



# January 2010 Strategic Planning Meeting Documentation

**ITS Georgia Strategic Planning Meeting**  
**Januray 5, 2010**  
**1:00 pm – 5:00 pm**  
**GRTA**

### ITS GEORGIA BOARD OF DIRECTORS

Officers/Directors (2010-2012):

**Marion Waters, *President***  
 Gresham Smith & Partners  
**Mark Demidovich, *Vice President***  
 Georgia DOT  
**Kristin Turner, *Secretary***  
 ARCADIS  
**Christine Simonton, *Treasurer***  
 Delcan  
**Anthony Bradford, *Immediate Past President***  
 Georgia DOT

Directors 2009-2011:

**Shaun Green**  
 GRTA  
**Patrece Keeter**  
 DeKalb County  
**Taylor Stukes**  
 Iteris

State Chapter Representative

**Kenny Voorhies**  
 Cambridge Systematics

Directors 2010-2012:

**Marwan Abboud**  
 ARCADIS  
**Ronald Boodhoo**  
 Georgia DOT  
**Susie Dunn**  
 ARC  
**John Hibbard**  
 PBS&J  
**Carla Holmes**  
 Gresham Smith & Partners  
**Scott Mohler**  
 URS  
**Tom Sever**  
 Gwinnett County

**Attendance:**

Members Present	Members Not Present	Other Attendees Present
Bradford, Anthony – GDOT Boodhoo, Ron - GDOT Demidovich, Mark – GDOT Dunn, Susie - ARC Green, Shaun – GRTA Hibbard, John - PBS&J Holmes, Carla – GSP Keeter, Patrece – DeKalb County Mohler, Scott – URS Simonton, Christine – Delcan Turner, Kristin – ARCADIS Waters, Marion – GSP	Abboud, Marwan – ARCADIS Stukes, Taylor – Iteris Sever, Tom – Gwinnett County Voorhies, Kenny – Cam. Sys.	

<u>Issues Discussed</u>	<u>Action</u>
<p><b>Recap of 2009 accomplishments – Anthony Bradford</b></p> <ul style="list-style-type: none"> <li>– Anthony presented a recap of the 2009 accomplishments. In summary: <ul style="list-style-type: none"> <li>– Anthony was impressed that our organization has continued to grow through a down economy and has continued to receive recognition.</li> <li>– Annual Meeting – <ul style="list-style-type: none"> <li>– Very engaging and successful annual meeting that resulted in 127 persons registered, 22 exhibitors and a record 26 sponsors.</li> <li>– Key message from 3 most influential leaders within GDOT</li> <li>– Net profit of &gt; \$12,000 received from annual meeting</li> </ul> </li> <li>– To promote education, the scholarship committee developed a \$1500 ITSGA Wayne Shackelford Scholarship that was awarded Yanzhi (Ann) Xu for developing an innovative ITS Plan to address congestion in Metro Atlanta.</li> <li>– Donated \$2000 to the Transportation Engineers of the Future Scholarship Fund.</li> <li>– Awards/Recognition – Received Certificate of Excellence for emerging practices and deployment of ITS from ITS America</li> <li>– Revenue for 2009 was about the same as 2008.</li> </ul> </li> </ul>	
<p><b>Review of Mission Statement and Chapter By-laws and goals – Susie Dunn</b></p> <ul style="list-style-type: none"> <li>– Susie distributed <i>ITS Georgia – A General Overview</i> which provided a history of the Section, Past Annual Meetings, a list of the 2010 Board Members, Membership information and a financial picture.</li> <li>– Susie also presented the monthly 2010 Financial Statement. <ul style="list-style-type: none"> <li>– Checking Account Balance - \$31,115.30</li> <li>– Savings Account Balance – \$7,513.25</li> <li>– Savings CD – \$27,033.47</li> <li>– Total Assets of ITS Georgia - \$65,662.02</li> <li>– ITS America – Organizations may choose to join multiple ITS sections instead of ITS America because of cost. We may see an opportunity to see a net increase in membership with the new dues restructuring.</li> <li>Benefit – ITS America does our taxes each year.</li> </ul> </li> <li>– Membership – Construction Management Solutions is now out of business.</li> <li>– 2010 Board – Concern: the lopsidedness of when officer terms are ending. Another concern is to not have all committee chairs be on the Board to allow for more new people to get involved.</li> </ul>	<p>Need to have Bill Wells bill us separately for his monthly services and expenses.</p>

<p><b>Open round table discussion of desired planning session outcomes – John Hibbard</b></p> <ul style="list-style-type: none"> <li>- Desired Outcomes and Goals for 2010 – <ul style="list-style-type: none"> <li>- Get MARTA to show up to at least one meeting (increase participation for transit)</li> <li>- Combine or renew partnership with incident management Group (TIME)</li> <li>- Advance planning schedule for Annual Meeting &gt; 1 year. This enables possible discount for meeting location and enables announcement for next year.</li> <li>- Getting more members involved in activities/leadership development.</li> <li>- Provide enhancement of services to the membership</li> <li>- Variety of meeting times/locations (a meeting outside of Atlanta, evening meeting, field trip, etc.)</li> <li>- Possibility of taking on a project with our “excess funds”</li> <li>- Speaker variety (perhaps a panel of Georgia Tech professors)</li> <li>- Widen the user base for the NaviGator system (Nav II) – Reach out to potential ITS users in the State</li> <li>- More opportunities for training (PDH) – leadership, technical, ethic, etc.</li> <li>- Joint meetings (Transpo 2010 in Jacksonville)</li> <li>- Legislative education by booth or other participation</li> <li>- Do a better job of networking and greeting at monthly luncheons.</li> </ul> </li> </ul>	
<p><b>Committees (existing, new, and no longer needed) and committee nominations</b></p> <ul style="list-style-type: none"> <li>- Monthly Meeting Committee – Patrece Keeter, John Hibbard <ul style="list-style-type: none"> <li>- Meeting speakers</li> </ul> </li> <li>- Communications Committee – Shaun Green <ul style="list-style-type: none"> <li>- Consultant Support – Bill Wells <ul style="list-style-type: none"> <li>- Meeting arrangements– work with Monthly Meeting Committee</li> <li>- Editorial Board Meetings – work with Communications</li> <li>- Sponsorships– work with Monthly Meeting</li> <li>- Web site support– work with Communications</li> <li>- Press releases– work with Communications</li> <li>- Surveys, Elections</li> </ul> </li> </ul> </li> <li>- Membership correspondence – work with Communications</li> <li>- Membership Committee – Scott Mohler, Kristin Turner</li> <li>- Annual Meeting Committee – Anthony Bradford, Carla Holmes</li> <li>- Nominations and Elections Committee – Board of Directors and Awards</li> <li>- Awards Committee – Officers</li> <li>- Scholarship Committee – Kristin Turner</li> <li>- Special Projects Committee – Ron Boodhoo</li> </ul>	<p>By next meeting, each Committee Chair should come up with a list of what the committee hopes to accomplish this year and potential committee members.</p>

<p><b>2010 Budget – Patrece Keeter and Christine Simonton</b></p> <ul style="list-style-type: none"> <li>– Current Balance \$67,932.15 <ul style="list-style-type: none"> <li>– 2009 Annual Totals and Expenses \$5,206.16.</li> <li>– 2010 Budget – <ul style="list-style-type: none"> <li>– Administration (\$4,300.00)</li> <li>– Activities \$3,559.29</li> <li>– Communications Committee (\$24,592.08)</li> <li>– Membership Committee \$18,000.00</li> <li>– Annual Meeting \$12,500.00</li> <li>– Total \$5,017.21</li> </ul> </li> <li>– The Board agreed to rebalance the budget to \$0 by adding money for Activities and Annual Membership.</li> <li>– Because of the economy and to support our membership, the Board has agreed to lower all monthly meeting registration fees by \$5. John Hibbard made the motion and Scott seconded. Approval was unanimous.</li> <li>– John Hibbard proposed a \$5,000 discretionary fund for special activities with an annual average minimum account balance of \$60,000. To spend from the \$5000, the activity has to be planned and approved by the Board.</li> </ul> </li> </ul> <p>Support/participation for/with other organizations</p> <ul style="list-style-type: none"> <li>• Joint meetings (splitting the fee)</li> <li>• ITS America Annual meeting - Agenda item to discuss at February meeting</li> <li>• GDOT coordination/participation</li> </ul> <ul style="list-style-type: none"> <li>– Sponsorships</li> <li>– Fund raising opportunities</li> </ul> <ul style="list-style-type: none"> <li>– Special Projects</li> </ul>	<p>Christine will make changes to the 2010 budget and present it to the Board at the February meeting for adoption.</p>
<p><b>Monthly meetings planning</b></p> <ul style="list-style-type: none"> <li>– We still need a place for March. It was suggested for the monthly topic to be ITS Maintenance which would be presented/hosted by World Fiber and Serco at the World Fiber office on Ottley Drive.</li> <li>– Other potential meeting topic and speakers: <ul style="list-style-type: none"> <li>– Statewide Strategic Plan (Todd Long)</li> <li>– Representative Balfour</li> <li>– Dr. Mike Meyer – Transportation Engineers of the Future Scholarship</li> </ul> </li> </ul>	