

ITS Heartland Board of Directors Meeting
 August 11th, 2020 12:00 p.m. – 1:00 p.m.
 Minutes



Attendees listed in **bold** below

BOARD MEMBERS		
Kurt Rotering (Past Pres.)	Slade Engstrom (President)	Lonnie Burklund (VP)
Lee Baer (Secretary)	Matt McLaughlin (Treasurer)	Lindsay Francis (Cons. Dir. #1)
Anthony Gallo (Cons. Dir. #2)	Henry Brown (Acad. Dir. #1)	Ron Barnes (Acad. Dir.# 2)
Austin Yates (Iowa Dir.)	Shari Hilliard (Kansas Dir.)	Alex Wassman (Missouri Dir.)
Matt Baker (Neb. Dir.)	Marty Farris (Okla. Dir.)	Jamie Gilbert (Vendor Dir.)
Sara Peters (Comm. Dir.)	John Gibson (FHWA Rep.)	Amy Lucke (Chapter Admin.)
GUESTS		
Genevieve Kulaski (Admin.)		

Agenda – Minutes – **ACTION ITEMS**

1. Roll Call
2. Approval of June 9th, 2020 Meeting Minutes

Motion: Lonnie B. Second: Kurt R. None Opposed
3. Approval of July 14th, 2020 Meeting Minutes

Motion: Kurt R. Second: Henry B. None Opposed
4. ITS America Update
 - a. Best practices for virtual events

Not much of an update, waiting to see what happens. Most are still working on getting out of previous contacts.
5. 2020 Meeting Business – November 15-17
 - a. Virtual
 - b. Contract dissolved amicably
 - i. **We had a pandemic clause in our contract.**
 - c. Full refund for all; start clean.
 - d. Sponsor/Vendor approach

Initial thought was \$500 per sponsor and they would have first shot at sponsorship next year.

We will look back at previous vendors and offer them an opportunity to speak for 5 minutes. Possibly keep price at \$200 per vendor for up to 10 vendors per meeting.

Need to possibly look at a list of what they would get for their \$200.

Could we send out a link of vendor information after each session as well as including them in the session?

e. Dates

i. 10/14, 10/21, 10/28, 11/4, 11/11

See attached agenda and layout.

If any original conference speakers don't fit the new format or if we have new topics, we should look at new speakers.

Motion: Kurt R. – Have 30 vendor spots with 3 minute presentations per session.

2nd: Slade E.

None Opposed.

Should we still try to include a student competition? Given the response we had before we cancelled, we will move forward without a student competition.

6. 2021 Annual Meeting

a. September virtual meeting or delay til October?

i. Call for abstracts or delay til October?

ii. Hotel or Convention Social

b. **We will need to get going on this in November at the latest.**

7. 2022 Annual Meeting

a. Lincoln – Embassy Suites? Cornhusker? **-Hold**

8. Treasurer's Report

Looking at roughly \$10,000 loss if only paying basic expenses, not refunding memberships, and no vendors or sponsorships income from sessions.

9. New Business

Pulse –

- **It's a struggle to get each pulse pulled together. It may be getting larger than we wanted.**
- **We will start using other forms of social media to point viewers at our LinkedIn posts.**
- **We can then break the pulse up into many posts instead of one large one.**

Motion: Sara P. - Moving forward using LinkedIn as new form of content provider from ITSH.

2nd: Lonnie Burklund

None Opposed

10. ACTION ITEMS

- a. Send articles to Amy. Next Pulse Sept. timeframe.
- b. Board insurance approval/vote.
- c. 2021 Proposal Review in September. Need proposal form MNW.

Adjourn

1:05pm