



## 2025 Winter Board Meeting Minutes

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General Session  
*Hybrid*  
Friday, January 31, 2025  
11:00 am - 4:00 pm (PT)

### Call to Order and Introductions

Western District President Pat Marnell called the meeting to order at 11:05 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 - Virtual)  
Cathy Leong, District LAC Committee Chair (Present - Virtual)  
Giancarlo Ganddini, Public Relations Committee Chair (Present - Virtual)  
Kayla Fleskes-Lane, Student Funding and Initiatives Committee Chair (Present - Virtual)  
Jeanne Acutanza, Bellevue 2026 LAC (Present - Virtual)  
Edith Victoria, Technical Committee Chair (Present - Virtual)  
Kezia Suwandhaputra, Website Manager (Present - Virtual)  
Ryan Zellers, Advertising Manager (Present - Virtual)  
Ryan Caldera, Westernite Managing Editor (Present - Virtual)  
Colin Singleton - Alaska Section Rep. (Present - Virtual)  
~~Katie Lee, Central California Section Representative~~  
Rebekah Bonglo, Central California Section (Present - Virtual, proxy for Katie Lee)  
~~Kathy Kleinschmidt, 2024 Central Coast Section Representative~~  
Keoni Wasano, Hawaii Section Representative (Present - Virtual)  
Sean Carney, Northern California Section President (Present - Virtual)  
Stefan Bussey, Oregon ITE Section Representative (Present - Virtual)

- David Madera, RSBITE Section President (Present - Virtual)
- Jacob Swim, San Diego Section President (Present - Virtual)
- ~~Charmine Solla, SF Bay Section Representative~~
- Tony Henderson, SF Bay Section, Candidate for Secretary-Treasurer, (Present - Virtual, proxy for Charmine Solla)
- Saly Heng, Southern California Section Representative (Present - Virtual)
- LisaRene Schilperoort, Washington Section Representative (Present - Virtual)
- Sowmya Chandrasekhar, Long Beach 2025 LAC (Present - Virtual)
- Colleen Agan, Deputy Executive Director and Chief Membership Officer (Present - Virtual)
- Marc Violet, Candidate for Secretary-Treasurer (Present - Virtual)

The Western District Winter Board Meeting was held in-person on January 31, 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)**

- Western District President Pat Marnell called the meeting to order at 11:05 a.m.

**II. Approval of Agenda\* (Marnell)**

**MOTION:** Josh McNeill, 2nd Peter Koonce, to approve the 2025 Winter Board Meeting agenda. Motion passed by unanimous vote.

**III. Items of Record and Consent Agenda\* (Marnell)**

- a. Items of Record\*
  - i. Financial Allocations from Fall 2024 Executive Committee Kick-Off Meeting
    - 2029 Meeting - \$4,029.45
    - Family Night 2025 - \$2,000
  - ii. Chair Appointments and Terms
    - Edith Victoria replaced Jeanne Acutanza as Technical Chair.
- b. Consent Agenda\*
  - i. Approval of June 2024 Summer Board Meeting Minutes

**MOTION:** Josh McNeill, 2nd Kimberly Leung, to approve the Summer (June 2024) Board Meeting Minutes. Motion passed by unanimous vote.

**IV. Section Representative Orientation (Marnell)**

- a. Overview of Section Representative Orientation Packet
  - Board is Section Representatives, elected officers, 2 IDs.
- b. Annual Meeting Attendance
- c. Review of General Session Agenda and Decision Items
- d. Open Discussion

**V. Summary of Executive Session (Marnell)**

- a. Chair Appointments and Terms
- b. 2023-2024 Fiscal Year Closeout
- c. 2024-2025 Fiscal Year-to-Date Financial Report
- d. Lifetime & Individual Achievement Award Winners to be announced at Annual Meeting
- e. 2025 Officer Candidates
  - 3 nominations for officer candidates were received. Section representatives submitted rankings, which were accepted by the Board. Marc Violet and Tony Henderson were selected as candidates.
  - A coin was flipped in order to determine the order of appearance. Tony Henderson called heads. The result was tails. Marc elected to appear first on Static Media (newsletter and webpage). Tony will appear first on Dynamic Media (social media and enews).
- f. Action Items (see attachment)

**VI. ITE Awards (Marnell)**

- Updates to the 2025 Program
- Awards nominations are being accepted. ITE International introduced a new Transportation Achievement Award that recognizes an Individual.
  - Executive committee to discuss which chair or officer will run the new award.

**VII. ITE Branding (Marnell)**

- a. Current Status
  - ITE International is requiring updated branding standards for districts, sections, and chapters.
  - Logos should be simplified and one color. Pat presented potential iconography ideas/concepts.

**ACTION:** Pat to send survey to Section Representatives to solicit feedback on iconography concepts.

- b. Feedback from Section Representatives
  - Cathy shared history of the current ITE Western District logo. The blue, green, and red colors represent the ocean, mountains, and desert. At the time of creation, the Western District's boundaries included the entirety of the Mountain District as well.
  - Different logo concepts were presented, and feedback was solicited.
- c. District Support to Section\*
  - Rebranding may have financial implications for sections/chapters (e.g. logo development, banners, swag, web development).

- The Western District will make a one-time payment to each section and chapter to generally support rebranding, without specific limitations/restrictions on the use of those funds.

**MOTION:** Peter Koonce, 2nd Josh McNeill, to approve a one-time, unrestricted payment of \$1,000 for each section and chapter. Motion passed by unanimous vote.

## VIII. ITE International Remarks (Agan)

- Colleen explained the rollout plan for the branding guidelines.
- The International Board has developed a leadership task force, addressing challenges of getting volunteers involved in districts, sections, chapters, committees, and councils. Rosana Correa is managing the group.
- The [Safety Roadmap](#) is a 3-5 year plan to better establish a safety culture throughout ITE and the transportation industry. This was advertised in the January ITE Journal. CTO Matt Hardy is leading this effort, along with councils. Opportunities for the Western District and individuals to get involved.
- Peter Koonce noted that the Safety Roadmap could become a part of the Western District strategic plan update.

## IX. Section Representative Reports

- a. Hawaii (Wasano)
  - Hawaii section is budgeting to send their Section Rep to the Annual Meeting.
  - Younger Members are getting more involved.
- b. Central California (Bonglo for Lee)
  - Working with Northern California section on restructuring and Cathy Leong on financials
- c. Central Coast (Kleinschmidt)
  - A Central Coast representative was not in attendance
- d. Alaska (Singleton)
  - Alaska has stopped offering a virtual option and launched a new website to boost attendance
  - Working on sponsorship program after talking with Peter Koonce
- e. Northern California (Carney)
  - 50th Annual Vendor fair was a success. Increasing attendance every year.
  - October Golf Tournament was sold out.
  - Working with Central California section on reorganization.
  - UC Davis chapter has been reactivated. Joint meetings with student chapters being discussed.
  - Hybrid in-person/virtual meetings will be a standard practice moving forward, due to large geographic area.
- f. Oregon (Bussey)
  - Traffic bowl event was strongly attended, approaching pre-pandemic numbers. Over 40 students involved.

- Hybrid event on electrification.
- Winter workshop coming up in February, which has a good mix of engineering and planning.
- Oregon traffic control device committee participation
- Oregon is working to serve members outside the Portland Metropolitan area by organizing a full day event in Bend that is planned for May
- Reserves in healthy state and considering offering additional scholarship.
- g. Riverside-San Bernardino (Madera)
  - Hosted a meeting at Cal Poly Pomona
  - Vendor show was a success, upcoming golf tournament at a new venue
  - UC Riverside just launched a student chapter
- h. San Diego (Swim)
  - Golf tournament was a success
  - October vendor show at Balboa Park Air & Space Museum. 23 vendors and 150 attendees
  - December holiday party and awards banquet
  - 7 technical in person meetings planned for the year
- i. San Francisco Bay Area (Henderson for Solla)
  - 2 social events/mixers
  - YPT/ITS CA bike tour
- j. Southern California (Heng)
  - STEM outreach events. Working on in-classroom workshops.
  - Partnership with CSU Long Beach ASCE chapter to hold a workshop in December
  - In person socials are most popular events. Over 200 people at holiday mixer.
  - DBE Panel Discussion was held in September
- k. Washington (Schilperoort)
  - ITE/IMSA conference increased from 1 day to 1.5 days, improving attendance
  - Very active University of Washington chapter, others less so. Looking for ways to increase engagement with other chapters.

**X. Section 101 Updates (Leong)**

- Working with Central California and Northern California sections, with Central California being reorganized as a chapter. Cathy working on financials for Central California.
- Northern California Charter was signed and will be forwarded to IBOD.

**XI. District Administrator's Report (Whitlock)**

- Nominating committee
- 501(c)(3) status being coordinated with Colleen Agan.
- Org chart has been updated to show section representatives
- Updated duties documents have been drafted.

**MOTION:** Doug Smith, 2nd Josh McNeill, to approve updated duties documents. Motion passed by unanimous vote.

**ACTION:** Dalene to send Kezia updated org chart and duties documents to post on website.

a. Nor Cal Section Charter Updates and Central Cal Chapter Charter\*

**MOTION:** Pat Marnell, 2nd Doug Smith, to approve NorCal Section charter update and corresponding rescinding of Central California Section charter. Motion passed by unanimous vote.

**ACTION:** Dalene to prepare paperwork to rescind Central California Section Charter, for consideration at the next Board meeting.

b. University of California Riverside Student Chapter Charter\*

**MOTION:** Josh McNeill, 2nd Doug Smith, to approve UC Riverside’s charter. Motion passed by unanimous vote.

c. University of Portland Student Chapter Charter\*

**MOTION:** Josh McNeill, 2nd Doug Smith, to approve University of Portland’s charter. Motion passed by unanimous vote.

d. Start Up Funding for Student Chapter\* (Marnell)

- Startup funding proposed to be allocated with \$500 for each of the new students chapters (\$1,000 total), coming from the Student Endowment Fund. The District is choosing, in this case, to make a \$1,000 donation to the SEF.

**MOTION:** Josh McNeill, 2nd Doug Smith, to approve the startup funding allocations. Motion passed by unanimous vote.

**XII. Advertising Manager’s Report (Zellers)**

- Sponsorship goals were met last year. Prices have increased by \$250 this year.
- Goal of \$16,000 this year. Looking to create cross value between Annual Meeting sponsorships and District sponsorship.
- Mid-range sponsorships aren’t as popular, they tend to go on the high or low ends.
- Sponsorship letter will be sent out with a special email.
- Ryan coordinating with Kezia on updating sponsors on website.

**XIII. WesternITE Managing Editor’s Report (Caldera)**

- Team effort with Samantha Lathrop to manage reminders, compilations, and list management
- Western District list is 4,182 subscribers, student/faculty list is 152.
- Open rate is 44%, bounce rate 10%.
- Fall 2024 WesternITE published in December 2024.

#### **XIV. Website Manager's Report (Suwandhaputra)**

- Website has been updated for Section Reps, removing phone numbers, and technical compendium
- Website will be updated for new org chart once received

#### **XV. Committee Reports**

- a. Career Guidance Committee (Hammel)
  - Badge program taken over by Sophia Tan
  - MiteY Mentorship program available as needed. Cameron asked about the number of inquiries/pairings, and Henry indicated that interest has recently been low.
  - Katie Lee and Eileen Chai leading an initiative on professional licensure. Webpage will be updated as time allows.
  - Amy Huang leading nominations this year
- b. Public Relations Committee (Ganddini)
  - Western District won the Innovation Award for the Section 101 program.
  - It was suggested that the Career Guidance badge program be submitted for a 2025 Innovation Award.
- c. Student Funding & Initiatives Committee (Fleskes-Lane)
  - Kayla recognized the many student and young professional volunteers on her committee.
  - Student Connections grant in its second year. USC, OSU, UCD received \$500 awards.
  - Resources added to website: a college to career pamphlet, and a student chapter toolbox.
  - Student Leadership Council meetings occur several times a year to share issues, lessons learned, etc.
  - Strategic plan progress was made and is recommended to be updated.
  - Looking at adding a website calendar for student awards
  - Able to increase expenditures, based on positive investment performance. Increased monetary value, new awards
- d. Technical Committee (Victoria)
  - Edith Lopez Victoria has taken over the Committee from Jeanne
  - 6 member committee. Matt Stewart (Kimley-Horn) recently joined.
  - Data collection/STEM outreach awards for UW, OSU, Cal Poly, UCD, Cal
- e. District LAC Committee (Leong)
  - Working with Mountain District to explore co-locating the NCUTCD mid-year meeting with the joint meeting in Reno.
  - 2028 meeting in San Diego (LAC Chair Ryan Zellers): hotel search initiated. June 23-29. Contract likely incoming before June meeting.
  - District contributing to YP Happy Hour in Long Beach and Bellevue and AICP CM

- credits, from surplus Sacramento revenues.
- Annual meeting website designer contract extended.

**XVI. Annual Meeting Reports**

- a. 2024 Sacramento, CA (Shew)
  - Cameron provided an overview of the meeting statistics and lessons learned.
- b. 2025 Long Beach, CA (Chandrasekar)
  - 126 abstracts received, including 9 panels.
  - Technical Tours: Port of Long Beach (command/control center), City of Long Beach bicycle tour
  - Queen Mary family night: coordinating menu and shuttle service
  - Awards Banquet: finalizing photobooth and DJ, “PORTal to the World” theme
  - Sponsorships selling very well, and financials in a good position
- c. 2026 Bellevue, WA (Acutanza)
  - Most committee chairs filled, looking for a Social chair
  - LRT completed from SEA to Bellevue
  - Advance funding being used for YP Happy Hour and AICP CM credits
  - Exploring Whova app for the conference

**XVII. Old Business**

- None

**XVIII. New Business**

- None

**XXVII. Adjourn**

- The meeting was adjourned at 3:05 PM by Patrick Marnell.

**MOTION:** Peter Koonce, 2nd Kimberly Leung, to adjourn the meeting. Motion passed by unanimous vote.

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**New 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