



*December 2012  
Strategic Planning Session  
Meeting Documentation*

ITS Georgia Strategic Planning Session  
December 7, 2012  
10:00 am – 1:00 pm  
URS Corporation

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**ITS GEORGIA BOARD OF DIRECTORS**

<u>Officers / Directors (2012–2013):</u>		<u>Directors 2012– 2013:</u>		<u>Directors 2013– 2014:</u>	
<input checked="" type="checkbox"/>	<b>Scott Mohler, <i>President</i></b> URS	<input checked="" type="checkbox"/>	<b>Mark Demidovich</b> GDOT	<input checked="" type="checkbox"/>	<b>Eric Graves</b> City of Alpharetta
<input checked="" type="checkbox"/>	<b>Tom Sever, <i>Vice President</i></b> Gwinnett DOT	<input checked="" type="checkbox"/>	<b>Susie Dunn</b> ARC	<input checked="" type="checkbox"/>	<b>Winter Horbal</b> Temple, Inc.
<input checked="" type="checkbox"/>	<b>Kristin Turner, <i>Secretary</i></b> Wolverton & Associates, Inc.	<input checked="" type="checkbox"/>	<b>Carla Holmes</b> Gresham Smith & Partners	<input checked="" type="checkbox"/>	<b>Keary Lord</b> Douglas County
<input type="checkbox"/>	<b>Christine Simonton, <i>Treasurer</i></b> Delcan	<input checked="" type="checkbox"/>	<b>Grant Waldrop</b> GDOT	<input type="checkbox"/>	<b>Michael Roberson</b> GDOT
<input checked="" type="checkbox"/>	<b>Marion Waters, <i>Past President</i></b> Gresham Smith & Partners			<input checked="" type="checkbox"/>	<b>David Smith</b> DeKalb County
	<b><u>State Chapter Representative</u></b>		<b><u>Ex-Officio</u></b>	<input type="checkbox"/>	<b>Prasoon Sinha</b> Arcadis
	<input type="checkbox"/> <b>Shaharm Malek</b> Arcadis	<input checked="" type="checkbox"/>	<b>Greg Morris</b> FHWA		
		<input type="checkbox"/>	<b>Jamie Pfister</b> FHWA		
<input checked="" type="checkbox"/>	<i>Indicates present at meeting</i>				

**Other Attendees Present:**

- Patrece Keeter – DeKalb County
- Xuewin Le – HNTB
- Keith Strickland – HNTB (2012 Annual Meeting Committee Chair)
- Bill Wells – Communications & Outreach Committee Chair

Issues Discussed	Action
<p><b>Welcome New Board Members</b></p> <ul style="list-style-type: none"> <li>We have three new Board Members: Winter Horbal, David Smith and Michael Roberson.</li> </ul>	
<p><b>Recap of 2012 Accomplishments</b></p> <ul style="list-style-type: none"> <li>We have 50 organizations in our membership.</li> <li>We had an extremely successful Annual Meeting and made over \$11,000 this year. Adding the two additional diamond sponsors made a big financial difference.</li> <li>We made enough money to recover from the loss of the 2011 Annual Meeting.</li> <li>We won the outstanding chapter of the year award.</li> <li>We had 6 new members join at the Annual Meeting.</li> <li>We hired Mark Rosenthal to help negotiate conference locations and hotel rates. He did an excellent job.</li> <li>The 2013 Annual Meeting will be held at Callaway Gardens.</li> </ul>	
<p><b>Brief Review of Mission and Goals</b></p> <p><b>Mission:</b> We believe that ITS is a valuable tool for improved management of any transportation system, regardless of the inherent complexity of the system. ITS can help operate, manage, and maintain the system once it has been constructed.</p> <p>We believe that ITS should be systematically incorporated into the earliest stages of project development, especially into the planning and design of transportation projects.</p> <p>We believe the best way to achieve this systematic incorporation into the process is through a coordinated, comprehensive program to “get out the word” on ITS to constituencies that might not other consider the relevance of ITS to their transportation system.</p> <p><b>Goals:</b></p> <ol style="list-style-type: none"> <li>Provide forums to share and coordinate ITSGA member missions and experiences</li> <li>Educate our members of national directions and technologies</li> <li>Develop a broader ITS constituency</li> <li>Educate policy makers (e.g., agency administrators, county commissioners, mayors, planning commissions, etc.) on benefits of continued operations and maintenance and how ITS can help.</li> </ol> <p><b>Discussion:</b></p> <ul style="list-style-type: none"> <li>We will team up with ITE and World Fiber for a Legislative Reception in February 2013.</li> <li>We had a session at ACCG with ITE and two legislators in Savannah. GMA was supposed to be our second meeting but it was never scheduled.</li> </ul>	

Issues Discussed	Action
<p><b>Budget</b></p> <ul style="list-style-type: none"> <li>• 2012 Budget &amp; Annual Conference Financials – We were hoping to make \$10,000 but we able to make \$11,000.</li> <li>• 2013 Budget Outlook will be provided at January Board meeting.</li> <li>• Going Cashless / Credit Card Payments – Constant Contact has a new system that we will be demoing at our January Meeting. If we don't like what information we get out of Constant Contact, we can also try to use Intuit or go through our bank. The credit card fee of 3% will be absorbed into the registration fee.</li> <li>• Approve Bill Wells' Contract – Bill manages, designs and maintains the website for us, creates secure space for us on the webs to store our contracts, he coordinates caterings, books meeting locations for , helps President with articles for monthly articles, maintains links between social networking site.</li> <li>• Kristin made a motion to approve Bill's contract for 2013 for \$2000 per month or \$24,000 per year. Tom seconded motion and approval was unanimous.</li> </ul>	
<p><b>Strategic Planning Session</b></p> <ul style="list-style-type: none"> <li>• Grant is working on planning the 2014 joint meeting located in Mobile, AL.</li> <li>• There is a proposal that came out of the GRITS meeting to team up ITS Florida and GRITS for two booths at ITS America to promote the 2014 Joint Meeting. Cost would be \$6000 or \$2000 per organization, which also includes 8 exhibitor passes. We could potentially use the exhibitor passes to help a few ITS Georgia Board Members attend the meeting.</li> <li>• Winter suggested adding Save the Date cards in the registration bags at ITS America.</li> <li>• Tom made a motion that based on results of questions and answer presented to Grant, to take an email vote to approve or disapprove sponsoring the booths at ITS America. Keary seconded motion and approval was unanimous.</li> <li>• For the Joint Meeting, we will be splitting the profits three ways with GRITS and ITS Florida.</li> <li>• Grant made a motion to transfer funds of \$1000 into the new account as seed money for the ITS Joint Meeting. Marion seconded motion and approval was unanimous.</li> <li>• The Board made the decision to have an October Meeting and potential meeting after the Annual Meeting.</li> <li>• Mike Holt agreed to be the 2013 Activities Committee Chair. Patrece is going to help him plan the January Meeting. Patrece was hoping to plan a vendor meeting but after talking with the vendors it wasn't going to work as the vendors want to bring their equipment. There is still hope of Georgia vendor day just like South Carolina is doing.</li> <li>• Monthly Meeting – Need to get Andres Ramirez from FTA involved in ITS Georgia.</li> <li>• ASCE Joint Meeting in May, ITE in February and Annual Meeting is September 14<sup>th</sup> through 17<sup>th</sup>.</li> <li>• Activities committee – The monthly meeting sponsor can talk about a project or about a technology.</li> </ul>	<p><i>Winter to check with Temple to see if she can help on a committee for the 2014 Joint Meeting.</i></p> <p><i>Grant to see if we can get one booth instead of two booths at ITS America, to see if there is an expectation to staff the booth, and see what additional costs will be occurred (printing material, etc.).</i></p> <p><i>Patrece, Winter, Jim Tolson and Mike Holt to plan a vendor day on May 16<sup>th</sup>.</i></p> <p><i>Scott to reach out to Andres Ramirez.</i></p> <p><i>Scott to check with Northpark Town Center facilities to see if we can reserve meeting space from 9:30 am to 1:30 pm for \$150/meeting.</i></p>

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<p><b>2012 Survey Results</b></p> <p>Suggested topics or speakers for our monthly meetings:</p> <ol style="list-style-type: none"> <li>1. Google Car Project</li> <li>2. Ethernet Switches and their direction in ITS Designs. The future of CCTV in traffic. Different Types of software and how they are used in traffic.</li> <li>3. Automotive technology</li> <li>4. Fundamental ITS Technologies, System Integration, System Maintenance, Utility Theft and what they are doing to protect their assets</li> <li>5. Cabling, regulating and new laws.</li> <li>6. Connected vehicles and the relation to the NHTSA rulemaking – ITS JPO. Connected Vehicles Research at Georgia Tech – Mike Hunter.</li> <li>7. Transit</li> <li>8. Someone with a data/networking/communications perspective (E.G. INRIX, Google, Bell South)</li> <li>9. WAZE</li> <li>10. Incident management – New State troopers</li> <li>11. Electronic Tolling</li> <li>12. Leadership/Management</li> </ol> <p>I would increase my level of activity if ITS Georgia would...</p> <ul style="list-style-type: none"> <li>• Bring in more people from around the state</li> <li>• Consistent location</li> <li>• ½ or full day technical sessions</li> <li>• Provide more information about upcoming ITS Projects in Georgia.</li> </ul>																																					
<p><b>Committee Chairs and Board Member Managers</b></p> <table border="0" style="width: 100%;"> <thead> <tr> <th style="text-align: left;"><u>Committee</u></th> <th style="text-align: left;"><u>2013 Chair</u></th> <th style="text-align: left;"><u>Board Member Manager</u></th> </tr> </thead> <tbody> <tr> <td>Activities</td> <td>Mike Holt</td> <td>Mark Demidovich</td> </tr> <tr> <td>Annual Meeting</td> <td>TBD</td> <td>Tom Sever</td> </tr> <tr> <td>Communications &amp; Outreach</td> <td>Bill Wells</td> <td>Marion Waters</td> </tr> <tr> <td>Elections</td> <td>David Smith &amp; Bill Wells</td> <td>Greg Morris</td> </tr> <tr> <td>Legislative</td> <td>TBD</td> <td>Susie Dunn</td> </tr> <tr> <td>Membership &amp; Finance</td> <td>Keary Lord</td> <td>Winter Horbal</td> </tr> <tr> <td>Scholarships</td> <td>Ron Boodhoo</td> <td>Kristin Turner</td> </tr> <tr> <td>Awards</td> <td>Prasoon Sinha</td> <td>N/A</td> </tr> <tr> <td>Networking/Social Activities</td> <td>TBD</td> <td>Scott Mohler</td> </tr> <tr> <td>Policy &amp; Procedures Manual</td> <td>Carla Holmes</td> <td>N/A</td> </tr> <tr> <td>State Chapter Council Rep.</td> <td>Shahram Malek</td> <td>Scott Mohler</td> </tr> </tbody> </table>	<u>Committee</u>	<u>2013 Chair</u>	<u>Board Member Manager</u>	Activities	Mike Holt	Mark Demidovich	Annual Meeting	TBD	Tom Sever	Communications & Outreach	Bill Wells	Marion Waters	Elections	David Smith & Bill Wells	Greg Morris	Legislative	TBD	Susie Dunn	Membership & Finance	Keary Lord	Winter Horbal	Scholarships	Ron Boodhoo	Kristin Turner	Awards	Prasoon Sinha	N/A	Networking/Social Activities	TBD	Scott Mohler	Policy & Procedures Manual	Carla Holmes	N/A	State Chapter Council Rep.	Shahram Malek	Scott Mohler	<p><i>Scott to solicit a corporate meeting sponsor for the annual meeting (KHA, Atkins, Stantec, Serco, or Delcan).</i></p>
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<p><b>Schedule for Future Board Meetings</b></p> <ul style="list-style-type: none"> <li>• Last Thursday of the month. May and August monthly meeting dates are tentative.</li> </ul>																																					