



# December 2013 Board Meeting Documentation

ITS Georgia 2014 Strategic Planning Session  
December 4, 2013  
11:00 am – 1:30 pm  
DeKalb County Transportation Office

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## ITS GEORGIA BOARD OF DIRECTORS

### Officers / Directors (2014–2015):

- Tom Sever, *President***  
Gwinnett County
- Grant Waldrop, *Vice President***  
GDOT
- Jennifer Johnson, *Secretary***  
Kimley-Horn and Associates, Inc.
- Ashlyn Morgan, *Treasurer***  
Atkins
- Scott Mohler, *Past President***  
URS Corporation

### State Chapter Representative

- Shaharm Malek**  
Arcadis

✓ *Indicates present at meeting*

### Directors 2013–2014:

- Eric Graves**  
City of Alpharetta
- Winter Horbal**  
Temple, Inc.
- Keary Lord**  
Douglas County
- Prasoon Sinha**  
Arcadis
- David Smith**  
DeKalb County
- Kristin Turner**  
Wolverton & Associates

### Directors 2014–2015:

- Yancy Bachman**  
World Fiber Technologies
- Mark Demidovich**  
GDOT
- Kenn Fink**  
Kimley-Horn and Associates, Inc.
- Mike Holt**  
Parsons Brinckerhoff
- Ex-Officio
- Greg Morris**  
FHWA
- Andres Ramirez**  
FTA

### Other Attendees Present:

Marion Waters – Gresham, Smith and Partners  
Xuewen Le – HNTB  
Bill Wells

Issues Discussed	Action
<p><b>Welcome</b></p> <ul style="list-style-type: none"> <li>• Tom welcomed our new board members and officers, including: Jennifer (secretary), Ashlyn (treasurer), and Yancy, Kenn, and Mike (directors).</li> <li>• The October 2013 meeting minutes were distributed.</li> </ul>	
<p><b>Recap of 2013 Accomplishments</b></p> <ul style="list-style-type: none"> <li>• Scott gave a brief overview of 2013 accomplishments. These included 10%+ growth in membership, 1,050 opt-in emails, 100+ attendees at the Legislative Reception held in February, 46 attendees at the half-day workshop held in Columbia County in May, and 9 monthly meetings ranging from 42 to 86 attendees.</li> <li>• The Annual Meeting was held in September and had 130 registrants, 16 sponsors, and 24 exhibitors.</li> <li>• Tom mentioned that we also had a strong GA ITS presence at ITS America held in Nashville.</li> </ul>	
<p><b>Brief Review of Mission and Goals</b></p> <ul style="list-style-type: none"> <li>• Tom distributed the GA ITS mission and goals. This is what we should be thinking on and pressing towards as we plan for the year. No one in the group had any additions/changes to make to this list.</li> </ul>	
<p><b>Treasurer's Report</b></p> <ul style="list-style-type: none"> <li>• Ashlyn gave a detailed overview of current account balances. At the end of the year, we currently have \$10,834.71 in the checking account, \$3,248.34 in the savings account, and \$27,613 in the CD. She also gave tentative numbers on the final financials from the Annual Meeting. The expenses were \$54,567.32, and the registrations/exhibitors/sponsorships totaled \$69,727. This is a net profit of \$15,159.68. These numbers will be finalized once all of the exhibitors have paid.</li> <li>• Ashlyn is currently unable to figure out the 2013 closing balances due to inconsistencies in the budget spreadsheets she received from Christine. She is going to work through these issues to determine the 2013 Annual Financials and will also begin preparing the budget for 2014 for Tom's review.</li> <li>• Scott mentioned that we should look into using a financial software (i.e. Quicken) instead of using Excel. He also offered to assist Ashlyn with this task. This would allow us to create a detailed budget, produce reports, and provide consistency during officer transitions.</li> <li>• Ashlyn suggested we take the money out of the CD (current interest rate of just 0.09%) before the June 16<sup>th</sup> deadline. We talked about it in 2013 but missed the deadline to withdraw it without penalties. Tom</li> </ul>	<p><i>Ashlyn needs to coordinate with Christine to finalize 2013 Financials.</i></p> <p><i>Ashlyn needs to collect all outstanding payments from the exhibitors.</i></p>

Issues Discussed	Action
<p>proposed that we wait to take it out until June once we have a better idea of where we stand financially. Winter mentioned that it is critical to get membership dues in by February/March because of the fact that we only have about \$15,000 in liquid funds.</p> <ul style="list-style-type: none"> <li>• Ashlyn informed us that Google wallet is no longer available (online payment). Other alternatives require us to pay additional fees. It was determined that for the January meeting we would just do registration online (no payments collected online) and have all payments collected at the door. The issue will be readdressed at the next board meeting when Ashlyn provides more information on what kinds of online payment options we have available to us. Ashlyn will order another credit card reader to be used for the January meeting.</li> <li>• The topic of continuing our GEA membership was discussed. It costs us about \$800/year for a postal address/mailbox, magazines, and membership. Winter mentioned our membership also matches our goals to educate policy makers (GEA has direct involvement with ACEC.). Tom also thinks membership is vital to educate roadway and pedestrian folks on ITS needs. David motioned to continue membership into 2014. Keary seconded the motion and approval was unanimous. Scott and Tom were determined to be the two representatives for the GEA board.</li> <li>• The group discussed Bill Wells' Contract, which is currently for \$2000/month. In order to show the value of his services, the group outlined his duties and contributions, which include: maintaining the website, organizing payment details, sending news releases, coordinating the catering, writing articles, completing the application for ITS America, organizing the election and surveys, and assisting at the Annual Meeting. Scott mentioned he provides consistency from year to year for the organization that is very valuable. Mike suggested creating a contract for Bill that outlines his duties. Marion said that there is already an existing contract that he signed while he was the active President and that the contract was just an understanding with a detailed scope and was not binding. Scott mentioned he never signed said contract while he was the President. Marion was tasked to find the contract for the Board's review and approval. Keary made a motion to execute a contract with Bill for 2014. Kristin seconded the motion and approval was unanimous.</li> <li>• The dues fees for GA ITS 2014 membership will not change. The group is to monitor the fee throughout the year to determine if changes should be made for 2015 membership.</li> </ul>	<p><i>Ashlyn needs to buy another credit card reader before January meeting.</i></p> <p><i>Ashlyn will put together a list of online payment options with fees and present to the board at the next meeting.</i></p> <p><i>Marion to find contract that he signed for Bill Wells while he was the active President. (Board to review contract to make sure no modifications needed.)</i></p>

Issues Discussed	Action
<b>Lunch Break</b>	
<p><b>Strategic Planning Session for 2014 Meetings and Events</b></p> <ul style="list-style-type: none"> <li>The group suggested some possible monthly meeting topics, including: airport logistics, SR 9 presentation upon project completion, academic/research topics, freight logistics, and Atlanta Falcons or Atlanta Braves stadiums. Variable speed limits was proposed as the topic for the January 2015 meeting upon project completion.</li> <li>Xuewen gave speaker/meeting update and mentioned that speakers are arranged for both the January and February meetings. Chris Tomlinson will be the January speaker. Kristin mentioned that the scholarship winner typically does a short presentation at the February meeting as well.</li> <li>The group suggested some possible speakers, including: TIME partners, UPS/FedEx (freight logistics), and Atlanta PD “Operation Shield” (cameras).</li> <li>Tom suggested we do meetings every 4<sup>th</sup> Thursday of the month instead of every last Thursday. The group unanimously agreed. The group is interested in doing meetings at GTRI. Xuewen is going to coordinate with GTRI. In the meantime, Mike made a motion to have the January 23, 2014 meeting at URS to provide consistency in location. Winter seconded the motion and approval was unanimous.</li> <li>Columbus, Augusta, and Chattanooga mentioned as possible workshop locations for a half-day workshop in April/May.</li> <li>The Annual Meeting in 2014 will be the C3 Summit (joint meeting). Grant gave an update to the group and distributed information for sponsorships. He mentioned that they are doing well in getting volunteers but are doing a push to get more sponsors by year’s end. The draft call for presenters will be next week. There was mention of getting a GA ITS charter bus to commute to the meeting.</li> <li>Planning for the 2015 Annual Meeting site selection should begin this year. This will give us an opportunity to always be a year ahead in the site selection planning process. The group agreed not to do Callaway Gardens again and mentioned Savannah or the mountains as possible meeting locations.</li> <li>GA ITS has agreed to help with the Complete Streets Symposium with ITSA. Tom is waiting to hear back from them on an actual date, but we have proposed late October. This will replace our normal October Monthly Meeting.</li> <li>Due to the C3 Summit being a joint meeting, we will be unable to</li> </ul>	<p><i>Xuewen to contact Chris to confirm he is still available for January 23<sup>rd</sup>.</i></p> <p><i>Kristin to coordinate with Xuewen and scholarship winner to present at February meeting.</i></p> <p><i>Xuewen, David, and Bill to coordinate with GTRI about requirements, policy and costs to use their facilities for our monthly meetings. (Need to see if we can get in with them more than one month in advance.)</i></p> <p><i>Scott to RSVP the URS meeting room for the January 23<sup>rd</sup> meeting.</i></p> <p><i>Grant to coordinate with Jim Tolson and Yancy about scheduling a bus for GA ITS to commute to C3 Summit.</i></p> <p><i>Tom to finalize a date with ITSA for the Complete Streets Symposium.</i></p>

Issues Discussed	Action
<p>have our annual/exclusive GA ITS Awards Banquet at the Annual Meeting. The plan is to do our own Awards Banquet as a networking/social activity in early November. Jennifer will begin planning the event with the help of Ashlyn and Kristin in February/March of 2014.</p>	
<p><b>Committee Chairs and Board Member Managers</b></p> <ul style="list-style-type: none"> <li>• Activities – Xuewen Le (Chair) and David Smith (Board Manager)</li> <li>• Annual Meeting 2014 – Grant Waldrop (Chair &amp; Board Manager)</li> <li>• Annual Meeting 2015 – Scott Mohler (Chair) and Mike Holt (Board Manager)</li> <li>• Complete Streets Symposium with ITSA – Ashlyn Morgan (Chair)</li> <li>• Membership and Finance – Keary Lord (Chair) and Winter Horbal (Board Manager)</li> <li>• Communications and Outreach – Tom proposes we reach out with one message to one group of stakeholders. “What is the one message that we as GA ITS want to get out there?” Bill Wells (Chair) will coordinate with Tom on his vision.</li> <li>• Public Officials Education – Yancy Bachman (Chair)</li> <li>• Elections – Winter Horbal (Chair) &amp; Kenn Fink (Board Member)</li> <li>• Awards – Prasoon Sinha (Chair) &amp; Kenn Fink (Board Member)</li> <li>• Legislative – Joe Gillis (Chair) and Yancy Bachman (Board Member)</li> <li>• Policies &amp; Procedures Manual – Carla Holmes (Chair) and Greg Morris (Board Member)</li> <li>• Scholarships – Kristin Turner (Chair) &amp; Mike Holt (Board Member)</li> <li>• Network / Social Activities – Jennifer Johnson (Chair) and Kristin Turner/Ashlyn Morgan (Board Member)</li> </ul>	
<p><b>Other Business</b></p> <ul style="list-style-type: none"> <li>• The next Board meeting will be held on January 23<sup>rd</sup>, 2014 at 10am in the URS conference room with the GA ITS meeting to follow at 11:30am.</li> <li>• Kenn informed the group that Ricky White was the winner of the Callaway Gardens 2-day/2-night get-away package from the 2013 Annual Meeting. Kenn has the next two follow-up winners on-hand in the event that Ricky is unable to attend.</li> </ul>	<p><i>Kenn to inform Ricky White that he won the Callaway Gardens get-away package.</i></p>