



MEETING MINUTES

ITSH Board of Directors Meeting

Date/Time: 10/11/22, 12:00-1:00

Location: Remote (MS Teams)

Topic: ITSH BOD Coordination

Facilitators: **Jamie Rana**, **Genevieve Kulaski**

TOPICS

1. Roll Call

2. Approval of Meeting Minutes (August)

Motion: Jamie R. 2nd: Meredith E. None opposed

3. ITS America Chapter Council Updates

4. ITS World Congress Updates

Adam G. has slide show: attached.

5. Treasurer's Report (September)

a. See attached

b. Projecting annual loss of ~\$2,000

Motion: Lee B. 2nd: Collin D. None opposed

c. Meetings NW is on par for projected expenses. Actual expenses are slightly higher than projected, they are working ahead of pace slightly. This is all planned work.

6. Communication Report

a. Adam G. updated during Agenda Item 4.

7. Student Activities Report

a. Nikhila is working with Gen on a form for student responses.

b. Still a work in progress.

Attendees: (**BOLD** = present)

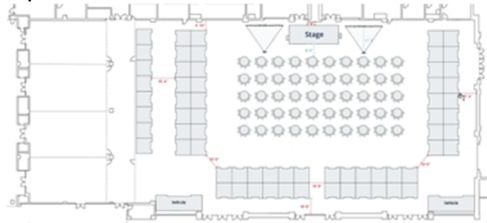
- **Jamie Rana**, President
- Lonnie Burklund, Past President
- **Austin Yates**, Vice President
- **Lee Baer**, Secretary
- **Matt McLaughlin**, Treasurer
- **Meredith Emory**, Consultant Dir.1
- Andrew Mackley, Consultant Dir.2
- **Henry Brown**, Academic Dir.1
- **Nikhila Gunda**, Academic Dir.2
- Adam Gleason, Comm. Dir.
- **Collin Dyer**, Vendor Dir.
- **Mark Van Dyke**, IA State Dir.
- **Shari Hilliard**, KS State Dir.
- **Alexander Wassman**, MO State Dir.
- **Matt Baker**, NE State Dir.
- **Alan Stevenson**, OK State Dir.
- Abe Anshasi, FHWA Rep.

8. Committee Updates

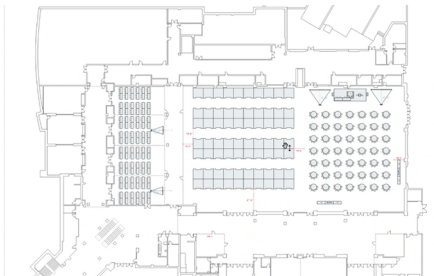
		Chair	Committee Members
a	Agenda / Other Items *Lanyards moved to "Silver" sponsorship *Continue with Whoova app or not?	Jamie	Austin Yates
b	Abstracts	Henry	Lee, Matt M, Austin, Meredith, Shari
c	Keynote	Jamie	Lonnie
d	Student Competition	Alex W	Nikhila Gunda
e	Technical Tours *Status needed on sites other than TMC Tour	Alex W	Andy Mackley, Mark Van Dyke
f	Monday Social Event	Alex W	Adam Gleason, Alan Stevenson, Matt Baker
g	Tuesday Vendor Reception *need to decide on room layout	Collin	Andy Mackley, Alan Stevenson, Matt Baker
h	Best of ITS *Need to confirm language regarding software submittals & get confirmation if we can blast out	Alex W	Meredith Emory
i	Contract Review	Shari	Adam Gleason

- a. Gen K. needs us to decide on a layout option

Option 1



Option 2



Option 1 includes vendors, consensus seemed to be Option 1 over Option 2. Jamie R. will let Gen K know.

- b. Do we want to include vehicle options in our layout?
No issues from the board.
- c. We will open up the lanyard sponsorship to all companies this year.
- d. Do we want to stay with the Hova App?
 - a. MoVITE is looking at using it as well, so we can stick with it.
- e. Vendor Reception – Go back to Cornhole?
 - a. No objections, helps get the vendors involved.
- f. Call for Abstracts – Came out as part of the newsletter. Adam G. will talk to Gen K. about sending out a separate email notification.
- g. Jamie is still working on a Keynote speaker – starting to look local as opposed to ITSA



- h. Best of ITS – We need the board to help promote this and get people to submit.
- i. Monday Social – if it is held at the Hotel, it is an option, but can be more expensive.

9. Schedule goals:

Annual Meeting Planning - Target: 6 months prior	OCTOBER	
Finalize Floor Plan/Information for Exhibitors - post to website	10/11/2022	
Finalize budget (if applicable)	10/11/2022	Treasurer (Matt)
Finalize plan for Student Competition	10/12/2022	Alex W / Nikhila
Email blast for Student Competition	10/13/2022	
Post Best of ITS contest	10/13/2022	Alex W / Adam G
Finalize plan for Workshops/ Symposiums/demos as applicable	10/28/2022	Monday committees
Finalize Welcome Reception	10/28/2022	Social Committee

Annual Meeting Planning - Target: 5 months prior	NOVEMBER	
Convention Center 3rd deposit due	11/2/2022	Treasurer
Launch Sponsor/Exhibitor registration website	11/10/2022	
Post membership renewal site	11/10/2022	Communications Director
Coordinate facilities needs	11/18/2022	
Start planning F&B	11/18/2022	
Post/update info on website	11/30/2022	

OTHER ITEMS

Next Meeting: Second Tuesday of each month (MS Teams)

Action Items:

Adjourn – 12:43 PM



**ITS Heartland
Budget January 2022 to December 2022
Ending September 30, 2022**



Revenue	Budget (January 1 - December 31, 2022)		Actual (January 1 - December 31, 2022)			Quantity
	Budget Amount	Comments	Budget Amount	Actual Income	Variance	
Membership Dues	\$27,500.00		\$27,500.00	\$30,080.00	\$2,580.00	
State	\$18,000.00	MO, KS, NE, IA - \$4000, OK - \$2000	\$18,000.00	\$18,000.00	\$0.00	IA, KS, MO, NE, OK
Corp./Public Group (5 members)	\$8,000.00	40 @ \$200	\$8,000.00	\$9,800.00	\$1,800.00	49
Individual Public	\$300.00	6 @ \$50	\$300.00	\$900.00	\$600.00	18
Individual Private	\$1,200.00	20 @ \$60	\$1,200.00	\$1,380.00	\$180.00	23
Annual Meeting	\$74,150.00		\$74,150.00	\$53,925.00	(\$20,225.00)	
Gold Sponsors	\$1,500.00	3 @ \$500	\$1,500.00	\$0.00	(\$1,500.00)	
Platinum Sponsors	\$1,000.00	1 @ \$1000	\$1,000.00	\$1,000.00	\$0.00	1
Diamond Sponsors	\$4,000.00	2 @ \$2000	\$4,000.00	\$0.00	(\$4,000.00)	
Gold Sponsor-Vendor Combo	\$8,500.00	10 @ \$850 (\$150 discount)	\$8,500.00	\$7,650.00	(\$850.00)	9
Platinum Sponsor-Vendor Combo	\$6,250.00	5 @ \$1250 (\$250 discount)	\$6,250.00	\$5,000.00	(\$1,250.00)	4
Diamond Sponsor-Vendor Combo	\$4,500.00	2 @ \$2250 (\$250 discount)	\$4,500.00	\$2,250.00	(\$2,250.00)	1
Walk-up registration fee	\$3,000.00	30 @ \$100	\$3,000.00	\$0.00	(\$3,000.00)	
Vendor Booth Accessories	\$0.00	0 @ \$98	\$0.00	\$0.00	\$0.00	
Vendors	\$9,000.00	18 @ \$500	\$9,000.00	\$7,000.00	(\$2,000.00)	14
Vendor - Large	\$0.00	0 @ \$900	\$0.00	\$0.00	\$0.00	
Registrant Member	\$10,000.00	50 @ \$200	\$10,000.00	\$13,400.00	\$3,400.00	67
Late Registrant Member	\$7,875.00	35 @ \$225	\$7,875.00	\$2,025.00	(\$5,850.00)	9
Registrant non-member	\$4,125.00	15 @ \$275	\$4,125.00	\$7,975.00	\$3,850.00	29
Late Registrant non-member	\$9,900.00	33 @ \$300	\$9,900.00	\$1,875.00	(\$8,025.00)	6
Vendor non member	\$1,500.00	2 @ \$750	\$1,500.00	\$4,500.00	\$3,000.00	6
Vendor Gold-Sponsor Non member	\$1,250.00	1 @ \$1250	\$1,250.00	\$1,250.00	\$0.00	1
Vendor Plat-Sponsor Non member	\$1,750.00	1 @ \$1750	\$1,750.00	\$0.00	(\$1,750.00)	
Vendor Dia-Sponsor Non member	\$0.00	0 @ \$2750	\$0.00	\$0.00	\$0.00	
ITSA Rebate	\$300.00		\$300.00	\$100.00	(\$200.00)	
Interest Earned on Investment	\$50.00		\$50.00	\$4.08	(\$45.92)	
Funding from Reserves	\$7,760.90		\$7,760.90	\$0.00	(\$7,760.90)	
Miscellaneous	\$0.00		\$0.00	\$392.14	\$392.14	IRS Refund Pen.
Total	\$109,760.90		\$109,760.90	\$84,501.22	(\$25,259.68)	

Expenses	Budget (January 1 - December 31, 2022)		Actual (January 1 - December 31, 2022)			Comment
	Budget Amount	Comments	Budget Amount	Actual Expenses	Variance	
Administrative Contract	\$41,045.90	MNW, Website, Direct Costs for Meeting	\$41,045.90	\$35,882.12	\$5,163.78	
ITS America Chapter Dues	\$500.00	ITSA Chapter Dues - Due by Dec (typ)	\$500.00	\$0.00	\$500.00	
Annual Meeting Food & Beverage	\$37,000.00	Convention Center food costs (includes rent)	\$37,000.00	\$63,299.04	(\$26,299.04)	\$13k+\$10k...STL+IA Dep.
Annual Meeting Audio Visual	\$10,000.00	AV technology/management fees (no hybrid)	\$10,000.00	\$11,400.95	(\$1,400.95)	
Annual Meeting Operations/Set-up	\$3,200.00	Guest Services, Cleaning, Comm/Electrical	\$3,200.00	\$0.00	\$3,200.00	
Annual Meeting Pipe/Drape	\$3,200.00	Booths and hall preparation	\$3,200.00	\$1,930.50	\$1,269.50	
Tour Transportation & Photographer	\$800.00	Annual Meeting supplementals	\$800.00	\$778.68	\$21.32	
Welcome Reception	\$6,500.00	Location rental, food, beverages, etc.	\$6,500.00	\$4,976.02	\$1,523.98	
Vendor Prizes	\$650.00	Gift Cards, Prizes	\$650.00	\$0.00	\$650.00	
Bank Fees - Savings & CD	\$15.00	Checks, fees, etc.	\$15.00	\$0.00	\$15.00	
Insurance	\$800.00	Board Insurance - Due Sept (typ)	\$800.00	\$0.00	\$800.00	
President's Discretionary Funds	\$2,500.00	ITSA Travel, NRITS Travel, Other mtgs	\$2,500.00	\$2,318.87	\$181.13	
Support for ITSA State Chapter Travel	\$750.00	ITSA travel support for Chapter Vice Chair	\$750.00	\$750.00	\$0.00	
Student Outreach	\$2,500.00	2022 Prize/Activity Fund/Contest Support	\$2,500.00	\$2,250.00	\$250.00	
Miscellaneous Expense	\$300.00	Board meeting lunch + misc.	\$300.00	\$1,321.32	(\$1,021.32)	
Anticipated Operating Margin	\$0.00	For Future Unforeseen Activities	\$0.00	\$0.00	\$0.00	
Total	\$109,760.90		\$109,760.90	\$124,907.50	(\$15,146.60)	(\$15,146.60) OK if equal

Bank Account Activity FY 2022	Balance 1-1-22	Deposits/Transfers	Withdrawals/Transfers	Balance 9-30-22
Checking	\$8,828.15	\$88,400.53	\$90,447.80	\$6,780.88
Savings	\$55,103.55	\$81,850.69	\$120,209.70	\$16,744.54
Bank Account Totals	\$63,931.70	\$170,251.22	\$210,657.50	\$23,525.42
			Total of All Accounts =	\$23,525.42

September 2022 Bank Activity:						
Detail:	Date:	Deposits:	Withdrawals:	Acct. Type	Acctd for Above?	Reason
CHECKING:						
Diamond Sponsorship	9/14/2022	\$2,250.00		Checking	y	AM Sponsor '23
Cash Leftover from Lincoln	9/15/2022	\$750.00		Checking	y	Student Prizes
ITS World Congress	9/15/2022		\$3,068.87	Checking	y	ITSWC Travel
Interest	9/30/2022	\$0.02		Checking	y	Interest
Sub-Total Checking Account		\$3,000.02	\$3,068.87	Checking		
SAVINGS:						
Interest	9/30/2022	\$0.13		Savings	y	Interest
Sub-Total Savings Account		\$0.13	\$0.00	Savings		
Totals		\$3,000.15	\$3,068.87			

Matthew T. McLaughlin

Matthew T. McLaughlin, Treasurer ITS Heartland

"How Are We Doing" Formula (Loss or Gain)

Revenue					
Code	Item	Source	Type	Actuals	
A	Memberships	Treasurer's Report	Calendar Year	\$ 30,080.00	Stabilized
B	Annual Meeting	MNW Post Event Report	Annualized	\$ 67,050.00	Finished
C	Miscellaneous	Treasurer's Report	Calendar Year	\$ 496.22	Stabilized

Subtotal Revenue \$ 97,626.22

Expenses					
Code	Item	Source	Type	Actuals	
W	Meeting Northwest Contract	MNW Invoice/Projection	Calendar Year	\$ 32,639.04	Open
X	ITSA Chapter Dues	Treasurer's Report	Calendar Year	\$ -	Open
Y	Annual Meeting	MNW Post Event Report	Annualized	\$ 62,892.66	Finished
Z	Miscellaneous	Treasurer's Report	Calendar Year	\$ 4,390.19	Open

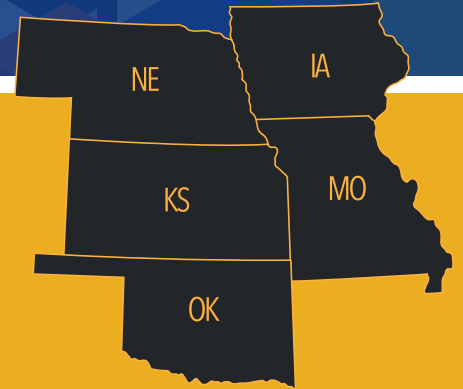
Subtotal Expenses \$ 99,921.89

Annual Loss (Ant.) \$ (2,295.67)



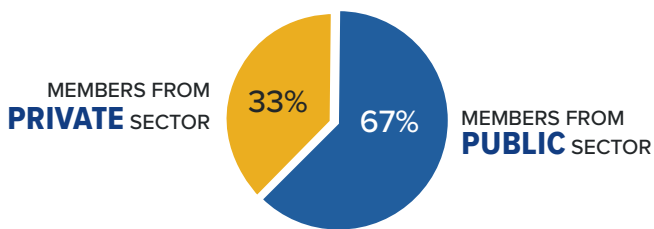
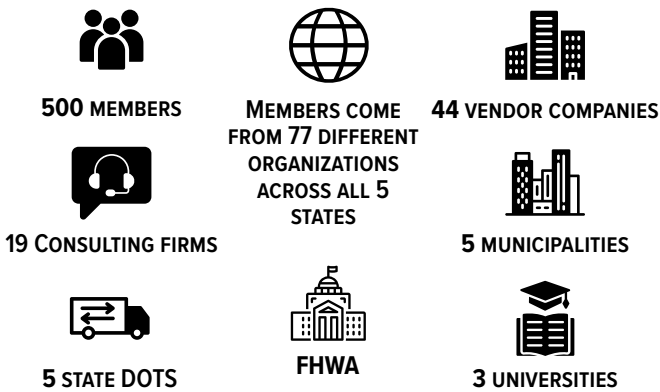
ITS Heartland 101

ITS HEARTLAND IS A MULTI-STATE CHAPTER OF THE INTELLIGENT TRANSPORTATION SOCIETY OF AMERICA (ITS AMERICA). IT COVERS NEBRASKA, IOWA, MISSOURI, KANSAS, AND OKLAHOMA.



***MISSION:** To improve the quality of life for those transportation users who live and invest in America's Heartland Region through advanced transportation technologies and communications.*

MEMBERSHIP OVERVIEW



MEMBERSHIP BENEFITS

25% OFF REGISTRATION FEE
SAVE UP TO \$100 AT ITS HEARTLAND ANNUAL MEETING!

EXCLUSIVE ACCESS TO MEMBERS ONLY PAGE
INCLUDES ACCESS TO MEMBERS CONTACT INFORMATION, ANNUAL MEETING PRESENTATIONS, NEW MEMBER ANNOUNCEMENT IN NEWSLETTER AND ON SOCIAL MEDIA, ABILITY TO VOTE IN CHAPTER MATTERS AND MORE TO COME!



CONNECT WITH US!

ADAM GLEASON,
COMMUNICATIONS DIRECTOR
E: COMMUNICATIONS@ITSHEARTLAND.ORG

INTERESTED IN BECOMING A MEMBER?

PUBLIC SECTOR

FREE | STATE DEPARTMENTS OF TRANSPORTATION PERSONNEL
EACH DOT IN THE HEARTLAND REGION (IOWA, KANSAS, MISSOURI, NEBRASKA, AND OKLAHOMA) CAN DESIGNATE AN UNLIMITED NUMBER OF INDIVIDUALS AS REPRESENTATIVES UNDER ITS ORGANIZATIONAL MEMBERSHIP.

\$50 ANNUALLY | INDIVIDUAL (PUBLIC)
OPEN TO CITY, COUNTY, STATE, FEDERAL, AND PUBLIC UNIVERSITY EMPLOYEES. ITS HEARTLAND EXTENDS FREE MEMBERSHIPS TO ALL FEDERAL HIGHWAY ADMINISTRATION PERSONNEL.

\$200 ANNUALLY | ORGANIZATIONAL
OPEN TO PUBLIC SECTOR ORGANIZATIONS – I.E., GOVERNMENTAL AGENCIES, UNIVERSITIES, ETC. INCLUDES UP TO 5 INDIVIDUAL MEMBERSHIPS. EACH ORGANIZATION SHALL DESIGNATE UP TO FIVE “ORGANIZATIONAL REPRESENTATIVES”.

PRIVATE SECTOR

\$60 ANNUALLY | INDIVIDUAL
OPEN TO PERSONS EMPLOYED WITHIN THE PRIVATE SECTOR.

\$200 ANNUALLY | BUSINESS
OPEN TO PRIVATE SECTOR BUSINESSES. INCLUDES UP TO 5 INDIVIDUAL MEMBERSHIPS. EACH BUSINESS SHALL DESIGNATE UP TO FIVE “BUSINESS REPRESENTATIVES” TO REPRESENT THE BUSINESS.

STUDENTS

FREE | STUDENT
OPEN TO INDIVIDUALS REGISTERED AS FULL-TIME STUDENTS IN UNDERGRADUATE OR GRADUATE SCHOOL AT A RECOGNIZED UNIVERSITY.



ITS World Congress 2022

9/18/2022-9/22/2022

Heartland Representation / Sessions

- Iowa
 - Scott Marler (DOT, Director)
 - DOT Panel
 - Automated NCHRP moderation
 - Advancing TSMO through technology
 - Willy Sorenson (DOT, Safety Engineer)
 - Vision zero technical session
 - Skylar Knickerbocker (Iowa State)
 - WZDx panel
 - Tim Simodynes (DOT, Traffic Operations Manager)
 - Mark Van Dyke (DOT, State ITS Engineer, ITS Heartland Iowa State Director)



Heartland Representation / Sessions

- Kansas
 - Julie Lorenz (DOT, Secretary)
 - State DOT Panel
 - Moonshot Ideas Panel Moderator
 - Autonomous Vehicle Panel
 - Blake Hansen (Olsson)
- Nebraska
 - Adam Gleason (HDR, ITS Heartland Communications Director)
- Missouri
 - Matt Volz (HDR, ITS State Chapters Council President)
 - Federal Grant Programs Presentation
 - State Chapters Meeting Facilitator



ITS State Chapters Meeting

- Presenter: Matt Volz, Kristen White (ITS America COO)
- Attendees: 18 out of 26 state chapters were present
- Notes
 - ITS California has a young members group, own board and events
 - Webinars are popular among state chapters
 - ITS America is on a 3-year rotation to attend each chapter's meeting
 - Social events at annual meetings
 - Bowling
 - Golf tournament



CalTrans TMC



LADOT ATSAC



Key Takeaways

- KDOT Secretary Julie Lorenz and IDOT Director Scott Marler are very involved/interested in the ITS space
- A big theme was figuring out how to move from pilots to widespread implementation of connected and autonomous solutions
 - “Don’t let perfect be the enemy of good”
 - “Stop modeling things that can be measured”
- Funding sources need to be addressed with decline of gas tax over time
- Data sources are endless now, work is shifting to figuring out what data is most important
 - “Don’t be a DRIP organization, data-rich information-poor”