



## 2024 Winter Board Meeting Minutes

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*HDR*

*100 Oceangate, Ste 1120, Long Beach, CA 90802*

*Friday, January 26, 2024*

*8:30 am - 3:00 pm (PT)*

### **CALL TO ORDER AND INTRODUCTIONS**

Western District President Doug Smith called the meeting to order at 8:36 a.m. Attendees at the meeting were:

### **BOARD MEMBERS:**

Doug Smith, President ([Present](#))

Patrick Marnell, Vice President ([Present](#))

Joshua McNeill Secretary-Treasurer (preparer of the meeting minutes) ([Present](#))

Kimberly Leung, Past President ([Present](#))

Peter Koonce, Jr. International Director ([Present](#))

Neelam Dorman, Sr. International Director ([Present](#))

Dalene J. Whitlock, District Administrator (ex-officio and non-voting member) ([Present](#))

### **COMMITTEE CHAIR, SECTION REPRESENTATIVES, AND GUESTS:**

Henry Hammil, Career Guidance Committee Chair ([Present - Virtual](#))

Cathy Leong, District LAC Committee Chair ([Present-Virtual](#))

Giancarlo Ganddini, Public Relations Committee Chair ([Present-Virtual](#))

Kayla Fleskes, Student Funding and Initiatives Committee Chair ([Present - Virtual](#))

Jeanne Acutanza, Technical Committee Chair, Bellevue 2026 LAC ([Present-Virtual](#))

Cameron Shew, Website Manager, Sacramento 2024 LAC, 2025 Secretary-Treasurer Candidate ([Present-Virtual](#))

Ryan Zellers, Advertising Manager ([Present-Virtual](#))

Ryan Caldera, Westernite Managing Editor ([Present - Virtual](#))

Matthew Coburn - Alaska Section Proxy Rep. ([Present - Virtual](#))

Katherine Lee, Central California Section Representative ([Present - Virtual](#))

Tom Mericle, 2024 Central Coast Section Representative ([Present - Virtual](#))

Keoni Wasano, Hawaii Section Representative ([Present - Virtual](#))

Ryan Chapman, Northern California Section President ([Present - Virtual](#))

Molly McCormick, Oregon ITE Section Representative ([Present - Virtual](#))

Abe Campos, RSBITE Section President ([Present - Virtual](#))

Jacob Swim, San Diego Section President ([Present - Virtual](#))

Kevin Carstens, SF Bay Section Representative ([Present-Virtual](#))

Marc Violet, Southern California Section Representative ([Present - Virtual](#))

Ryan Peterson, Washington Section Representative ([Present - Virtual](#))

Sowmya Chandrasekhar, Long Beach 2025 LAC ([Present - Virtual](#))

The Western District Winter Board Meeting was held in-person on January 26, 2024. Board members, committee chairs, and section representatives were in attendance. Voting members of the District Board consist of the Elected Officers of the District (Executive Committee (EC): President, Vice President, Secretary-Treasurer, Past President, and two International Directors) and Section Representatives.

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## GENERAL SESSION

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### I. Call to Order and Roll Call (Smith)

Doug Smith called the meeting to order at 10:33 AM. Latest agenda was sent out by email on 1.25.24.

### II. Approval of Agenda (Smith)

**MOTION:** Pat Marnell, 2<sup>nd</sup> Neelam Dorman, to approve the 2024 Winter Board Meeting agenda. Motion passed by unanimous vote.

### III. Items or Record and Consent Agenda (Smith)

- a) Items of Record
  - i. Financial Allocations from Fall 2023 Executive Committee Kick-off Meeting
    - a. Reviewed Funding for LACs
    - b. Reviewed Funding for Section 101
    - c. Reviewed Funding for Leadership ITE
  - ii. Chair Appointments and Terms
    - a. Chairs invited to review Doug's Report for details.
- b) Consent Agenda
  - i. Approval of July 2023 Annual Board Meeting Minutes
  - ii. Approval of July 2023 Annual Business Meeting Minutes

**MOTION:** Neelam Dorman, 2nd Pat Marnell, to approve the Summer (July 2023) Board Meeting Minutes. Motion passed by unanimous vote.

### IV. Section Representative Orientation (Smith)

- a) Overview of Section Representative Orientation Packet
  - Doug gave a summary of orientation activities.
  - Updated Section Representative Duties will be distributed.
  - Doug asked Section Representatives to update the leadership spreadsheet.

### V. Section Representative Reports

Neelam asked the Section Reps to answer the following questions during their reports:

1. How engaged is your leadership with the District and International? How is your leadership pool looking for the upcoming elections?
2. How frequently do you host meetings/events? What types of topics are you seeing at your

meetings? What formats are your meetings/events?

3. How many active student chapters does your Section have? How often and in which ways do you engage with your student chapters and student members?

- a) Alaska **(Coburn)**
  - Section monthly meetings are consistent. Attendance is less consistent at hybrid meetings.
  - Finding new leaders to run for Section Board positions is a challenge.
  - The latest meeting was canceled but they hope to have a social event in its place.
  - The Section has had some engagement with student chapters but it has been challenging.
  - Doug discussed District efforts to help Alaska including Section 101.
  
- b) Central California **(Lee)**
  - The last section board meeting was in December, and they did not hold an election.
  - Katie Lee will continue to serve as President.
  - The Section is working with the District to find a sustainable path forward, which will include a plan for future elections.
  - The Section is working with public agencies to increase engagement with the Section.
  - The Section has participated in Section 101 in the past, which provided several improvements.
  - One student chapter is starting to become more active.
  
- c) Central Coast **(Mericle)**
  - Central Coast Section participated in Section 101 this year.
  - The Section was not able to hold an election last year.
  - Six meetings were held last year.
    - A joint meeting was held with Cal Poly SLO.
    - A joint meeting was held with a local planning organization.
  - The Section hosted a successful vendor show.
  - Future event planning:
    - Exploring options for hosting an annual golf tournament again.
    - Initiated conversations about local social events that are specific to different areas.
  - Doug discussed the need for a path to elections in the form of an action plan.
  
- d) Hawaii **(Wasano)**
  - The Hawaii Section has continued to conduct hybrid meetings. It's important for attendees to always have the virtual option because they may be based on a different island.
  - The Section participated in Section 101 in the past and made improvements based on the experience.
  - There have been planning and engineering tracks for meetings.
  - Student section leadership is growing – the University of Hawaii recently hosted resume workshops.
  - Leadership capabilities: There will always be challenges for the Section because they are small. Currently there is a good mix of public and private professionals on the board.
  - Future meeting topics will cover PROWAG and the new MUTCD.
  
- e) Northern California **(Chapman)**

- Elections are planned to happen soon.
- There are eight monthly meetings planned with varying topics.
- The annual vendor show is currently being planned.
- Student chapter representation at meetings has been consistent.
- The Section is preparing to host the 2024 Western District meeting.

f) Oregon

**(McCormick)**

- The Oregon Section hosted the 2023 International ITE meeting in Portland.
- Elections were just held. The Section has been able to successfully alternate public and private sector Board members.
- The Section has a strong group of volunteers. New candidates typically are from committee chair positions.
- Monthly events are being held. The Board brainstorms topics for the year and then looks for speakers accordingly.
- Subcommittees are set up to host one meeting per year.
- Challenge of serving all Oregon: Most volunteers are in Portland. They try to host at least one meeting outside of Portland a year.
- The use zoom account for hybrid meetings helps people outside of Portland to attend virtually.
- There is a mix of social and technical events throughout the year. There are also some volunteer activities.
- The Section hosts an annual traffic bowl for professionals and students.
- There are three active student chapters. University of Portland is considering starting a chapter.
- Student representatives attend monthly Section Board meetings to provide updates.
- The Section will be accepting applications for the Bill Koos student scholarship until March 31.

g) Riverside-San Bernardino

**(Campos)**

- Most meetings are already set up for the year.
- An election was held in January.
- A vendor show is planned for February and a golf tournament is planned for later in the year.
- The Section has had on-going challenges of gaining attendance at in-person meetings.
- The Cal Poly Pomona student chapter continues to be engaged.
- They have experienced Constant Contact emails going to spam so they are using Gmail for some messages. The Section is looking for guidance on this issue.
- Abe will update the contact list with the new Section Board's information.

h) San Diego

**(Jacob Swim)**

- The Section found Section 101 was helpful.
- Elections were held in November 2023 with three candidates.
- The calendar includes technical sessions and social events of varying topics.
- The Section has tried to host more events at agencies to avoid rising hotel/restaurant costs. Hybrid meetings are also being utilized.
- The section was able to hold a joint social meeting with WTS.
- An Aerospace museum vendor show took place in October.

- The last annual golf tournament was a success and the Section is planning on hosting another golf tournament in September.
  - The SDSU student chapter is active. The Section is working to engage more student chapters.
- i) San Francisco Bay Area (Carstens)
- The Section has continued to gain momentum since the Section 101 that was held.
  - There were nine member events held in 2023. They were a combination of in-person and hybrid. Meeting locations included BART and CCTA.
  - Meetings are typically free and recorded for members.
  - Elections were held in November.
  - The Section continues to support student chapters, which have been doing well.
  - Updates and news sent to the Section continue to be done through Constant Contact.
  - Section 101 – Still working on an action item to have meetings planned more than a month in advance.
- j) Southern California (Violett)
- The Section has had several events with positive feedback.
  - Elections were held unopposed for the second year in a row.
  - Future meetings have been set up for the year. Two or three social events are all in person, usually at a restaurant. Technical events are typically over Zoom. Student night was successful with scholarships. RSB/ITS CA/SoCal joint meeting is always successful.
  - All chair positions are filled.
  - STEM is a focus for the next year.
  - The Section is looking to continue mentorship efforts through the District with Henry (Career Guidance Chair).
  - The technical committee is struggling with meeting topics.
  - The Section is also having trouble finding people to run for Section Board. People seem generally worried about the amount of work due to the size of the Section.
  - Calendar year transitions have been tough since it follows the holiday season. It may also be affecting people wanting to run.
- k) Washington (Peterson)
- Section 101 participation was successful.
  - There are two active student chapters and they are doing well.
  - A Section Administrator has been added.
  - Office 365 is starting to be used by the Section.
  - Elections were held. There were two candidates. One was added after the fact because they did not see the initial outreach.
  - A full schedule was developed from September to June. Committee meetings are held in June.
    - Technical meetings are hybrid.
    - The ITE/IMSA February event is a Vendor show/scholarship event.
    - Monthly technical sessions are held, which the committees help with.
    - Student night competition is held every year.
    - First virtual career fair held with 8 or 9 employers and 30 students.
    - Social events: A happy hour is paired with IMSA event. Trivia virtual meeting will

be held in March. They also have a golf tournament every year.

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## LUNCH 12:15 pm – 1:15 pm

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### VI. Summary of Executive Session

(Smith)

- a) Chair Appointments and Terms
  - Dalene Whitlock reappointed as DA.
- b) 2022-2023 FY Closeout
  - FY closed out as expected. Income is a bit lower due to the timing of an ITE international dues payment.
  - Records are transferred and taxes are filed.
- c) 2023-2024 report
- d) Lifetime & Individual Achievement Award Winners to be announced at Annual Meeting
- e) 2024 officer Candidates
  - Action was taken to open up call for candidates from Region 2. No additional candidates identified with an interest in running.
  - Cameron Shew is the Secretary-Treasurer nominee.
  - Kimberly Leung and Joe De La Garza are the nominees for Junior ID.
  - No objections were given and the Board accepted the slate of candidates. All candidates accepted their nomination.
- f) Coin flip for Junior ID: Joe won the coin flip and requested dynamic media.
- g) Action Items (see attachment)

**ACTION:** Dalene to provide an update in travel policy to pay for student initiatives chair to travel to SLS.

### VII. District Administrator's Report

(Whitlock)

- a) Regarding Leadership ITE funding request policy, see Dalene's report for proposed changes to the Western District Board, Procedures, Policies and Guidelines Manual.
  - After some discussion, the Board resolved to allow Executive Committee discretion regarding split of Leadership ITE funding between multiple attendees.

**MOTION:** Neelam Dorman motioned to accept the proposed policy change as redlined in the Board packet with the modifications shown below (added text in bold – deleted text struck through):

Policy: If there are multiple District members requesting sponsorship during the same year ~~the funds will be divided equally among them~~ **the Executive Committee will have discretion regarding the split of funds among applicants.**

Pat Marnell seconded. Motion passed by unanimous vote.

- b) See Dalene's report for the proposed Election Policy update in the By-laws.

**MOTION:** Pat motioned to accept the proposed By-law change as redlined in the Board packet. Neelam seconded. Motion passed by unanimous vote.

- c) See Dalene’s report for proposed updates to the Election Policies for Officer and International Director Candidate.
- The alternating region restriction will be for Secretary-Treasurer only.
  - “Executive Board” is changed to “Executive Committee.”

**MOTION:** Neelam motioned to accept the proposed by-law change as redlined in the Board packet. Peter seconded. Motion passed by unanimous vote.

- d) Dalene’s report provides a discussion on the steps needed to merge sections, which is no longer needed at this time.

### **VIII. WesternITE Managing Editor’s Report (Caldara)**

- a) The editorial committee is evolving and adding new members.
- b) Ryan will be sending out requests for content and managing the email list.
- c) Samantha will compile e-news each month.
- d) Nicolette will be reviewing content and will assist with creating the biannual WesternITE.
- e) Enews is sent out each month. Three notices were sent regarding the 2023 Annual Meeting. Four notices will be sent out regarding the 2024 meeting.
- f) The contacts list has had an extensive cleaning. We paid a larger fee for one month and did a cleaning to get under 5000. The rate indicating how many people open the emails increase by 8% which is almost half. The click rate increased by 3%. There are more links to click on now. The bounce rate has lowered as result of cleaning.
- g) Different options for constant contact: we are using a legacy product. We would need to update to a new more expensive version. Constant contact is still the preferred product to maintain the level of functionality.
- h) The next Western ITE is scheduled for release on 4/15. Doug confirmed candidate information will be on electronic media prior to that date.
- i) Doug asked WesternITE committee to post Fall WesternITE. Will highlight winning best paper in the Fall WesternITE.

### **IX. Advertising Manager’s Report (Zellers)**

- a) 2024 has begun with a 25% increase in sponsorship rates, which has been posted on the website.
- b) The sponsorship letter has been signed by Doug and is ready for circulation.
- c) We are trying to connect annual meeting sponsorships to general WesternITE sponsorships. A base level of sponsorship that can tie to the overall sponsorship was suggested. Cathy mentioned there is an overall sponsorship structure and we will continue to discuss how to connect the two. This coordination will take place with the 2025 Long Beach meeting.

### **X. Website Manager’s Report (Shew)**

- a) Discussed having email addresses for chair positions.
- b) David Covy is on committee to help and can be a potential replacement.

- c) Constant contact results in a spam issue. Updated policy should help with the spam issue.

## **XI. Committee Reports**

- a) Career Guidance Committee **(Hammil)**
- Henry began as committee chair. Jenny is continuing to serve on the committee.
  - Mitey Mentorship program: looking to do more in-person events.
  - Web page initiative: Set up a how-to guide for professional licensure.
  - Badge program initiative: Young professionals would receive a badge for attending/volunteering at different events. Program extends from February to June for meeting. Following programs would start after annual meeting. Requested budget increase for badge. There was discussion on how the \$500 would be used. The \$500 one-time expenditure was granted.
- b) Public Relations Committee **(Ganddini)**
- Will coordinate awards with Kimberly.
  - Needs input from the Board on District Innovation Award, submittal due in March. This award is something we submit to ITE International. Western District won in 2021 with brand strategy.
- c) Student Funding & Initiatives Committee **(Fleskes-Lane)**
- Student Leadership Council meetings have been well attended and have generally gone well.
  - Two \$500 grants were made for better connections between student chapters. One more is available and due in a couple of weeks.
  - SLS is happening next week. 180 students and professionals have registered.
  - The Virtual student traffic bowl will be on 2/17.
  - The Student Endowment fund tracking really well. \$15,000 in dividends last fiscal year, \$5,000 higher than the previous year.
- d) Technical Committee **(Acutanza)**
- Need nominations for the Technical Committee.
  - Had some great webinars that are free to membership.
  - Five student chapters awards granted.
  - Looking to continue STEM activities.
  - Looking forward to section awards and technical awards.
- e) District LAC Committee **(Leong)**
- Joint meeting for 2028 meeting with Mountain District can't happen because they have a joint meeting in 2028 with International. Now our joint meeting will be in 2027 in Reno or Tahoe, followed by San Diego in 2028.
  - Joint meeting with Mountain Sistrict will be standard WD days and rates. Conference direct has been assisting us with hotel/rates. Then will make decision about Reno/Tahoe based on bids. Mountain District preference is Tahoe.
  - Had a tour of Long Beach Westin Hotel yesterday that went well.
  - The Professional Traffic Bowl will be replaced with a different competition. Check on survey sent out in March regarding questions to be used. Student traffic bowl will remain the same.

## **XII. Annual Meeting Reports**

- a) 2023 Portland **(Leong)**
  - Summary is provided in report and includes lessons learned.
  - Zoom licenses are still available for Sections to use.
- b) 2024 Sacramento **(Shew)**
  - Budget is looking good. Sponsors are coming in.
  - Sold about 75% of exhibitor booths.
  - 112 abstracts and there are other ideas.
  - Family night punchbowl social. Banquet night entertainment solicited.
- c) 2025 Long Beach **(Chandrasekar)**
  - LAC is in the process of being assembled.
- f) 2026 Bellevue **(Acutanza)**
  - Been meeting with Cathy to discuss upcoming work.
  - Encouraged people to see the Bellevue meeting to understand how it is run.

## **XIII. Old Business**

- a) Caltrans membership updated **(Smith)**
  - Caltrans does not pay a group membership anymore but is encouraging members to join.
  - Encourage Caltrans membership where possible to keep them engaged.
  - Cameron has worked with Caltrans HQ to increase participation.
  - It is a challenging budget year for Caltrans.
  - They have been doing a better job of submitting abstracts that follow WD process.

## **XIV. New Business**

### **XV. Next Board Meeting: Sunday, June 23, 2024, Sacramento, CA**

## **XVI. Adjourn**

The meeting was adjourned by President Doug Smith at 2:31PM.

**MOTION:** Neelam Dorman motioned to adjourn. Seconded by Pat. Motion passed by unanimous consent.

### **Action Items from 2024 Winter Board Meeting Executive Section:**

1. Dalene to provide an update in travel policy to pay for student initiatives chair to travel to SLS.
2. Cameron to change password for board access to website files.
3. Ryan Caldara to post fall WesternITE ASAP
4. Past president to consider updating IAA. Kim will also work with Cameron to clean up language on website.
5. Dalene to replace “Board” with “Executive Committee” in the LAA selection process guidelines where appropriate.

### **Action Items from 2024 Winter Board General Section:**

1. Dalene to provide an update in travel policy to pay for student initiatives chair to travel to SLS.

### **Action Items from 2023 Summer Board Meeting:**

1. Doug to send to Colleen the updated Leadership directory.
  - a. Done
2. Dalene to propose updated language to align WD Election policy with bylaws on nominating committee chair.
  - a. Done
3. Kayla to consider establishing an innovative student chapter website or social media award.
  - a. Kayla decided to go in a different direction. This action item has been closed.
4. Tony Henderson to send Student Chapter Faculty Advisor contact info to Kayla.
  - a. Done
5. Pat and Josh to set up regular check-in meetings for Secretary/ Treasurer transition.
  - a. Done
6. Kim to set up a meeting to discuss Student Endowment Fund fundraising and messaging with Kayla Fleskes and Pat.
  - a. Done
7. The board will revisit the Outstanding Technical Paper monetary award at the summer meeting.
  - a. This item is still open for the summer board meeting.
8. Pat to set up a meeting to discuss with Neelam and Dalene to discuss further about review of our existing policies/ by laws.
  - a. This item is still open.

### **Meeting in September 2023. Outstanding Action Items from 2023 Mid-Year**

## Winter Board Meeting

1. Ellie Simpson to look at options to switch from Constant Contact to MailChimp or similar.
  - a. Ryan presented options and resolved that Constant Contact was still the preferred alternative.
2. Giancarlo to update duties of social media manager to be under the Website Manager.
  - a. Done
3. Kayla to draft a contributor thank you message to be sent out before May.
  - a. Done