University Long Beach student chapters, and Transportation Camp at George Mason University in Arlington, VA. Two concepts that she shared from the Transportation Camp she attended were the incorporation of an “unconference” aspect into District conferences and becoming more involved with advocacy/legislature pressure, blogging, and media/legislation.
- B. **President Hibbett Neel's New Initiatives:** Monica reported that the three new International Committees have been established: International Young Member, Student Chapter, and Advocacy Committee. She also reported that membership in the new Freight Mobility Council will be complimentary for those who wish to join and that no increase in membership dues for 2014 is expected.

VIII. INTERNATIONAL DIRECTOR'S REPORT

- A. **LeadershipITE:** International Director Jenny Grote reported that four Western District members were participating in the inaugural class: Andrew Cibor, Dongho Chang, Benjamin Waldman, and Danielle Scharf. She suggested that the Board discuss whether future support would be provided to the program from the District. Carlos asked whether the District could obtain a report and/or feedback about this year's program. Jenny indicated that she would request a report.

ACTION: Jenny to request reports from LeadershipITE participants.

- B. **NACTO Urban Street Design Guide:** Jenny indicated that she had volunteered to create an Operations and Maintenance companion document to the NACTO Street Design Guide. She also indicated that the Street Design Guide had potential conflicts with the MUTCD and other ITE documents. Jenny will inquire if ITE has any official statements or comments about the NACTO guide.
- C. **Student Summit:** Jenny report that approximately 80 students were already signed up for the summit and that she planned to attend with Karen and Monica.
- D. **Elections Process:** Jenny asked whether the results of the District elections could be revealed to the candidates in advance of the Annual Meeting. This year's meeting is expensive and attendees will need to plan in advance to attend. Rory indicated that the bylaws would need to be modified to allow this since the final call for ballots occurs during the Annual Business Meeting. He also indicated that there haven't been any ballots received during the meeting in last few years. Rory indicated that he would research the issue and provide the Board with a recommendation.

ACTION: Rory to research how many ballots have been received for the last calls for ballots during the Annual Business Meeting in the last few years. He will provide the Board with a recommendation for modifying the elections procedure regarding sharing the results of the election with the candidates prior to the Annual Meeting.

IX. INTERNATIONAL DIRECTOR'S REPORT

- A. **Meetings:** International Director Jennifer Rosales indicated that she had attended the ITE SoCal/City Traffic Engineers Joint Meeting and planned to attend the ITE Spring Conference and an Oregon Section meeting.
- B. **Appointment:** Jennifer announced that she had been appointed to the finance and budget committee for ITE.

X. DISTRICT ADMINISTRATOR'S REPORT

- A. **Articles of Incorporation:** District Administrator Rory Grindley reported that he had investigated the District's Articles of Incorporation and concluded that the District is not incorporated. The District is just an organization with non-profit status. He is looking into filing Articles of Incorporation for the District and will enlist the assistance of a CPA. Randy McCourt indicated that he had consulted Pete Frentz and been advised to file the paperwork in the state with the easiest process. California would not be the easiest location to file the paperwork. Rory indicated that he had interviews scheduled for the following week and requested money be allotted in the budget to support this endeavor.

ACTION: Rory Gridley to enlist the services of a CPA to assist the Western District with filing Articles of Incorporation. In addition, the CPA could provide guidance on other issues that arise for the District.

ACTION: Cathy to add a line item to the draft 2014-2015 budget to allot \$3,000 for the assistance of a CPA.

XI. WesternITE MANAGING EDITOR'S REPORT

- A. **WesternITE goals:** *WesternITE* Managing Editor Joey Paskey provided a list of goals and visions for *WesternITE* including with the Communications Task Force on the Western District ITE Communications Plan and rebranding, offering a "go green" option to members, standardization of publication dates, and inclusion of more articles in the newsletter.
- B. **WesternITE Publication Overview:** Joey indicated that *WesternITE* circulation is at approximately 3,500. Our current policy is to produce two printed/mailed issues per year, plus an additional printed issue distributed at the Annual Meeting.
- C. **Upcoming Important Dates:** The next *WesternITE* edition will include information about the upcoming elections. Reminders about reports/content will be sent out March 1st, reports/content will be due on March 20th, and the newsletter will be printed on April 15th. For the next E-News, candidates will be allowed to submit content, but it must be received by February 17th.

XII. WesternITE ADVERTISING MANAGER'S REPORT

- A. **Status of Advertisers:** *WesternITE* Advertising Manager Robert Sweeting reported that the District has 32 advertisers in the Professional Services Directory and requests for renewals were sent out in early January. For the calendar year 2013, there were 15 private and 16 public agency positions available advertisements, and three E-News sponsors. He also reported that there were only three outstanding invoices yet unpaid.
- B. **Advertising Costs:** Robert Sweeting indicated that he had reviewed the advertising pricing structure from other Sections and planned to attend the IMSA meeting in Phoenix to talk with vendors. His intent was to create a new advertising pricing table and present it at the Annual Meeting. Karen indicated that there was money allotted in the current year's budget (\$600) for his attendance at a vendor show/exhibit. She also indicated that if Robert completed the pricing table before the Annual Meeting he should distribute it for review and comment.

ACTION: Robert to prepare a new Advertising Pricing Table by the next Annual Meeting.

XIII. WEBSITE MANAGER'S REPORT

- A. **Website Update:** Website Manager Justin Link provided updates on traffic for the District's website. Justin indicated that there was an old WordPress website still active and that he would be following up with Nathan Mustafa to deactivate it. He also reported that there had been a request from a Section for the District to host their updated WordPress website. However, given the space required, he would recommend that they find an external host for their website. Jenny asked whether the District hosted any student chapter websites and if the District should market this service to them. Justin indicated that most student chapters had their websites hosted by their schools for free.

- B. **Social Media:** Justin reported that he had established new social media accounts for the District including a new LinkedIn group and a new twitter account.
- C. **Best Website Trophy:** Karen asked Justin to find or create a replacement Best Website trophy. There is \$100 in the budget for this; the money was a refund from FedEx, who lost the original trophy.

ACTION: Justin to follow up with Nathan Mustafa to deactivate the old WordPress website for the District.

ACTION: Justin to replace the lost Best Website trophy.

XIV. ADVISORY COMMITTEE CHAIR'S REPORT

- A. Advisory Committee Chair Alyssa Reynolds indicated that she did not have anything to report since the Advisory Committee did not have items to cover.

XV. TECHNICAL COMMITTEE CHAIR'S REPORT

- A. **Wayne T. Van Wagoner Award:** Technical Committee Chair Amit Kothari reported that nine *ITE Journal* articles written by authors from the Western District were eligible for consideration for the Wayne T. Van Wagoner award.
- B. **Data Collection Fund Projects:** Amit indicated that the Board had received 10 proposals from student chapters for data collection project. Selected proposals were from UCLA, Oregon State University, BYU, University of Utah Salt Lake City, and CalPoly San Luis Obispo. Upon meeting the program requirements, each student chapter will be awarded a grant of \$1,000. Amit reported that his committee had recommended that, due to subpar performance by student chapters in previous years, any student chapter selected for a project that did not submit their report would incur a 10 point deduction for any submittals during the following two years. In addition, student chapters that submitted reports after the due date would not be given the full award as had been done this past year.

XVI. MEMBERSHIP COMMITTEE CHAIR'S REPORT

- A. **Membership Update:** Membership Committee Chair Joe de la Garza provided a breakdown of the totals of members and membership types. In the short-term (last 6 months), overall membership increased, but in the long-term District membership has remained fairly stable. Joe indicated that he had tried to identify trends in the membership numbers, but not many were apparent. Alyssa indicated that International had conducted a survey of members, previous members, and potential members and that the results could provide some insight. Jenny indicated that she would see if there was a way to summarize the results and pass that information along to the Board.

- B. **New Committee Member:** Joe reported that Ben Waldman would be starting as his understudy since Joe will become more involved with the 2017 San Diego LAC.

ACTION: Jenny Grote to request a summary of the survey conducted by International of members, previous members, and potential members.

XVII. LEGISLATIVE COMMITTEE CHAIR'S REPORT

- A. Legislative Committee Chair Tom Mericle reported that he had reached out to the Sections in the District for assistance in identifying a person or people who would be willing to collect Legislative information. He also indicated that he would be working to create a Legislative Update page on the District's website and distributed proposed changes to the strategic plan for the Legislative Committee.
- B. Karen appointed Erik Ruehr as the chair of the California State Bill 743 Task Force. Erik will be compiling comments from ITE members in California to craft an official statement on the issue from ITE.

XVIII. CAREER GUIDANCE COMMITTEE CHAIR'S REPORT

- A. **Mentoring Program:** Career Guidance Committee Chair Neelam Sharma reported that she would be working on refocusing the mentoring program to serve as more of a resource for the District's Sections and Chapters. In addition, there will be a shift in focus from students to young professionals.
- B. **Rapid City Annual Meeting:** Neelam reported that a student session will be held at the Annual Meeting in Rapid City. The career development resumes/interviews/get a job session will be held on Tuesday at 10:30 AM and she was looking for volunteers to help with resume reviews prior to the meeting and interviews at the meeting. Randy indicated that the submitted resumes for the session would be available to attendees in a packet. Jenny indicated that she had a PowerPoint presentation about resume and cover letter writing, and interviews that she could share. Randy also indicated that the Get Acquainted Social will be aimed at getting students to mingle with professionals since the students would be distributing the drink tickets for the event. He offered to expand the focus of that event to include young professionals. Neelam also suggested providing first time Annual Meeting attendees with badge ribbons so that "hosts" could identify them.
- C. **Career Guidance Awards:** Two Career Guidance Awards will be presented to young professional members of the Western District at the 2014 Annual Meeting. The recognition will be for the "Best Annual Meeting Paper Award by a Young Professional" and "Young Professional Achievement Award." In addition, the Employer Achievement Award that recognizes an employer for supporting young professionals in ITE activities and training will be presented at the Annual Meeting.

XIX. VENDOR/INDUSTRY COMMITTEE CHAIR'S REPORT

- A. Vendor/Industry Committee Chair Janna McKhann provided a written report of her ongoing activities and historical feedback from vendors regarding the District's Annual Meetings.

XX. STUDENT & FACULTY INITIATIVE COMMITTEE CHAIR'S REPORT

- A. **Annual Meeting Events and Awards:** Student & Faculty Initiative Committee Chair Danielle Scharf provided a written report that detailed the winners of the James H. Kell RFP and Competition winners at the 2013 Annual Meeting. Over 45 students participated in the competition event. In addition, she reported the winners of the Student Traffic Bowl, Student Chapter Award, Student Paper Award, Outstanding Student/Educator Awards, and Student Website Awards. Danielle indicated that they did not have any applications for the Western District Fellowship and Karen indicated that she would be assisting Danielle with advertising this award at the upcoming student summit in San Luis Obispo.
- B. **Student Chapters:** Danielle reported that she had been contacted by a student at the University of California, Davis about reactivating their student chapter. She directed them to Rory Grindley to determine the steps to reactivating the chapter. She also provided an updated faculty advisors and liaison list to the Board.

XXI. RICHARD T. ROMER STUDENT ENDOWMENT FUND COMMITTEE CHAIR'S REPORT

- A. **EF Fund Status:** Richard T. Romer Student Endowment Fund Committee Chair Kimberly Leung presented the status of the Endowment Fund. The Endowment Fund account has \$17,590.38 with Wells Fargo and \$354,330.29 with D.A. Davidson as of January 10, 2014. A total of \$1,786.79 was collected at the Phoenix Annual Meeting including \$950 from the MiteY Race.
- B. **MiteY Race:** Cathy Leong and Neelam Sharma are planning a MiteY Race for the upcoming Annual Meeting in Rapid City to be held on June 28th.
- C. **Fundraising Ideas:** Kimberly indicated that she was exploring new ways to raise awareness and funds for the Endowment Fund including a pub crawl and/or silent auction at the Annual Meeting in Rapid City. Randy indicated that he would be willing to work with her on planning the event. In addition, Kimberly reported that she planned to reach out to the Section and Chapter leaders. She is currently working with the President of the Riverside-San Bernardino Section on a fundraising initiative. Karen requested that Kimberly prepare a calendar that included deadlines and fundraising goals that might get us to the over \$15,000 the District needs for student initiatives per year.

ACTION: Kimberly to prepare a calendar that includes deadlines and fundraising goals that might get us to the over \$15,000 the District needs for student initiatives per year.

XXII. PUBLIC RELATIONS COMMITTEE CHAIR'S REPORT

- A. **Committee Activities:** Public Relations Committee Chuck Huffine reported that the committee published a paper in the December 2013 *ITE Journal* entitled "Traffic Engineering Bashing: Reversing the Trend." In addition, he reported that the committee recently developed and issued a press release for the upcoming Student Summit at Cal Poly San Luis Obispo. The committee's next focus will be on "Inaccurate Media Reporting." Chuck indicated that his committee needed a better way to contact media outlets and they could purchase media contact lists. He requested that \$500 be allotted in the 2014-2015 budget to fund this. Karen directed that this be added to the budget.

ACTION: Cathy to add a new line item to the draft 2014-2015 budget for \$500 to fund the purchase of media contact lists by the Public Relations Committee.

- B. Rapid City Annual Meeting:** Chuck indicated that a session at the Rapid City Annual Meeting would be dedicated to talking about traffic engineer bashing scenarios and how to handle them. In addition, Randy indicated that there would also be a working session with representatives from the media.

XXIII. TRAFFIC BOWL COMMITTEE CHAIR'S REPORT

- A.** Traffic Bowl Committee Chair Ken Ackeret reported that he is working on the Traffic Bowl for the 2014 Annual Meeting in Rapid City with John Davis, Midwestern District Traffic Bowl Chair. He indicated that they were working on a number of initiatives including soliciting questions, finding volunteers, finding an MC, working on a fair assignment of points, and trying to bring back more fun to the event.

XXIV. FUTURE ANNUAL MEETINGS

- A.** Statements of interest for the 2018 annual meeting were received from the Colorado-Wyoming Section (to host in Denver) and the Washington State Section (to host in Seattle). President Karen Aspelin will invite both groups to make a presentation to the Board at the Rapid City Board Meeting.

ACTION: Karen to invite Colorado-Wyoming and Washington State Sections to the Annual Board Meeting to make a presentation.

XXV. ANNUAL MEETINGS' REPORTS

- A. Phoenix 2013:** LAC Chair Kim Carroll presented a final report for the Annual Meeting in Phoenix that included some lessons learned for future LACs. Some of the lessons learned/comments received were:
- Check which events are prior to and immediately after your meeting.
 - If food is provided for the Kell competition, make sure to add a line item to your budget.
 - Got negative feedback about lack of printed materials.
 - Gave tickets to vendors for lunch, but that threw off their meal headcounts.
 - Not clear that speakers had to register and some got into lunches although they didn't have tickets. This also threw off the meal headcounts.
 - Got comments about the lack of separate spouse events.
 - They allowed everyone to access the exhibit hall without registering, but this affected their headcounts for the breaks.
 - Allowed sponsors to speak at luncheons.
 - Find a way to help the hotel staff locate people with special meals.
 - Got comments about their information about transportation to and from hotel since it did not include multimodal information.
 - Received complaints about the lack of Wi-Fi in meeting rooms.

- B. Rapid City 2014:** LAC Co-Chair Randy McCourt provided an update on the planning for the upcoming Annual Meeting. Over 460 room-nights have already been booked; they were able to fill the technical program; a few vendors have already been secured; family night will be an outing to Mt. Rushmore; a band was selected for the banquet; and special events such as the MiteY Race, a media event, and student event are planned. He requested assistance with finding sponsors for the meeting and they are still looking for a LAC Registration Chair. Randy also requested clarification regarding how many free room nights the Western District will need since the complimentary room nights they receive will be split between the two Districts. Tom Mericle indicated that he was updating the LAC Manual and would forward Randy the information.

Presentation of Awards: Karen indicated that the awards schedule for the Annual Meeting would be slightly different this year since many of the events at the meeting would be joint with the Midwestern District. The following is the planned awards schedule:

- Tuesday Business Luncheon (Western only)
 - Best Paper by Young Professional
 - Employer Recognition
 - Young Professional Achievement
 - Membership Gain Awards
 - Section Activities Awards
 - Van Wagoner Award
 - Best Website Award
 - *WesternITE* Editorial Award
 - Wisest/Windiest Scribe
 - Western District Fellowship
 - Outstanding Undergraduate & Graduate Students
 - Outstanding Educator
 - Student Chapter Website
 - Student Chapter Award
 - Student Paper Winner
- Tuesday Banquet (Both Districts)
 - Lifetime Achievement
 - Individual Achievement
 - Best Project Award (Midwestern District)
- Wednesday Luncheon (Both Districts)
 - MiteY Race
 - Traffic Bowl
 - Student Traffic Bowl
 - Kell Competition
 - Best Paper Award
 - LAC Recognition
 - Outgoing officers (no outgoing Board resolutions this year)

Budget: Randy presented the LAC budget for Board comment and approval. Karen commented that the monetary prizes for the traffic bowl (\$1,000) and *WesternITE* printing (\$500) should be removed.

MOTION: Karen Aspelin, 2nd Monica Suter to approve registration rate structure for the 2014 Annual Meeting in Rapid City. Motion passed.

- C. **Las Vegas 2015:** LAC Co-Chair Alyssa Reynolds reported that the meeting would be held at Planet Hollywood. The LAC has set up their bank account and is working on developing their program. She also indicated that the LAC would be requesting an additional advance at the Annual Meeting in Rapid City.
- D. **Albuquerque 2016:** LAC Co-Chair Jim Barrera reported that the LAC has opened their bank account and will be requesting an advance at the Annual Meeting in Rapid City. He also presented a preliminary budget for the meeting and indicated that they needed to put down a deposit to secure their Family Night venue. Karen commented that their budget was missing travel to the 2017 mid-year meeting. Jim indicated that he would review the budgets from the 2012 and 2013 Annual Meetings to make sure nothing else had been overlooked.
- E. **San Diego 2017:** LAC General Chair Joe de la Garza indicated that they have formed the LAC, have set the meeting date from June 25-28, and are currently reviewing proposals from hotels. They received proposals from three hotels and have narrowed it down to two Westin hotels in the downtown area. The offered room rate is at \$198 per night. The Westin Gaslamp is located near a mall, but its meeting space is located on separate floors while the Westin San Diego may not have sufficient meeting space. Joe indicated that when soliciting proposals they limited the room rate to a maximum of \$200 and only considered downtown locations. After some discussion regarding the merits of the two hotels versus soliciting additional proposals, Joe indicated that he would go back to Helms-Briscoe and solicit additional proposals with a maximum room rate of \$225.

XXVI. OLD BUSINESS

- A. **LAC Handbook revision:** Tom Mericle reported that he planned to send a draft of the revised document to previous LACs that had volunteered to help review the document in late February or early March.

ACTION: Tom Mericle to send a draft of the revised LAC Handbook to previous LACs for review.

- B. **Status of Strategic Plans:** Cathy Leong reported that Jenny Grote had helped to locate all the previously prepared strategic plans. The Career Guidance Committee and Public Relations Committee did not have previously prepared plans, but would be working on drafting plans prior to the Rapid City Annual Meeting.

ACTION: Career Guidance Committee and Public Relations Committee Chairs to prepare Committee-Level Strategic Plans prior to the Rapid City Annual Meeting.

- C. **Communications Task Force:** Alyssa Reynolds reported that a workshop had been held on January 23, 2014 prior to the board meeting. During the workshop, attendees had reviewed the draft Communications Plan, discussed what should be included in the *WesternITE* newsletter, updating the website, updated District logo and rebranding, and increased use of social media.

Website: Alyssa indicated that the website would be evaluated and reorganized to determine what information should be located on the homepage, one click away, or two clicks away. Karen directed the Communications Task Force to prepare an RFP to solicit proposals for the website redesign.

ACTION: Communications Task Force to prepare an RFP to solicit proposals for the update/redesign of the District website.

Key Messages: Alyssa reported that the attendees of the workshop had brainstormed about the key messages and core values of the Western District. The following is the result of that effort:

- What do we do?
 - Host great meetings
 - Serve as a grass roots organization
 - Attract future traffic and transportation engineers
 - Promote membership accomplishments
 - Advocate for the profession
- What are our core values?
 - Professional
 - Family-friendly
 - Collaborative
 - Serve as mentors
 - Fun

Logo and Rebranding: Alyssa shared the updated logos that the District had received. She indicated that the attendees of the workshop had selected a preferred logo and provided some suggestions for improvements to the submitted design.

Social Media: Alyssa indicated that the District would be taking a more active role in the District's social media sites. Committee Chairs would be posting messages/articles on the Facebook page perhaps twice a year. The Task Force would work on developing a schedule and guidelines for these posting. In addition, they would be assisting Justin in identifying people to help with monitoring and responding to posts on the District's other social media sites although the use of Twitter may be centered more on events like the Annual Meeting and upcoming Student Summit. Jennifer indicated that she would be working with Kaylenn Roseman to identify someone to Tweet about events at the Student Summit.

ACTION: Communications Task Force to prepare a schedule and guidelines for the posting of messages and/or articles by the District Committee Chairs.

ACTION: Communications Task Force to assist Justin Link with identifying people to help with monitoring and responding to posts on the District's social media sites.

ACTION: Jennifer Rosales to work with Kaylinn Roseman to identify someone to Tweet about events at the Student Summit.

XXVII. NEW BUSINESS

- A. District Historian Position:** Walter Okitsu asked whether the District should appoint a Historian to help document events (information and photos) and gather historical data for the District. Karen indicated that the listed duties overlapped with the District Administrator and LAC duties. Rory suggested having the Advisory Committee compile a list of needs the District may have and then assign them to the appropriate people or committees.

ACTION: Advisory Committee to compile a list of needs the District may have with regards to documentation of Western District events and assign them to the appropriate people or committees.

- B. Request for International Vice President Campaign Funding:** Karen Aspelin indicated that Ray Davis had requested assistance with his campaign for International Vice President. She suggested that the District allot \$1,250 in the 2014-2015 budget to support Ray's campaign on a reimbursable basis. The amount allotted is half of what has been historically provided to Western District candidates since this is Ray's 3rd campaign for International Vice President and he has received monetary support once in the past. In addition, Karen suggested that \$3,000 be allotted in the 2014-2015 budget and every budget thereafter to support Western District candidates for International Vice President. If more than one candidate is selected from the Western District, the allotted amount would be split between the candidates. In addition, if a candidate runs more than once for that office, the candidate would receive a full allotment the first time and 50% less each successive time. If the candidate did not use all the money or there were no Western District candidates in any year, the funds would be contributed to the Endowment Fund. Karen indicated that the final policy regarding the funding of Western District candidates for International Vice President would be written up by Monica.

MOTION: Jenny Grote, 2nd Carlos Ortiz to provide support for Western District International Vice President candidates in each year's budget, not to exceed \$3,000, on a reimbursement basis. If there is more than one candidate from the Western District the funds will be split between the candidates. Any candidate who runs for the office more than once will receive full support the first time and 50% less each successive time. Any funds not used would be contributed to the Endowment Fund. Motion passed.

MOTION: Jenny Grote, 2nd Karen Aspelin to provide support for Ray in the 2014-2015 budget, not to exceed \$1,250, on a reimbursement basis. Any funds not used would be contributed to the Endowment Fund. Motion passed.

ACTION: Monica Suter to write up the Western District policy regarding the support of Western District candidates for International Vice President.

The meeting adjourned at 5:08 pm. The next board meeting will be at the 2014 Annual Meeting in Rapid City, South Dakota on June 29, 2014.



SIGN-UP SHEET

Western District 2014 Mid-Year Board Meeting

Friday, January 24, 2014 9:00 a.m. - 5:00 p.m.

Name	Title of ITE Officer or Chair Position (if any)	Home section (or chapter)	E-mail
Karen Aspelin	WD President	CO/WY	karen.aspelin@wilsonco.com
Robert Sweeting	WD Advertising	Central Coast	rsweeting@foakes.org
Cathy Leath	WD SEC-TREAS	HAWAII	clath@wilsonkamoto.com
Neelam Sharma	WD Career Guidance	So California	neelam.sharma@uvs.com
Jenny Grote	WD Int'l Director	Arizona	jenny.grote@phoenix.gov
Monica Suter	'' '' ''	S.CAL	msuter@santa-ana.org
Kimberly Leung	WD Endowment Fund Chair	SF BAY	kimberly.leung@sfmta.com
Rory Grindley	District Administrator	Washington	rgrindl@co.pierce.wa.us
JOE DE LA GARZA	MEMBERSHIP CHAIR	SAN DIEGO	delagarza.j@pbworld.com
WALTER OKITSU	WD PAST PRESIDENT	Sothrn Calif	Wokitsu@KOA Corp.com
Joey Paskey	WESTERNITE Editor	Arizona	joey.paskey@atkinglobal.com
Jennifer Rosales	WD International Director	So Cal	jennifer.rosales@uvs.com
Carlos Ortiz	WD Vice President	So CAL	carlos@REBF.com
Ken Ackert	Traffic Bowl Chair	Nevada	Ken.ackert@Kinley-horn.com

To the last person signing: Please hand to the next person joining the meeting! Return to Cathy at end of meeting.

ITE Western District
 Mid-year Board Meeting Sign-up Sheet
 Page 2

Name	Title of ITE Officer or Chair Position (if any)	Home section (or chapter)	E-mail
Chuck Huffine	Public Relations Chair	CO/WY	chuck.huffine@jacobus.com
Amit Kathari	Technical Com. Chair	SF Bay	amit.kathari@sfmta.com
Math Weir		NorthCal	math.weir@kimly-horn.com
JIM BARRERA	2016 Albuquerque LAC	NM	jim.barrera@urs.com
Tom Mericle	Legislative Comm. Chair	Central Coast	mericleman@me.com
Mark Spencer		SF Bay	m.spencer@w-trans.com
Alyssa Reynolds	Advisory Chair	Turkmen	alyssa@cityofnorthalabama.com
Lee Cabell	2015 LV LAC	IL	lee@hrocks.com
Kathy Feilen	San Diego Section President	San Diego	kfeilen@ci.livmesa.ca.us
Randy McCourt	2014 RAPID CITY Co-Chair	Oregon	rsm@dkassociates.com
Patty Spacklow	2016 ASB Co-Chair	NM	pbaricklow@lee-eng.com
Kim Carrell	2013 LAC Chair	Arizona	carrollkim@stanla.org
Justin Unk	WEB MANAGER	CENTRAL COAST	jlink@atesk.com

via conference call