



**DRAFT MEETING MINUTES
BOARD OF DIRECTORS**

**June 20, 2005
2:00pm-3:30pm**

PACE North Shore Division Facility– Evanston, Illinois

Board Members in Attendance:

Gary Rylander, President (Edwards and Kelcey)
David Zavattero, Vice President (Illinois DOT)
Mark Newland, Vice President (Indiana DOT)
Cindy Paulauskas, Secretary (NAVTEQ)
Ken Glassman, Treasurer (Illinois Tollway)
Jeff Hochmuth, Immediate Past President (Wilbur Smith)
Thomas Ewing (Argonne National Laboratory)
Michele McGinn (HDR)
Austin Provost (Meade Electric Company, Inc.)
Rick Weiland (Ygomi)

Others in Attendance:

Scott G. Lee (Illinois DOT)
Dean Mentjes (FHWA)
Gerry Tumbali (RTA)

*Note: Attendance by teleconference
is shown by italics*

- 1 Self-introductions and approval of the Agenda. President Rylander called the meeting to order at 2:10 p.m. A quorum of the ITS Midwest (ITSMW) Board of Directors (Board) was present, either in person or by teleconference. Those in attendance introduced themselves. There were no changes to the agenda.
- 2 Approval of Minutes. The minutes of the March 8, 2005 ITSMW Board meeting were distributed in advance, and were not read at this meeting.
It was moved by Secretary Paulauskas and seconded by President Rylander to approve the minutes as submitted. The motion passed.

Review Action Items. Secretary Paulauskas reviewed the list of bulleted items in the “New Action Review” from the minutes of the previous Board meeting. For ease of reference, items are numbered to match the March 8, 2005 meeting minutes:

- 8.1 Open. Will cost \$300-\$400. Needs committee addresses.
- 8.2 Open.
- 8.3 Open.
- 8.4 Closed.
- 8.5 Open.
- 8.6 Open. Draft due 9/15 for 10/15 mailing.
- 8.7 Open.
- 8.8 Closed.
- 8.9 Open. Will be part of September meeting.

3. Executive Committee Report. President Rylander presented the report verbally.
 - A. Appointment of Director to Replace Austin Provost. President Rylander noted that MasTec ITS has declined to select a replacement for Director Austin Provost, who recently joined Meade

Electric Company and therefore had to resign from the Board. This means the Board is free to appoint a successor to complete Provost's term from any ITS Midwest member. Rylander reported that Meade Electric has just joined ITS Midwest, and recommended that Provost be appointed to, in effect, fill his own vacant position.

It was moved by Secretary Paulauskas and seconded by Vice President Newland to fill the Board of Directors vacancy caused by the resignation of Austin Provost subsequent to his change of employment, with Austin Provost. The motion passed.

B. Strategic Directions Plan Implementation

B.1. Appointment of committee co-chairs. The Outreach Committee and Publicity Committee still need co-chairs. There was some discussion about the value of having an outside contractor participate, or potentially co-chair, these committees. The Board will look to the committees to make a recommendation.

B.2. Committee goals, roles and responsibilities. These were submitted in advance and are attached to the minutes for discussion later in the agenda.

- C. Recap of 2005 ITS America annual meeting – Phoenix. Attendance was about 2,700, and there were several ITS Midwest members there, some of whom presented papers. The sessions were very well attended. The format worked well, with sessions and forums, which will be replicated in Philadelphia at the 2006 annual meeting. Not requiring papers enabled the sessions to be more current, and avoided competition with the ITS World Congress Call for Papers. Vice President Zavattero is a member of the Coordinating Council, as well chair of the Coordinating Forum. Suggestions for improvement include having an ITS Midwest presence at the ITS America booth and/or in ITS Midwest member companies' booths.
- D. State Chapters Council update. The State Chapters Council workshop was very well attended. President Rylander attended for ITS Midwest. There was discussion on how to promote member companies' success and growth, as well as chapter funding needs. There was agreement that State Chapters are important and are where the "rubber meets the road." The ITS America Board reportedly now better recognizes the value of the State Chapters. There was discussion about individual memberships at the State Chapter levels; the issue is with voting rights. There was an offer to have someone from the ITS America Board of Directors or Coordinating Council attend all State Chapter annual meetings. The ITS Midwest Meetings Committee and Board need to set the date of the annual meeting by June of the prior year. It was suggested that the State Chapters Council could arrange for a small booth for ITS State Chapters at the ITS America annual meeting.
- E. Recap of co-sponsored Traffic Signal Training Course. There were 19 attendees to the course, and it cost co-sponsor ITS Midwest about \$2,500, not the \$3,500 that had been allocated. The attendance was lower than hoped because of the short notice, but the feedback from the attendees was very positive.
- F. Next meeting – Wednesday July 27, 2:00 p.m. at IDOT ITS Program Office (proposed). President Rylander will work with the Executive Committee to confirm the meeting date, location and time.

It was moved by Secretary Paulauskas and seconded by Vice President Zavattero to accept the Executive Committee Report. The motion passed.

4. Committee Reports.

A. Finance

Treasurer Ken Glassman reviewed the distributed Adopted Budget to Actual Comparison, as well as the Financial Statement for January 1-June 19, 2005, which are appended to these minutes. Treasurer Glassman explained that there is only interest reflected for the first quarter, and the interest is accrued quarterly and the second quarter's interest won't be accrued until the end of June. The membership dues were higher than budgeted, which offset the lower than budgeted annual meeting revenues. The costs for the printing of the newsletter are substantially higher (\$3,255 versus \$1,500)

than budgeted. The budget called for the newsletters to be electronically distributed, and we are still printing and mailing them. The following companies are delinquent in their dues: Wilbur Smith Associates, HDR (2004), INDOT (sent to ITSA), NAVTEQ, Parson Transportation, Purdue University. There was discussion about ITS America dues rebates and they haven't always been received.

It was moved by Rick Weiland and seconded by Vice President Zavattero to accept the Finance Committee Report. The motion passed.

- B. Meetings. Gerry Tumbali (substituting for co-chair Duana Love) presented the Meetings Committee plan. It is suggested that an ITS Midwest member join the ITS America Program Committee, and State Chapters Forum. There was discussion about potentially having a joint meeting with ITS Heartland in St. Louis in the fall of 2006. Other State Chapters we may want a joint meeting with Smartways Wisconsin, ITS Michigan and ITS Mid-America. There is a federal workshop at the Midwest Resource Center, and a Traffic Conference at UIUC in October that also may be opportunities for involvement.
- C. Member Services. Austin Provost presented the Member Services Committee plan. Their number one priority is to get the records in order. Treasurer Glassman gave both Austin Provost and Secretary Paulauskas hard and soft copies of the member spreadsheet. They are investigating the value of moving from a spreadsheet to a database and if that will help with online access and mail merges. There was discussion about adopting the ITE model of following up on dues payments. Member Services will also investigate ways to be a conduit for interns, job postings and procurements.
- D. Outreach. Michele McGinn presented the Outreach Committee plan. The committee is in need of more members. One solution would be the use of a PR firm; the committee will make a recommendation about the value and structure of that relationship. There was discussion about getting press coverage for awards; one idea is giving Illinois Congressman Mark Kirk an award for being an ITS champion.
- E. Publicity. Thomas Ewing presented the Publicity Committee plan. The committee is working on ideas such as a Speakers Bureau, and putting together keyword fields that members can subscribe to and get mailings on specific topics. The next newsletter will be in October, with the draft in mid-September. The committee is working on developing a new logo for the chapter. Three options were distributed and are appended to these minutes. Tom Ewing will create a new version for the Board's consideration.
- F. Recognition. Rick Weiland presented the Recognition Committee's plan. There was a lot of support for the awards relating to student projects/papers and ITS champions. There was discussion about making some of the awards annual, and others on a case-by-case basis.
- G. Technical. Scott Lee presented the Technical Committee's plan. The Technical Committee will be able to provide technical support and materials for outreach and publicity efforts.
- H. Training. President Rylander presented the Training Committee's plan since neither co-chair was able to attend. The goal is to sponsor or co-sponsor at least one training session in each state in each year. An upcoming opportunity of interest in the NHI Architecture Training in Indianapolis. In general, the Board requested more specifics for this plan.

Immediate Past President Hochmuth encouraged everyone to solicit committee members from their organizations. He will be in communication with the committee chairs to get an understanding of the 2006 financial implications. Immediate Past President Hochmuth will maintain the committee membership lists. ITS Midwest is looking to use the GCM Communicator web site.

Vice President Zavattero moved that the Board authorize Immediate Past President Hochmuth to spend up to \$400, or trade fees, for the inclusion of ITS Midwest in the GCM Communicator. Secretary Paulauskas seconded the motion, which passed.

5. New Action Item Review. Secretary Paulauskas reviewed the action items resulting from this meeting, and items carried over from previous meetings that have not been completed, as follows:
 - 5.1. President Rylander will make the presentation from the State Chapters Council meeting available upon request.
 - 5.2. The Meetings Committee will request the ITS America Board of Directors or Neil Schuster to attend the ITS Midwest annual meeting
 - 5.3. The date of the ITS Midwest Annual Meeting will be set no later than the September Board meeting, and preferable at the June Board meeting each year.
 - 5.4. Treasurer Glassman will work with the individual firms in applying their ITSA rebates to 2006.
 - 5.5. Vice President Zavattero will fax the previously received web proposal to Austin Provost.
 - 5.6. Rick Weiland will make a potential intern's resume available upon request.
 - 5.7. Tom Ewing will develop three logo options and send to Secretary Paulauskas by the end of July. Secretary Paulauskas will distribute to the Board for an email vote.
 - 5.8. The Committee Chairs will email their membership lists to Immediate Past President Hochmuth
 - 5.9. Michelle McGinn will arrange email groups for each of the standing committees as well as the Board on the GCM Communicator, as links for the ITSMW website.
 - 5.10. President Rylander will distribute the complete list of committee co-chairs to the Board.
 - 5.11. Michelle McGinn will make sure the ITSMW website has the committee co-chairs' contact information.
 - 5.12. President Rylander will email the committee membership solicitation flier to the membership in addition to its inclusion in the newsletter.
 - 5.13. Immediate Past President Hochmuth will work with Michelle McGinn and Tom Ewing on developing an article for the summer newsletter with the full committee structure, goals and members.
 - 5.14. Treasurer Glassman will add a notation on the chapter membership invoice to indicate that the member is an ITS America member who has elected ITSMW as its designated chapter.
 - 5.15. President Rylander will work with Mac Lister in including 30 minutes on the agenda of the September Board meeting for an overview of reauthorization.
6. Overview of USDOT ITS Activities. Dean Mentjes presented the overview of USDOT ITS Activities, which is appended to these minutes.

State Vice Presidents Reports

Overview of Indiana ITS Activities. Vice President Newland reported that the Indiana DOT is in the process of reorganizing, which will have the impact of increasing the ITS profile. The structure will be finalized at the end of 2005, and the department will be fully transitioned in 2006.

Overview of Illinois ITS Activities. Vice President DeCabooter reported that the Illinois Statewide ITS Architecture plan will be complete at the end of summer. Also, the 511 National Working Group Meeting will be held in Chicago on July 21-22 at the Embassy Suites.

7. Member Announcements. President Rylander requested, in the interests of time, that non-critical member announcements be tabled until the September meeting.
8. Set Future Meeting Dates. The next meetings of the ITSMW Board will be September 27 at 2:00 pm at the NAVTEQ offices (222 Merchandise Mart Plaza, Suite 900, Chicago) and December 14 (proposed).
9. Adjourn. The meeting was adjourned at 4:15 p.m.

Respectfully submitted,

Cindy Paulauskas
Secretary

Attachments

U:\ITS Midwest Board\Board Minutes\2005\062005\Board Minutes 062005.doc

ATTACHMENTS FOLLOW

- Agenda
- ITS Midwest Adopted Budget to Actual Comparison
- ITS Midwest Financial Statement for the Period January 1, 2005 to June 19, 2005
- Committee Reports
- ITS Midwest Candidate Logos
- Summary of USDOT Activities

MEETING AGENDA
ITS MIDWEST BOARD OF DIRECTORS

Monday, June 20, 2005

2:00 - 3:30 p.m.

PACE North Shore Division
2330 Oakton Street, Evanston, Illinois

- | | | |
|-------------|--|--|
| 2:00 | 1. Self-introductions and Approval of Agenda | All |
| 2:00 – 2:05 | 2. Approval of Minutes from Previous Board Meeting
Review Action Items | C. Paulauskas |
| 2:05 – 2:20 | 3. Executive Committee Report
G. Appointment of Director to Replace Austin Provost
H. Strategic Directions Plan Implementation
H.1. Appointment of committee co-chairs
H.2. Committee goals, roles and responsibilities
I. Recap of 2005 ITS America annual meeting – Phoenix
J. State Chapters Council update
K. Recap of co-sponsored Traffic Signal Training Course
L. Next meeting – Wednesday July 27, 2:00 p.m. at
IDOT ITS Program Office (proposed) | G. Rylander |
| 2:20 – 3:10 | 4. Committee Reports
I. Finance
J. Meetings
K. Member Services
L. Outreach
M. Publicity
N. Recognition
O. Technical
P. Training | J. Hochmuth
K. Glassman
Committee Chairs |
| 3:10 – 3:15 | 5. Review New Action Items | C. Paulauskas |
| 3:15 – 3:25 | 6. Overview of US DOT ITS Activities
State Vice President Reports
Member Announcements | M. Lister
D. Zavattero
M. Newland
All |
| 3:25 – 3:30 | 7. Set Future Meeting Dates
A. September Board Meeting – September 15 (proposed)
B. December Board Meeting – December 14 (proposed) | G. Rylander |
| 3:30 | 8. Adjourn | |
| | 9. Executive Session (Board members only) – if needed | G. Rylander |

ITS MIDWEST
ADOPTED BUDGET TO ACTUAL COMPARISON
 20-Jun-05

<u>Revenues</u>	<u>Proposed</u> <u>2004</u>	<u>Actual</u> <u>2004</u>	<u>Adopted</u> <u>2005</u>	<u>Actual</u> <u>2005</u>
Membership Dues	\$ 5,300.00	\$ 7,730.00	\$ 5,000.00	\$ 7,450.00
Interest Earned	\$ 500.00	\$ 269.64	\$ 300.00	\$ 68.65
Other Income		\$ 8,769.55		0
Annual Meeting Revenues	<u>\$ 16,000.00</u>	<u>\$ 17,160.00</u>	<u>\$ 15,000.00</u>	<u>\$13,585.00</u>
Total Revenues	\$ 21,800.00	\$ 3,929.19	\$ 20,300.00	\$21,103.65
<u>Expenses</u>				
Annual Meeting	\$ 9,000.00	\$ 18,844.55	\$ 13,500.00	\$11,999.37
Board Meeting and Meeting Support	\$ 1,200.00	\$ 695.17	\$ 1,000.00	\$ 24.12
Officer Travel	\$ 2,000.00	\$ 963.41	\$ 1,500.00	-
Newsletters				
Printing	\$ -	\$ 1,605.00	\$ 1,500.00	\$ 3,255.20
Assoc. Expenses	\$ -		\$ -	\$ 505.00
Website Maintenance	\$ 2,500.00	\$ 1,485.00	\$ 3,000.00	\$ 2,025.00
Membership Mailings	\$ 800.00	\$ 664.07	\$ 1,500.00	\$ 113.88
Outreach				
State Outreach				
Illinois DOT	\$ 1,000.00	\$ 204.75	\$ 1,000.00	-
Indiana DOT	\$ 1,000.00	\$ 995.25	\$ 1,000.00	\$ 228.74
Wisconsin DOT	\$ -		\$ -	-
Promotions	\$ 1,500.00	\$ 300.00	\$ 1,000.00	-
Chapter Recognition Awards	\$ -	\$ 110.15	\$ 200.00	\$ 186.05
Legislative	\$ 1,500.00		\$ 1,500.00	-
Sponsorships	\$ -			-
Conference and Training Support	\$ 6,000.00	\$ 5,457.22	\$ 7,000.00	\$ 1,000.00
Student Outreach				
Scholarships	\$ 2,000.00		\$ 2,000.00	-
Special Projects				
Business Cards	\$ 750.00		\$ 750.00	-
Insurance and Fees	\$ 1,700.00	\$ 1,065.00	\$ 2,000.00	-
Affiliation Fees	\$ 250.00	\$ 250.00	\$ 250.00	-
Misc.	<u>\$ 500.00</u>	<u>\$ 30.50</u>	<u>\$ 200.00</u>	<u>\$ 2.00</u>
Total Expenses	<u>\$ 31,700.00</u>	<u>\$ 32,670.07</u>	<u>\$ 38,900.00</u>	\$19,339.36
Net Asset Gain/(Loss)	<u>\$ (9,900.00)</u>	<u>\$ 1,259.12</u>	<u>\$ (18,600.00)</u>	<u>\$ 1,764.29</u>

ITS Midwest

Financial Statement for the Period January 1, 2005 to June 19, 2005

Revenues		
Interest Earned	\$ 68.65	
Other Income	\$ -	
2004 Membership Dues	\$ 600.00	
2005 Membership Dues	\$ 5,550.00	
ITSA Rebates	\$ 1,300.00	
ITS Midwest Annual Meeting	<u>\$ 13,585.00</u>	
Total Revenues		\$21,103.65
Expenses		
Annual Meeting	\$ 11,999.37	
Board Meeting and Meeting Support	\$ 24.12	
Officer Travel	\$ -	
Newsletters		
Printing	\$ 3,255.20	
Assoc. Expenses	\$ 505.00	
Website Maintenance	\$ 2,025.00	
Membership Mailings	\$ 113.88	
Outreach		
State Outreach		
Illinois DOT	\$ -	
Indiana DOT	\$ 228.74	
Promotions	\$ -	
Chapter Recognition Awards	\$ 186.05	
Legislative		
Sponsorships		
Conference and Training Support	\$ 1,000.00	
Student Outreach		
Scholarships		
Special Projects		
Internship		
Business Cards		
Insurance and Fees	\$ -	
Affiliation Fees	\$ -	
Miscellaneous	<u>\$ 2.00</u>	
Total Expenses		\$19,339.36
Balances		
Checking Account ending May 31, 2005	\$ 22,701.82	
Outstanding Checks as of June 20, 2005	\$ (1,543.00)	
Outstanding Deposits as of June 20, 2005	\$ 900.00	
Money Market ending March 23, 2005	<u>\$ 79,600.51</u>	
Total Assets as of June 20, 2005		\$ 101,659.33

Committee Reports

ITS Midwest Meetings Committee

Mission

The mission of the Meetings Committee is to:

- Coordinate the Annual ITS Midwest meeting and other meetings that bring members together
- Support the implementation of the ITSMW Strategic Plan

Committee Staffing

The Meetings Committee currently consists of Meggan Simpson of the Indiana DOT and Gerry Tumbali, filling in for Duana Love, of the Chicago RTA. At this time there are no definite plans for committee membership recruitment.

The Committee will accomplish its goals and responsibilities through close coordination with the Publicity,

Work Plan

The Meetings Committee will coordinate the following meetings:

- A. Annual Meeting which will include the election of new officers
- B. Legislative Luncheons - Meeting/luncheon having legislative/lawmakers as the speakers discussing legislative issues related to transportation and ITS
 - a. A meeting/luncheon in Springfield, Illinois
 - b. A meeting/luncheon in Indianapolis, Indiana

One of the focal points for these luncheons is to ensure metropolitan planning organizations (MPO) throughout Indiana and Illinois. This will allow MPOs to gain knowledge of ITS Midwest and possibly pursue membership.

- C. ITSMW Expo – Combine training session with a meeting or vendors exposition sponsored by ITS Midwest. This could take place at the annual Purdue Road School in West Lafayette, IN

ITS MIDWEST
MEMBER SERVICES COMMITTEE
GOALS AND OBJECTIVES - DRAFT
May 18, 2005

Committee Members:

Austin Provost – MasTec North America, Inc.
Dave Henkel – Edwards and Kelcey, Inc.
Jim Jennings – HNTB Corporation
Steve Wuertz – Indiana Department of Transportation
Others Pending

Goals:

Increase and diversify membership to promote, enhance, and advance the mission of the ITS Midwest State Chapter.

Objectives and/or Action Items:

Coordination of the initial or draft list of objectives and action items below with the appropriate ITS Midwest Committees will be required in order to move forward and carry out the tasks noted below. In addition, establishing the priorities and importance of the objectives and action items will be a key first step in the committee activities.

- Review existing membership structure and suggest any modifications (e.g., student or university membership, etc.)
- Review existing membership benefits and suggest any improvements (e.g., discounts and/or reduced prices on ITS Midwest events, members only feature and access on website, free advertisement and links such as job listings on website, etc.)
- Review existing membership dues and fee setup and recommend any changes (e.g., 1st year free, potential use of annual meeting dues as portion of membership dues, reduction for membership renewal, dues proportional to number of employees, etc.)
- Coordinate membership with GCM, ITS America and surrounding ITS America State Chapters, (ITS Heartland, ITS Michigan, ITS MidAmerica, ITS Minnesota, and Smartways Wisconsin) and others as appropriate (e.g. discounted “joint” membership rates, etc.)
- Establish process and procedures to retain existing members and to actively increase as well as diversify the current membership via the recruitment of new members (e.g. reduced or complimentary conference registration fees based on chapter involvement/meeting attendance)
- Develop a more robust electronic means of keeping track of and/or updating membership
 - Microsoft access database
 - Online membership resource (application, registration, dues payment, receipt of newsletters, etc.)

ITS Midwest Outreach Committee

Michelle McGinn (HDR), Tom Ewing (ANL), Dean Mentjes (FHWA).

Purpose

The Outreach committee acts as the bridge between ITS Midwest and the legislative bodies, public, research community, and other organizations. The purpose of the Outreach committee is to:

- promote the ITS industry
- raise awareness of ITS benefits
- gain support for future industry initiatives
- support the publicity and communication needs of ITS Midwest
- stimulate involvement and interest in ITS Midwest

In addition, the ITSMW Strategic Plan identifies the following specific tasks for Outreach:

- seek greater venter participation (address industry groups, promote innovative business opportunities, and provide notifications about impending contract opportunities)
- provide more opportunities for venders to meet and interact with decision-makers
- promote ITSMW and attract new resources
- meet with a variety of individuals and organizations
- advance the ITSMW name recognition

Committee staffing

Currently, the Outreach committee membership includes: Michelle McGinn (lead), Tom Ewing, and Dean Mentjes.

Strategy

Initially, our work will be closely coordinated with the Publicity Committee activities (Tom Ewing, lead), because Publicity will have a substantial support role for outreach. To accomplish this, Michelle McGinn and Tom Ewing agreed to serve on each other's committee. Moreover, we agreed to initially operate as a common committee while we jointly plan our activities.

A first task proposed for joint Publicity/Outreach committee action is to develop a communications plan that addresses:

- ITS Midwest communications goals
- Target audiences
- Key messages
- Strategies to reach target audiences and achieve goals
- Activities and tools to implement strategies
- Budget/schedule requirements
- Evaluation Mechanisms to measure our success

The communications plan will be invaluable to provide focus to the activities of Outreach. The Outreach committee in coordination with the Publicity committee will implement the elements outlined in the Communications Plan. It is anticipated that a primary element of the Outreach committee will be to organize and potentially conduct presentations, attend conferences, hosts luncheons, etc.

ITS Midwest Communication Plan Outline

I. Goals and Objectives

The overall goal of the ITS Outreach and Publicity Committee is to promote the ITS industry and create awareness of ITS benefits. This goal will be accomplished through outreach to legislative bodies, research community, governmental agencies, and public. The primary objective is to help these entities to understand the benefits of ITS technologies and to see the benefits of ITS Midwest.

II. Audience

Governmental Agencies, Legislative Bodies, Research Communities

The message to the various municipalities includes the benefits of ITS and the identification of the ITS experts.

Public

The message to the public includes the benefits of ITS and how those benefits affect them.

III. Toolbox/Activities

A. Governmental Agencies, Legislative Bodies, Research Communities

Presentations (speaker bureau)

Brochures

Meetings

Exhibits

Public

Public web site

School functions

Brochures/newsletters

Organized events

Press kit

Orientation new member kit

Fliers

Newspaper articles

Public meetings

University outreach

Videos

IV. Implementation Plan

Priorities

Schedule

Budget

V. Evaluation (measures of effectiveness)

ITS Midwest Publicity Committee

Tom Ewing (ANL), Michelle McGinn, Dan Shamo, and Chuck Sikaras (other choices pending).

Purpose

The purpose of the Publicity committee is to:

- support the outreach and communication needs of ITS Midwest
- promote ITS Midwest events
- create a favorable image and “brand” for ITS Midwest
- stimulate involvement and interest
- establish and enhance the publicity & communications tools to accomplish this purpose

In addition, the ITSMW Strategic Plan identifies the following specific tasks for Publicity:

- produce three newsletters each year
- maintain and enhance website

Committee staffing

Currently, the Publicity committee membership includes: Tom Ewing, Michelle McGinn, Dan Shamo, and Chuck Sikaras. A university member and another private company member with marketing skills will be added.

Strategy

Initially, our work will need to be closely coordinated with the Outreach Committee activities (Michelle McGinn, chair), because Publicity will have a substantial support role for outreach. To accomplish this, Michelle McGinn and Tom Ewing agreed to serve on each other’s committee. Moreover, we agreed to initially operate as a common committee while we jointly plan our activities.

A first task proposed for joint Publicity/Outreach committee action is to develop a communications plan that addresses:

- ITS Midwest communications goals
- Target audiences
- Key messages
- Strategies to reach target audiences and achieve goals
- Activities and tools to implement strategies
- Budget/schedule requirements
- Evaluation Mechanisms to measure our success

While the communications plan will be invaluable to provide focus to the activities of Publicity, it is anticipated that the following elements be part of the Publicity committee’s activities.

Logo update (April-May 2005)

Newsletter enhancements (ongoing)

- Introduced 4-color version in 2005

Website enhancements (ongoing)

- Upgrade site “image” and continue implementing new requirements
- Web-based performance measures

Develop promotional materials and support promotional campaigns: (TBD)

- Quality folder and promotional literature (ITSMW background and key messages, recent newsletter issues)
- Presentation resources (ITSMW background and key messages) for speakers
- Promotional products (pens, lanyards, other imprinted items for trade shows, meetings, etc.)
- Signs and posters for meetings, shows
- Photo image resource library
- Exhibit booth
- Recognition plaques/award certificates

Mailing/email lists for different target audiences (have interchangeable ability to reach target audience either by mail or electronically)

Scholarship and internship program (May-June 2005)

- Promote
- Select
- Administer
- Evaluate

Speaker's bureau (list of speakers that could be tapped to deliver a message at events) (TBD)

Press kit and press-release process (TBD)

In addition, interfaces must be established with Membership, Meetings, and other committees with significant communications elements, in order to define the boundaries between Publicity and these other committees.

An important outcome is to have a consistent and high quality message and image – and coordination is a key to achieving this end. Coordination is also required for Publicity Committee support of scheduled ITSMW events, as effective promotion is the longest lead time for most events.

Preliminary focus

The loss of Wisconsin as a member state and the recent organizational changes defined by the Strategic Plan provide an opportunity to re-visit our organization's image, starting with the logo. Since it appears on numerous publicity and communication articles, the logo (if changed) is an early lead item.

The original logo created a decade ago was designed to have an "American" theme (reflecting our ITS America roots) with three stars representing the three member states. Publicity has developed three new logo concepts for consideration, which were contributed to G. Rylander in April 2005 to be presented to the Executive Board. The logo is a key element of an organization's identity. As a practical matter, the best logos are simple and memorable, wear well with time (not trendy), work well in gray-scale as well as color, and are usable when scaled to small size (e.g., business card application or other small imprinted articles).

In addition to the logo development, work continues on the newsletter (issues have been released in January and May; the last issue is scheduled for October) and website work. When the communications plan is complete, the publicity work plan will be revised and appropriate additional tasks initiated.

ITS Midwest Recognition Committee Roles and Responsibilities

Mission: To enhance the value of participating in and supporting the ITS Industry and ITS Midwest by publicly recognizing the achievements of ITS Midwest member companies and selected other people and organizations who are contributing to the industry.

Roles: This committee seemingly requires only a few members, as input will be gathered from other ITS MW and associate sources; therefore activities can be equally divided. Writing (articles and letters), procurement (of awards and materials) and outreach (contacting reviewers and recipients) are the main activities.

Responsibilities: As a newly tapped committee, there are currently no processes in place for committee actions. Therefore, first steps include developing processes for: identifying potential candidates/programs to receive recognition; developing rules/parameters for achieving said recognition; and determining the composition of a review board. Additional steps include developing mechanisms for the recognition of candidates throughout the year and how the recognition will be announced.

Possible Mechanisms: The following mechanisms are being considered:

1. Newsletter Spotlights.

Regular articles in the ITS MW newsletter will highlight the people and activities of a member company. The Recognition Committee will identify candidates (with input from others), gather information, and prepare the articles. Article placement will be coordinated with Publicity Committee for deadlines, available space, and other article specifications.

2. Annual Awards.

Awards (plaque, statuette or similar to be determined) will be presented at the ITS MW Annual Meeting for outstanding achievement in such categories as:

- Best Public Sector ITS Project
- Best Private Sector ITS Project
- Best ITS Outreach Activity
- Member of the Year (overall organizational contribution to ITS MW)
- Iron Man / Iron Woman Award (exceptional individual contribution to ITS MW)
- Champion Award (to Illinois/Indiana State Legislator or Indiana/Illinois U.S. Representative or U.S. Senator who most effectively championed the advancement of ITS)
- Best student paper or project (awarded to an undergraduate or graduate student who is an Illinois/Indiana resident or enrolled at an Indiana/Illinois college/university.) Papers/projects must have been published/presented at a recognized ITS conference during the previous year and submitted for consideration for this award. Details to be worked out).

3. Scholarships.

Scholarships can take the form of actual contributions to defray the cost of a college or university program related to ITS or grants to fund specific activities that contribute to a student's overall

professional growth (e.g., registration fee and travel expenses to the ITS America Annual Meeting or ITS World Congress).

- Funds available for scholarship awards will be determined by the ITS MW Board.
- Both the process for applying for available scholarships and the process for making awards need to be established.

Committee Members (to date):

Rick Weiland, Ygomi
Francesca Lendrum, NAVTEQ
Minimum one additional – tbd
Others welcome

ITS Midwest Technical Committee Goals, Roles and Responsibilities

Goals

The goal of the Technical Committee is to support the ITS Midwest activities by providing technical guidance and support to the Board and other ITS Midwest Committees.

Roles

The Technical Committee's roles can be divided into two groups: responsive and active monitoring. The Committee will respond to the technical needs of the Board and other ITS Midwest Committees. The Committee members are actively involved in technical work in the region, and will help the Board and other committees utilize this experience to promote ITS.

The Technical Committee is not expected to perform ITS research projects or studies. However, the Committee may oversee studies performed by other groups. The technical expertise of the Committee members will be used to support ITS Midwest Board activities and decisions.

Potential Specific Responsibilities

- Suggest potential emerging technology topics of interest that ITS Midwest can use to leverage or promote ITS.
- Suggest technical topics for ITS Midwest annual meeting and other ITS sponsored events.
- Review technical components of Outreach and Publicity Committee's publications.
- Oversee university student research grants from ITS Midwest.
- Coordination with GRICC, ATTF and other technical committees in the region.
- Highlight technical developments / issues in the region. (Examples include, ITS standards development, ITS Homeland Security, VII, or Cell Probe technologies)
- Respond to technical inquiries from the Board. Not research, but may suggest research that needs to be done, and oversee any technical research sponsored by the Board.

Current Technical Committee Members

Joseph Brahm (NET) Co-Chair
Scott Lee (IDOT) Co-Chair
Tony Khawaja (LCDOT)
Wei Wu (Parsons)
Austin Provost (Mastac)
Dan Gibbons (NET)
Tom Lydon (Navteq)
Matt Letourneau (E&K)
John Dillenburg (UIC)
Steven Peters (IDOT Comm. Center)
Brain Burkhard (HNTB)

ITS MIDWEST
Training Committee
Goals and Objectives – Draft
May 18, 2005

Committee Members:

Darcy Bullock – Purdue University
Chad Hammerl - Edwards and Kelcey

Goals:

The goal of the Training Committee is to support the ITS Midwest Board and other ITS Midwest Committees in selecting quality ITS training for sponsorship.

Responsibilities:

The Training Committee will participate in planning, recommending, and facilitating of ITS training sessions.

Planning

The committee will participate in the ITS Midwest budgeting process regarding the yearly training budgets.

Recommending

The ITS Midwest Training Committee will review various training opportunities in Indiana and Illinois. The Committee will submit recommendations to the Board of which training session to sponsor and the level of financial sponsorship.

Facilitating

Once the ITS Midwest Board approves a training session, the committee will work to finalize a location, facilitate contact with the instructor, and perform a post-training session survey. Information from the surveys and course participation information will be included into planning process for the following year.

ITS Midwest Candidate Logos



Summary of USDOT Activities
ITS-MW Board Meeting
June 14, 2005

National ITS Architecture

Training and Technical Assistance Program available through Division Offices
Version 5.1 of the NA has been released in April of 2005. It is primarily an error correction release and is available thru the USDOT and Iteris websites. It is not planned to release a formal CD.

Continued support for Regional Architecture developments is available thru the FHWA Resource Center. The deadline for Regional Architecture development was April 8, 2005. After that date ITS projects seeking funding must be reflected in Regional Architecture. A Turbo Architecture course is being scheduled for Indianapolis for September. Additional Turbo Architecture training will be delivered later this calendar year.

Standards Program

Training and Technical Assistance Program available through Division Offices
ITE courses can be scheduled by ITE.

511 Program

FHWA continues to partner with the National Deployment Coalition to promote the use of 511. More than a million calls a month are now being made to this number. Deployment in Sacramento, CA in the last month makes 24 deployments nationally. National Coalition Working Group will meet in Austin, Texas in April, 2005. The working group for the Coalition is meeting in Chicago in July. Current information available at www.deploy511.org. A National Conference is being planned for later this year. A 511 National Progress Report has been recently completed and is available from the Nation Coalition.

Training Courses

Improving Highway Safety with ITS workshop now available through the Resource Center. Workshop is being developed into an NHI Course for delivery in calendar year 2005.

Several ITS courses are available from NHI.

NHI Course in Turbo Architecture software has been into a 2-day course to accommodate features available in Version 3.0 of the software.

Courses on Incident Management, Work zones, Systems Engineering and the National Architecture can be considered for Operations Support Funding thru the FHWA Division Offices.

Reauthorization

Senate and House version of a Reauthorization Bill have been passed.