



2025 Summer Board Meeting Minutes

*Westin Long Beach
Barcelona/Casablanca Room
333 East Ocean Boulevard,
Long Beach, California, 90802
Sunday, June 29, 2025
10:30 am - 4:30 pm (PT)*

Call to Order and Introductions

Western District President Pat Marnell called the meeting to order at 10:35 a.m. Attendees at the meeting were:

BOARD MEMBERS:

Patrick Marnell, President ([Present](#))
Joshua McNeill, Vice President ([Present](#))
Cameron Shew, Secretary-Treasurer (preparer of the meeting minutes) ([Present](#))
Doug Smith, Immediate Past President ([Present](#))
Peter Koonce, Sr. International Director ([Present](#))
Kimberly Leung, Jr. International Director ([Present](#))
Dalene J. Whitlock, District Administrator (ex-officio and non-voting member) ([Present](#))

COMMITTEE CHAIR, SECTION REPRESENTATIVES, AND GUESTS:

Henry Hammel, Career Guidance Committee Chair ([Present](#))
Cathy Leong, District LAC Committee Chair ([Present](#))
Giancarlo Ganddini, Public Relations Committee Chair ([Present](#))
Kayla Fleskes-Lane, Student Funding and Initiatives Committee Chair ([Present](#))
Jeanne Acutanza, Bellevue 2026 LAC Chair ([Present](#))
Edith Victoria, Technical Committee Chair ([Present](#))
Kezia Suwandhaputra, Website Manager ([Present](#))
Ryan Zellers, Advertising Manager ([Present](#))
~~Samantha Baidy, Westernite Managing Editor~~
Colin Singleton, Alaska Section Representative ([Present](#))
Katie Lee, Central California Section Representative ([Present](#))
Mark Bueno, Central Coast Section Representative (proxy for Kathy Kleinschmidt) ([Present](#))
Keoni Wasano, Hawaii Section Representative ([Present](#))

- Sean Carney, Northern California Section President (Present)
- Stefan Bussey, Oregon ITE Section Representative and Rebranding Liaison (Present)
- Dave Madera, RSBITE Section Representative (Present)
- Jacob Swim, San Diego Section Representative (Present)
- Charmine Solla, SF Bay Section Representative (Present)
- Saly Heng, Southern California Section Representative (Present)
- LisaRene Schilperoort, Washington Section Representative (Present)
- Sowmya Chandrasekhar, Long Beach 2025 LAC (Present)
- Neelam Dorman, ITE International Vice-President-elect (Present)
- Marc Violett, Candidate for Secretary-Treasurer (Present)

The Western District Winter Board Meeting was held in-person on June 29, 2025. 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.

- I. Call to Order and Roll Call (Marnell)**
- II. Approval of Agenda* (Marnell)**

MOTION: Dave Madera, 2nd Kim Leung, to approve the 2025 Summer Board Meeting agenda. Motion passed by unanimous vote.

- III. Items of Record and Consent Agenda* (Marnell)**
 - a. Items of Record
 - i. Chair Appointments and Terms
 - Pat Marnell intends to reappoint Cathy Leong as District LAC Chair, Giancarlo Ganddini as Publicity Chair, and Ryan Zellers as Advertising Chair.
 - Pat Marnell intends to appoint William Andrews as Student Funding and Initiatives Chair, to replace Kayla Fleskes-Lane, who is stepping down.
 - b. Consent Agenda*
 - i. Approval of January 2025 Winter Board Meeting Minutes

MOTION: Doug Smith, 2nd Sean Carney, to approve the Winter Board Meeting Minutes. Motion passed by unanimous vote.

- IV. Section Representative Introduction (Marnell)**
 - a. Review of General Session Agenda and Decision Items

V. Student Funding & Initiatives Committee (Fleskes-Lane)

- Six other committee members assist Kayla.
- Student leadership council meetings are held to discuss best practices and give feedback on initiatives.
- Nearly 250 students and professionals at the SLS at UCLA. This was the most well-attended SLS yet, and also the first time hosting the traffic bowl at the SLS. UW was the winner, and will represent the Western District at the International Annual Meeting in New Orleans.
- Students have liked the alternating outreach and data collection. SFIC to work with Technical Committee on the best approach moving forward.
- Cal Poly SLO is hosting this year's Kell Competition.
- Strategic plan is in the process of being updated.
- The SEF balance is at approximately \$570k and can be sustainably withdrawn at a rate of 3-5% (\$16,800-\$28,000). The proposed budget will expand the number of connections grants from 3 to 5 (\$1,000 increase in expenditures).

VI. Summary of Executive Session (Marnell)

- a. Chair Appointments and Terms
 - See Section III above
- b. 2024-2025 Fiscal Year-to-Date Financial Report
 - Financials are sound (97% of budgeted income in, although membership dues are down 5%). No tax liability last year.
 - Cameron will invest \$90k reserves in certificates of deposit.
- c. 2025-2026 Fiscal Year Proposed Budget*
 - Small adjustments were made for the FY25-26 budget:
 - \$950 to \$0 for WesternITE Printing/Mailing
 - \$1,000 to \$250 for elections
 - \$1,900 to \$2,500 to website/Constant Contact
 - \$1,600 to \$2,250 for insurance
 - \$0 to \$750 for administrative costs (i.e. traffic bowl shipping)
 - \$500 deficit budget proposed, which is expected to result in a slight surplus based on past history.
 - SFIC budget has increased from \$15,000 to \$16,000 for two new connections grants (from 3 to 5 @ \$500 each)
- d. 2026 Officer and Chair Candidate Development
 - We will be seeking candidates for international director next year.
- e. Action Items (see attachment)
- f. Additional voting items*
 - Updates to Travel Policy are included in Pat's report in the packet. These generally include allowing for registration costs (except for the Annual Meeting) and per diem meal reimbursement, subject to budgeted funding.

MOTION: Josh McNeill, 2nd Dave Madera, to approve the changes in Travel Policy. Motion passed by unanimous vote.

VII. District Administrator's Report

(Whitlock)

a. Central California Charter*

- Central California is now a chapter under the Northern California Section. Action is needed to rescind the section charter to complete the reorganization.

MOTION: Doug Smith, 2nd Sean Carney, to rescind the Central California Section charter. Motion passed by unanimous vote.

b. Election Policies and Candidate Guide*

- The timing of the elections will be changed to push elections until after the Annual Meeting, allowing for campaigning and engagement during the meeting.

ACTION: Pat to review election policy for campaigning/engagement wording.

MOTION: Josh McNeill, 2nd Kim Leung, to adopt the election policies as submitted in the Board packet. Motion passed by unanimous vote.

c. Other

- We are changing the name from the Individual Achievement Award to Transportation Professional of the Year. Whether this will be aligned with ITE International's Transportation Achievement Award for an Individual is a topic of future discussion. Straw poll confirms most in attendance do not have a strong preference. Of those who do, more support the change than prefer to keep the name as-is.

VIII. Branding

(Bussey)

- All sections have filled out the rebranding discovery report, except Riverside-San Bernardino.
- Currently in Phase 3 (Early Implementation and Design). Phase 4 (Full Implementation) is scheduled for Oct-Dec.
- ITE's official branding is "A Community of Transportation Professionals"
- Naming convention: Official naming is ITE, followed by geography, then organizational unit, i.e. ITE Oregon Section, ITE Western District, ITE Central California Chapter.
- About Us messaging should be updated to incorporate the approved messaging framework for website, newsletters, and presentation materials
- Logo guidance is provided in ITE International's Brand Guidelines. Examples were shared for the three different options.

IX. ITE International Remarks

(Aspelin/Kuciemba)

- Karen Aspelin provided updates about ITE membership (trending upward), and the International meeting in Orlando.

- The 12th Generation of the Trip Generation Manual will be released on August 1.
- The ITE Safety Roadmap and Action Plan was unveiled in January, and making strides towards implementation.
- ITE is looking for a new director for global district.
- About 20% of the planners were retained from the reduced dues program.

X. *WesternITE* Managing Editor's Report (Baidy)

- Pat shared an update on behalf of Samantha Baidy, who recently took over the role. The Spring edition of *WesternITE* has been published.
- Everyone is requested to please provide content as soon as possible when requested, to keep the publication on schedule.

XI. Advertising Manager's Report (Zellers)

- Revenue has been trending down from job postings, which may be due to cyclical/economic factors.
- Sponsorship packages have been revised and simplified.
- Jennifer Harvey joining as Advertising Manager Co-Chair.
- Sponsor recognition in E-News and Annual Meeting banner to add additional value.
- Potential additional benefits were suggested for the Annual Meeting, but may be infeasible to implement based on input from Cathy Leong.

XII. Website Manager's Report (Suwandhaputra)

- Kezia shared that domain name renewals and storage are on Auto Pay.
- Website updates are being made as requests are submitted.

XIII. Committee Reports

- a. Career Guidance Committee (Hammel)
- Sophia Tan is leading the Explore ITE badge program, which provides a unique pin and opportunity to win prizes. 17 participants this year.
 - MiteY Mentorship program is available as needed.
 - Katie Lee and Eileen Chai have been working on a professional licensure page.
 - YP Happy Hour will be held on Monday at 4:30, thanks to LAC funding.
- b. Public Relations Committee (Ganddini)
- Videos have been completed for IAA and LAA winners.
 - Next year the IAA will be renamed to Transportation Professional of the Year award.
 - District Innovation Award will be submitted next year for the badge recognition program.
- c. Technical Committee (Victoria)
- There are 7 volunteers on the Technical Committee
 - Edith provided an update on the award winners selected by her committee for the Section Momentum Award, Section/Chapter Activity Award, Student Paper Award, Transportation Achievement Award, Annual Meeting Best Paper Award, Annual Meeting Best Paper by a Young Professional Award, Annual Meeting Section Award, and Annual

- Meeting Project of the Year Award.
 - Only 4 reports were received from sections. All sections are expected to submit an annual report, which may need to be better communicated.
 - Five STEM outreach projects were funded for UW, OSU, Cal, UC Davis, and Cal Poly SLO.
- d. District LAC Committee (Leong)
- Contract has been signed with the Hyatt Regency Embarcadero for the 2028 Annual Meeting in San Francisco.
 - We are currently in negotiations for a 2029 meeting in San Diego.
 - A \$50 increase is proposed for all meeting registration rates (with the exception of a \$25 increase for student/faculty rates). Rates have not been increased since 2019. This would take effect in 2028, after the joint meeting with the Mountain District. The new rates would be:
 - Advance Member: \$525
 - Base Member: \$575
 - Base Non-Member: \$725 (\$150 differential)
 - Early Student/Faculty: \$275
 - WesternITE is undergoing qualification to offer AICP CM credits in time for the Bellevue meeting. It's a lengthy process, but should make it easier for future LACs.

MOTION: Josh McNeill, 2nd Sean Carney, to approve the \$50 increase in member and non-member rates. Motion passed by unanimous vote.

MOTION: Josh McNeill, 2nd Dave Madera, to approve the \$25 increase in student/faculty rates. Motion passed. There was one nay from Peter Koonce.

ACTION: Pat to follow up with Cathy and Dalene to update the policy language.

XIV. Section Representative Reports

- a. Alaska (Singleton)
- Restarted scholarship program and awarded \$7,000 to 5 students
 - Looking to expand programming beyond monthly luncheons and support more students
- b. Central California (Lee)
- Primarily relying on NorCal Section for programming at this time
- c. Central Coast (Bueno for Kleinschmidt)
- Sponsored Cal Poly SLO SLS and student participation in the annual meeting
 - Working on increasing member participation and identifying speakers
 - Typically virtual meetings with occasional hybrid meetings
- d. Hawaii (Wasano)

- Successful event touring the HNL airport.
 - Challenges connecting with young professionals and student chapters.
 - Smaller section has challenges with large events like golf tournaments
 - Mix of virtual and in person meetings. October is the main annual meeting.
- e. Northern California (Carney)
- NorCal ITE held its 51st Vendors Night in Lodi. Record attendance and expanded event space.
 - Revival at both UC Davis and Sac State chapters (20-30 students each).
 - Sponsored both student chapters and encouraged them to send as many people as possible to the Annual Meeting.
 - Hybrid meetings to accommodate Central California section. Decrease in in person attendance, but increase in virtual attendance.
 - The Section needs to update the website, which is functionally obsolete.

ACTION: Cameron to coordinate with Kezia to upload SB 743 resources to WesternITE website.

- f. Oregon (Bussey)
- Visited OIT and presented at student chapter meeting and engineering class. Transferred some surplus funds to a scholarship account managed by ITE International. Developing partnership with Oregon COMPTO.
 - Looking for ways to increase volunteering opportunities and pipeline for future leaders.
- g. Riverside-San Bernardino (Madera)
- Held Annual Moard Meeting and Vendor Show.
 - Some challenges include lack of membership and leadership opportunities.
 - Pomona is the only currently chartered student chapter. UC Riverside is currently getting financials set up.
- h. San Diego (Swim)
- Currently have 223 members, including 11 students.
 - Monthly technical sessions in person.
 - Joint event and lunch meetings with WTS.
 - Annual joint meeting with SD-SoCal-RSB.
 - Challenges with student chapter engagement.
 - Summer internship program. 8 students applied, 4 selected. 4 companies selected to participate. Students needs to put in 20 hrs/week for 8 weeks. Program money used to help pay for training the interns, and support small companies.
- i. San Francisco Bay Area (Solla)
- Just had the 10th Annual Acronym Happy Hour (ITS CA, APA, WTS, COMTO, YPT, ASCE YMF, and AEP), with over 100 participants.
 - Varying levels of participation from student chapters (Cal, San Jose State, Stanford).
 - Meetings are free for members, \$15 for non-members.
- j. Southern California (Heng)

- Moving away from in-person events due to travel time with traffic. Combining with joint meetings, happy hours, or workshops to make in person meetings worthwhile.
 - Some challenges with student engagement, programming for planners and YPs, volunteer burnout, and hybrid meetings (logistics and technology).
- k. Washington (Schilperoort)
- Considering two in person meetings at opposite ends of the state, with hybrid option for the other location.

XV. Annual Meeting Reports

- a. 2025 Long Beach (Chandrasekar)
- Income at \$389,485 as of 6/6/25. Projecting a \$15k surplus at this time.
 - ADA reasonable accommodations were not needed at this meeting, but interpretation services that may be needed at future meetings.
 - Recommend closing registrations 2 weeks early to allow for enough time to prepare packets. There are 528 attendees at this time, including last minute registrations.
 - Hotel pickup at 97%.
 - Total of 104 speakers, 9 co-presenters, and 29 moderators.
- b. 2026 Bellevue (Acutanza)
- Jeanne shared the conference logo and her LAC members.
 - Hotel layout expected to be spacious.
 - Sponsorship packages and call for abstracts ready to release soon.
 - Potential technical tours include transit operations center, pontoon tour, complete streets.
 - Family night theme soccer/hiking. Options include bowling, mirra games, flat stick mini golf.
- c. 2027 Reno ♠♣♥♠ (Leong)
- Joint meeting with Mountain District at the Silver Legacy and Eldorado Resorts in Reno.
 - Western District LAC positions have been filled. Kickoff meeting will be held soon.

XVI. Old Business

- Approval of the 2025-2026 Fiscal Year Proposed Budget.

MOTION: Doug Smith, 2nd Josh McNeill, to approve the 2025-2026 Fiscal Year Proposed Budget. Motion passed by unanimous vote.

XVII. New Business

- None

XVIII. Next Board Meeting: Friday, January 23, 2026, SoCal, CA (Tentative)

XIX. Adjourn

- The meeting was adjourned at 4:02 PM by Patrick Marnell.

MOTION: Keoni Wasano, 2nd Josh McNeill, to adjourn the meeting. Motion passed by unanimous vote.

New Action Items :

No.	Action Item	Owner	Target Date
2025 Summer Board Meeting General Session			
1.	Review election policy for campaigning/engagement advice	Pat	8/15/25
2.	Coordinate with Kezia to upload SB 743 resources to WesternITE website.	Cameron	7/31/25

Previous Action Items:

No.	Action Item	Owner	Target Date
2025 Winter Board Meeting General Session			
1.	Send survey to Section Representatives to solicit feedback on iconography concepts.	Pat	3/30/25
2.	Send Kezia updated org chart and duties documents to post on website.	Dalene	2/28/25
3.	Prepare paperwork to rescind Central California Section Charter, for consideration at the next Board meeting.	Dalene	6/29/25