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

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