



## Minutes of May 29, 2008 Meeting of the Executive Committee

Attendees included:

- Ken Petraglia, Chair
- Mike Salatti, Vice Chair
- Don Adams, Secretary/Treasurer and Co-Chair of 2009 District 1 Annual Meeting, New York Upstate Section
- Lynn LaMunyon, International Director
- Steven Gayle, District Administrator

### **1. Introductions and Quorum Determination**

At 5:15 PM Ken Petraglia opened the meeting and welcomed the attendees. All were introduced and a quorum (defined in the Bylaws as a majority of the District Board) was in place 12/20 members were present with representatives identified for those absent. A sign in sheet of Board Members and general members is attached.

Ken then congratulated the LAC (Particularly Adam and Lynn for leading the effort) for a great meeting and also recognized the award winners:

Harvey Boutwell Award – Lynn LaMunyon  
Section Award – Met Section  
Student Section Award – UMASS Amherst  
Student Paper Award – Dave Hurwitz, UMASS Amherst

Steve Gayle presented Dave Hurwitz with the Student Paper Award check.

Ken explained that with the addition of a fall Executive Committee of the District Board meeting many items on the agenda have been reviewed, discussed by the Executive Committee but we look for input from the District Board at this meeting before voting.

### **2. 2008 District Office Election Results**

Ken Petraglia stated that the Tellers Report was accepted at the January 2008 meeting and the ballots were destroyed. The board unanimously voted to accept the motion in January 2008.

### **3. Report of Chairman**

Ken thanked Mike Schauer, Steve Gayle and Lynn for guiding him through his role and he also thanked Mike Salatti for his support.

In January, Ken sent a message to each of the District Committee Chairs asking for their understanding of their roles as committee chairs and their goals while they are in this role. To date Ken has only received this information from three people! Ken thanked the committee chairs who have submitted and asked the others to please provide this information.

### **4. Report of Immediate Past Chair**

Mike Schauer was unable to attend the meeting, so Ken read the following written report from Mike:

*I regret that family matters won't allow me to attend this year's District annual meeting. I believe it is somewhat historic in a couple of ways. The first is that it is in Atlantic City, a premier destination for many seeking entertainment. The second is that it is our first joint meeting with District 2, the Mid-Colonial District. Hopefully there will be many more of these in the future.*

*I would like to extend a special thanks to Lynn LaMunyon, Adam Allen, and the rest of the planning committee for pulling this together. I know first hand how much work goes into this.*

*I would also like to thank the current District Board: Ken, Mike, Don and our Administrator Steve for all the support and assistance they provided during my chairmanship. I believe they form a very strong foundation for good things to come.*

*I congratulate Lynn on receiving the Boutwell Distinguished Service Award. I know how hard she works in support of the District and ITE.*

*I look forward to seeing everyone at next year's annual meeting.*

## **5. Report of Vice Chairman**

Mike congratulated the award winners and stated that Ken already gave the Vice Chair Report by congratulating the award winners.

Mike emphasized the importance for planning early for the solicitation of the awards to meet the ITE International submittal deadlines (Section, student paper and chapter are due April 1), particularly the student chapter and student paper awards which come early in the semester. Mike recommended coordinating with the Student Chapter Coordinator, Shelly Johnston.

Mike Salatti will send out a copy of the UMASS Amherst Student Chapter report to show what they are doing, with the intent of providing other chapters ideas.

Michael Knolder, UMASS Amherst, stated that UMASS Amherst chapter would be willing to work with other student chapters throughout the District.

## **6. Report of Secretary Treasurer**

Don expressed appreciation for the opportunity to serve on the Board.

A motion was made and unanimously approved to accept the January 22, 2008 Northeastern District Executive Committee meeting minutes.

At the October 29, 2007 Northeastern District Executive Committee meeting a motion was made and unanimously approved to accept the Minutes of the May 10, 2007 Annual Business Meeting. A few comments were noted as they relate to attendees. Steve also requested that a list of delegate attendees be created and attached to the minutes.

At the January 22, 2008 meeting a motion was made and unanimously approved to accept the Minutes of the October 29, 2007 Northeastern District Executive Committee meeting.

## **7. Report of International Director**

Lynn provided a written report on the International Board of Directors March 2008 meeting (attached) and a verbal summary at this meeting. The highlights included:

- Strategic Planning Workshop – Tecker Consultants led the effort. Items covered:.
  - Finances
  - ITE HQ Staffing (5 positions open)
  - Diverse Membership
  - Investment in the Membership Proposal
- Routine Business of the Institute
  - Auditing procedures – new standards
  - Student Chapter Trip and Parking Generation Data Collection – increase funding
  - Major Publications of the Institute – change to web based or electronic only

- Review of website
- Board procedures – cleanup and posting on website
- New Young Transportation Professional Award next year
- Review of Miami and Anaheim conferences
- Other topics
  - Lobbying – ITE is developing a CD and has policies on a lot of these issues
  - Vote for International VP

## 8. **Transportation Professional Certification Board**

Steve Gayle provided a summary – With access to testing being one of the biggest challenges of the certification programs The Transportation Prof Cert Board has a new arrangement with CASTLE Worldwide to increase testing opportunities. CASTLE Worldwide already has contracts with test centers (online) throughout the country. Starting in October will be switching to online testing. You will submit an application for certification desired, when approved you will be able to pick site and date during the month of October. There will be three month long windows throughout the year. It is expected that this level of access will allow certification to flourish. In addition The Transportation Prof Cert Board has added a marketing consultant and submitted a proposal to the Certification Board to make the PTOE nationally accredited. At this time there are no plans to add any new certification programs.

## 9. **District Finances**

- Review of 2007 Finances – Steve provided a brief summary of 2007 planned and actual budgets. Our budget for revenue was \$27,850 versus our budgeted expenses of \$32,050. Actual revenue and expenses were \$34,382.63 and \$32,813.74, respectively, which resulted in a surplus of \$1,568.66.
- Audit of 2007 financial records. Don explained that Steve provided a summary and held a face-to-face meeting in January to review 2007 finances. Don stated that the 2007 finances were in check. A motion was made and unanimously approved to accept the 2007 audit.
- Steve provided an over of the proposed 2008-2009 budget and explained that the issues related with the current calendar year fiscal year (the District Board vote on budget at the Annual Meeting when already 80% spent makes the action meaningless) and explained an option is to shift the fiscal year.

The 2008/2009 budgeted revenue and expenses are \$24,800.00 and \$34,925.00, respectively, which would yield an expected deficit of \$6,525.00. A motion was made and approved to accept the 2008/2009 budget.

## 10. **Appointments/Committees**

Ken distributed a list of the committee chairs and asked for committee goals, roles from each of the chairpersons.

A motion was made and approved to accept the Committee and Committee Chairs.

Ken and Steve discussed the benefits and basis for a three year term for District Administrator. The primary reason is to provide the district stability while the officers come and go the administrator remains a constant in the district. Steve looked other districts and they appeared to follow this model, District 6 has a 5 year term.

A motion was made and unanimously approved to accept Steve as the Administrator for a three year term.

## 11. **Annual Meeting Reports**

- **2008 – Atlantic City, NJ, May28-30**
- Gary Hebert presented at the October meeting so he provided a brief overview – the meeting was a success, good attendance, great technical sessions and they were able to repay the seed money.
- **2008 – Atlantic City, NJ, May28-30**  
Once again Ken thanked Lynn, Adam Allen and the LAC for an excellent meeting. Adam reported that it appeared that the meeting will come in under budget. Preliminary numbers indicated about 270 attendees – 170 District 1 and 100 from District 2.
- **2009 – Saratoga Springs, NY, May 13-15**  
Don Adams and Amy Dake are the Co-Chairs of the 2009 meeting.

Don handed out a Committee Report for the upcoming meeting and reviewed the latest LAC organization chart, budget and schedule. He pointed out that they have executed contracts with the Gideon Putnam for the conference and the Saratoga Automobile Museum for the Get Acquainted Reception. The budget review revealed that the meeting expensed for attendees appears to be consistent with past meetings. A comment was made that the goal of these meetings should be to have a balanced budget, plan not to have surplus by giving more to the members.

A motion was made and accepted to move forward with the meeting planning with the proposed budget.

- **2010 – Northeastern District Meeting, New England Section**

Jeff Dirk provided an update. The New England Section held a meeting on May 20 to initiate the planning of the 2010 meeting understanding the competitiveness of good venues in the New England area. They considered four locations and have currently ranked Portland, Maine as the front runner. Their next step will be to gather in depth information on the cities and consider specific hotels.

**11. Old Business**

- Ken raised a concern with the lack of participation from District Delegates with regards to voting. Each section has responsibility to make sure their delegates know who they are and that they vote. It is irresponsible not to reply or not vote – more than half did not vote in the last election! Despite numerous email reminders. If you do not know the candidates, reach out to someone who does. Ken stated that the Executive Board has discussed and is considering ways to remedy the situation. One option is to reduce the number of district delegates from section(s) who do not vote. Executive committee considering. A check box where you can at least abstain will be provided on the next election form.
- Support for Paul Eng-Wong – Please confirm with headquarters that your email is correct, this is how the ballots are distributed. Need to encourage members to vote (percent of membership that votes is 30%), look for instructions in the ITE Journal and make sure you receive a ballot.

**12. New Business**

- Fall meeting – September 10, Best Western Waltham, MA – the full board is welcomed to attend. This is a full section meeting with technical sessions. Jeff Dirk will send agenda.

**13. Business from floor** – no business from the general membership.

**14. Adjourn** – A motion was made and passed to adjourn the meeting at 6:36 PM. All in favor.

**International Board of Direction (IBD)**  
**Meeting Notes**  
**Friday, March 28, 2008**  
**and Saturday, March 29, 2008**

**Strategic Planning Workshop**

Presiding: Alf Guebert, P.Eng., PTOE, and International President

A strategic planning session was held with our consultant, Glenn H. Tecker, President and CEO, Tecker Consultants. Based on our work session, a strategic plan was outlined. Within 2 weeks the information was compiled by Tecker and distributed to the IBD for review/comment.

**Strategic Issues**

1. Institute Finances Overview
  - a. Institute Finances Overview
    - i. Overall net income of \$520,000 – budget was a \$610,000 loss. Revenue was down based on the assumption that several publications would be completed this year – delayed to 2008. Revenue was up due to more capturing of staff costs by contracts.
    - ii. 2008 Outlook
      1. Membership dues collections are running approx. 20% ahead of 2007 collections.
      2. ITE Journal advertising is starting to slow as the overall business climate slows. We expect further declines.
      3. Publications sales are lagging behind the budget but new editions of our two Handbooks and Trip Generation should produce significant revenue in 2008
      4. Technical Conference revenue is well under budget.
      5. Contracts are on budget.
      6. Professional Development Programs are on budget.
      7. Investment returns for 2008 are questionable given the current volatility in the markets
2. ITE HQ Staffing Issues
  - a. Accounting: working with an employment agency to get someone with an expertise in accounting/project management accounting to be an understudy for Peter Frentz. It has been very hard to find the skill set required for this position.
  - b. Membership: advertised for this position in the association community, but haven't gotten any good leads. Someone is needed who understands the marketing aspect of membership as well as possessing the ability to build membership. This position will be for a senior person with experience.
  - c. Planning: four offers for this position have been made but none have taken the job. We are now modifying the search criteria and eliminated the requirement for an AICP and reduced the number of years of experience.
  - d. Associate Executive Director: this position is slated for the future as a direct report to Phil Caruso.
  - e. Executive Assistant to Tom Brahms – the work load on Ann O'Neill needs to be split with a new position since it is getting to be enough work for two people.
3. Serving the diverse membership
  - a. "Social Networks" Younger members have different expectations than older members. Challenges we face to attract younger members:
    - i. "Time is the new currency"

- ii. “Few memberships will be institutionalized”
- iii. “Definition of Responsiveness has changed”
- iv. “A big factor in determining whether to join – or renew – will be the amount of time necessary to participate in activities”
- v. “Competition will increasingly come from sources other than different membership organizations”
- vi. Need to get into media that is popular among younger members – e.g. District 6 has set up a page on Facebook.
- vii. Student or young member representation on the Board.
- b. Opportunities for collaboration enabled by technology
- c. Methods for defining needs and monitoring effectiveness of programs/services developed to meet those needs by cohort
- d. Defining and agreeing upon key measures of effectiveness of the Institute
  - i. To upgrade from Student to regular member – there are coupons available. They are being used but not to the extent we thought they would. Surveys are being conducted to determine who drops membership and doesn’t upgrade.
  - ii. About to launch an online membership application.

### **Assessment Strategies and/or New and Expanded Strategies**

1. Investment in the Membership Proposal
  - a. Publications Program - Trying new system of going out with an RFP to hire a firm to develop the publication. May eliminate problem of working with an editor that may not have experience with publications, or volunteers that don’t meet their deadlines.
  - b. Meetings and Conferences – have gotten funding to bring international speakers to meetings. USDOT has given funding for the Miami meeting, but it is not enough to entice people. Want to look at ways to maximize the investment – perhaps using the speaker for more of the conference, creating a webcast, or a webinar.
  - c. ITE Journal – how can we make it more relevant and more global? Tom idea to create group of “global reporters” that will be paid if they deliver on stories. Discussion about a “real time” distribution of information instead of waiting for the Journal.
2. Public Agency Membership Dues Structure
  - a. Public Agency Survey
  - b. Agency Member Dues Pending
  - c. Proposed revisions to Agency Member Program
    - i. Dues structure was revised to provide an incentive for agencies to add members beyond their level, without having to pay for the full increment – i.e., if you have 10 members and want to add the 11<sup>th</sup>, you don’t have to pay for 15, you will get the 11<sup>th</sup> at the per person rate you are paying for 10. Motion was approved for this policy amendment.

### **Routine Business of the Institute**

1. Proposed New Procedures to conform to changes to the American Institute of Certified Public Accountants Statements on Auditing Standards (SAS)
  - a. Procedures are being drafted to address the required policies on anti-fraud and reporting of suspicious activity and reviewed by the Institute’s CPA and will be e-mailed to the Board by Tuesday afternoon. Motion approved to adopt. – ***Motion approved***
2. Student Chapter Trip and Parking Generation Data Collection – ***motion previously approved***
  - a. Proposal to increase the funds for 2008 program from \$5,000 to \$9,000.
  - b. Administration of Student Chapter Trip and Parking Generation Data
3. Major publications of the Institute

- a. Looking at Trip Generation as having it be a web based publication. Wal-Mart is currently participating in the shopping center rates. TTI has been commissioned to do data collection. This data will be scrutinized even more than other data in the book.
  - b. Some documents that have a small audience may be provided as electronic only and there is not publishing cost.
4. [www.ite.org](http://www.ite.org)
- a. Board discussion of website:
    - 1. What additional functionality would you like to see?
    - 2. What additional content would you like to see?
    - 3. How would you suggest we measure user satisfaction?
    - 4. How would you suggest we seek user suggestions for the website?  
 Tom would like to get a focus group together to review the website and see what changes could be made. The consensus of the group was that the appearance of the website needs to be more modern. A Google search bar has been added to ITE which is a tremendous help for finding things on the ITE website. The website has recently undergone a change since the meeting in March.
5. ITE Board Procedures
- a. Board Procedures (Complete) DVD
    - 1. Currently these procedures will be on the website for access from Board members only. Each section will be cleaned up and there will be email ballot to approve the changes. Expect to have it all finished and posted publicly on ITE website by March 2009.  
 The Board Procedures will be posted on a newly created Intl Board member section of [www.ite.org](http://www.ite.org) in early April.
  - b. Proposed Procedure for the Young Transportation Professional Award
    - 1. Award expected to start next year. Chapters, Sections or Districts can submit a name for consideration of this award. Motion was approved to add this award.
6. 2008 ITE Conference – Miami
- a. Attendance was less than expected. The room block was exceeded very early in the process since there was a major tennis tournament in town. There may have been a problem with people getting rooms in the conference hotel as well as any other hotel in the area. This meeting was set up as a partnership with FHWA since they had a meeting the same weekend. It was anticipated that a lot more people attending the FHWA meeting would have stayed for the ITE conference.
7. 2008 ITE Annual Meeting - Anaheim
- a. Joint Meeting with the Western District
    - 1. New procedure – Districts can choose to forego their Annual meeting and run concurrent with the Int’l Annual meeting.
8. Mail Ballots
- a. To add ITE to the Supporting Organizations for Make Roads Safe -***Motion approved***
  - b. The LED Arrow standard - ***Motion approved***

#### **General Discussion – Board Only**

- 1. Lobbying issue has been raised in the past and not adequately addressed by headquarters. Subsequent to this discussion, a Lobbying webinar was held.
- 2. The issue that has been raised in the past about the high cost of ITE meetings and webinars has not been addressed adequately to the satisfaction of the Districts/Sections raising the questions.