



INTELLIGENT TRANSPORTATION SOCIETY OF MARYLAND

2015 ITSMD Board of Directors Meeting Minutes

Date: Friday, December 11, 2015
Time: 10:00AM – 3:00PM
Location: Baltimore Metropolitan Council
 1500 Whetstone Way, Suite 300, Baltimore, MD 21224

2015 Board Members				
First Name	Last Name	Organization	Current Position	Attendance
Kevin	Lee	Kittelson & Associates	President	X
Ruihua	Tao	MD State Highway Administration	Vice President	X
Adison	Zoretic	JMT	Treasurer	X
Kyle	Tarnoviski	STV Incorporated	Treasurer	X
Elizabeth	Parrish	Montgomery County DOT	Secretary	X
Keith	Riniker	Sabra Wang & Associates	Immediate Past President	X
Gerry	Amato	COHU	Board Member	
Roger	Boothe	CH2M Hill	Board Member	
Sandi	Dunmyer	Traffic Systems and Tech	Board Member	
Richard	Easley	E-Squared Engineering	Board Member	
Jeremy	Mocny	Whitman, Requardt & Associates	Board Member	
Alvin	Powell	Jacobs	Board Member	X
Brian	Reed	Parsons Brinkerhoff	Board Member	
Marcelino	Romero	Schneider Electric	Board Member	
Bo	Yuan	T3 Design Corporation	Board Member	X
Hubert	Clay	Total Traffic Network	Board Member	X
Robin	Fish	Sabra Wang & Associates	Board Member	X
Jim	Lampe	Control Technologies Inc.	Board Member	X
Eileen	Singleton	Baltimore Metropolitan Council	Board Member	X
Jason	Tao	DC Department of Transportation	Board Member	X
Diederick	VanDillen	Jacobs Engineering Group	Non-Board Member	X
Bala	Akundi	Baltimore Metropolitan Council	Non-Board Member	X
Yu-Ling	Wang	Sabra Wang & Associates	Non-Board Member	X
Bailey	Lozner	Kittelson & Associates	Non-Board Member	X

1. Opening Remarks – Kevin Lee
2. Review of Board of Directors Meeting Minutes – Keith Riniker
 - July BoD Meeting Action Items
 - i. Adison addressed membership lapses; several did not renew
 - ii. Adison requested quote for insurance
 - iii. Keith has not yet contacted Tom Jacobs
 - No further comments on meeting minutes
 - Motion to accept meeting minutes – Keith Riniker
 - Motion accepted – Adison Zoretic
 - Meeting minutes approved
3. Introductions – All
4. Review of Performance Measures in 2014 Strategic Plan – Keith Riniker/ Kevin Lee
 - Handout distributed
 - Higher priority Strategic Priorities indicated in bold
 - Refer back to goals for 2016, and align committees with goals and objectives
5. Review of Communications Committee – Bo Yuan
 - Bo reviewed active ITSMD communications accounts: ITSMD website, GoDaddy, Google, MailChimp, Eventbrite, PayPal, Wave (invoicing), Stripe (credit card processing), Bank of America
 - Inactive account(s): LinkedIn,
 - Potential Account(s): Facebook, Twitter
 - **Bo recommends to move file documentation from personal accounts to official ITSMD accounts**
 - PayPal account to be checked for idle funds
 - MailChimp
 - i. Highest open rates: ITSMD Annual Meeting, Connected Vehicle Event
6. Website – Yu-Ling Wang
 - Document management and website access discussion – what works best for Board moving forward?
 - i. Discussion of using forms for PDHs – Keith has not supported this approach in the past. However, the Board should revisit the idea.
 - ii. **Zapier integrates several applications; Yu-Ling to explore use**
 - iii. Other considerations: ConstantContact, Ticket Tailor
 - **Compare existing MailChimp/EventBrite system to ConstantContact, Ticket Tailor – Yu-Ling/Adison**
 - **Research PDH requirements to facilitate form distribution – Yu-Ling/Adison**
 - **Remove Keith’s name from PDH form – Yu-Ling/Adison**
7. Program, Events and Annual Meeting – Ruihua Tao
 - Annual Meeting Assessment

- i. Lunch Speaker ranked highest
 - ii. Exhibitor presentations ranked lowest
 - iii. 41 no-shows
 - iv. Survey feedback received to host Annual Meeting in Baltimore
- 8. Governance, Budget and Finance – Adison Zoretic
 - Just over \$28k in checking, \$5.3k in savings
 - Scholarships increased this year: four \$1000 scholarships
 - Income received throughout the year
 - DDOT joined with a 3-year membership
 - Annual Meeting
 - i. Revenue: \$28k
 - ii. Expenses: \$21k
 - iii. Net: \$7k
 - Baseball Event
 - i. Net loss of \$669
 - 2015 net cash flow loss of \$2607.93
- 9. Legislative Tech Fair and Ethics Committee – Kevin Lee/Bala Akundi
 - New challenges with finding a sponsor (State senator), room availability
 - Recent Turnout
 - i. 100+ staff
 - ii. 20+ senators/ representatives
 - Ethical Compliance
 - i. Recent interaction with Maryland State Ethics Commission, question of ethical compliance of registering as “lobbying event”
 - ii. Maryland requires registering any activities that engage in legislative activities and funds spent more than \$500 on food/drink
 - iii. No issues resulted as non-profits are permitted to spend up to 20% of revenue over a four-year period on lobbying activities
- 10. University Outreach – Diederick VanDillen
 - Discussion of consideration for UDC, which has a small ITS program
 - **Jason Tao to send Howard University rep contact information to Diederick**
 - **Diederick to work with student chapter at Maryland**
- 11. Membership – Kevin Lee on behalf of Liz Parrish
 - Short on membership goal of one private member and one student chapter
 - Stats:
 - i. Two new private sector members (goal of three)
 - ii. One new public sector member (goal of one)
 - iii. Zero new student chapter members (goal of one)
 - **Kyle to follow up with Lenhart Traffic Consulting regarding membership**
- 12. Email Address Discussion – All

- **Adison to create Gmail accounts for:**
 - i. **President**
 - ii. **Vice President – linked to EventBrite**
 - iii. **Treasurer – Invoicing, Bank of America, Paypal**
 - iv. **Communication – PDHs, LinkedIn, Twitter**
 - v. **Scholarship**

Break for Lunch (12:20p – 1:10p)

13. 2016 Planning and Governance, Budget and Finance – Ruihua Tao/ Kyle Tarnoviski
 - Potential cash flow issues looking ahead
 - Projected loss of \$860.22
 - Discussion of raising the Private Sector dues to \$400, similar to ITS VA and ITS NJ; this action would bring the projected net balance to \$700 for 2016
 - No tax impact if revenue increases
 - Adison requested a contract for an hourly rate for UMD support
 - Discussion of more frequent billings
 - **Kyle and Adison to talk to Tom (UMD) to establish a contract with bi-monthly or quarterly billings**
 - **Kyle to prepare a couple of options for raising dues. The price increase will then go to vote online.**
 - i. **Note that once dues are raised, all documentation must be updated accordingly.**
14. Kevin Lee presented with plaque as outgoing ITS MD president – Ruihua Tao
15. 2016 Committee Structure – Ruihua Tao
 - Committee Structure to stay largely the same
 - Keith agreed to continue support of Communications Committee
 - Diederick suggested hosting a workshop in College Park for continued exposure and offered to champion the effort.
 - Suggestions of forming a planning committee for events and to assemble event frameworks
16. Program and Events – Adison Zoretic
 - Adison to confirm upcoming lunch and learn
 - Decision was made to move forward with joint ITE/ITSMD event
 - Potential Spring Tech Session
 - i. Jason proposed joining in on a live demo on April 27th at UMD as a potential event
 - ii. By Spring, DDOT may also have a test bed for connected vehicles
 - **Next Board Meeting/Lunch and Learn to be scheduled for February 19th**
 - **Adison to move March BoD Meeting to April**

17. Awards, Nominating & Scholarship – Kevin Lee
 - Discussion on whether to apply for State Chapter Award; Kyle volunteered to help with application
 - Discussion on potentially eliminating write-ins on voting ballots to streamline process
18. Motion to Adjourn Meeting – Kevin Lee
19. Meeting adjourned (2:56PM)