



MEETING MINUTES

ITSH Board of Directors Meeting

Date/Time: 6/6/23, 12:00-1:00

Location: Remote (MS Teams)

Topic: ITSH BOD Coordination

Facilitators: Austin Yates, Genevieve Kulaski

TOPICS

Roll Call

1. Approval of Meeting Minutes (May)

Motion: *moved to July meeting.*

2. Treasurer's Report (May)

a. See attached

b. Approval of May Treasurer's Report:

Motion: *Matt M.*

2nd: Lonnie B.

None opposed

3. Post Event Report

a. See attached.

b. General conversation: Do we continue to grow or do we limit space?

- We are growing to a size that most hotels cannot hold our annual meeting.
- Our size in most areas are pushing us to convention center sizes, which is increasing expenses.

4. Communication Report

a. Not much to update, Adam G. continuing to work with Meetings NW.

b. Continuing with monthly newsletter.

Attendees: (**BOLD** = present)

- **Austin Yates**, President
- **Lonnie Burkland**, Past President
- **Shari Hilliard**, Vice President
- **Lee Baer**, Secretary
- **Matt McLaughlin**, Treasurer
- **Meredith Emory**, Consultant Dir.1
- **Tyler Wiles**, Consultant Dir.2
- **Henry Brown**, Academic Dir.1
- **Anuj Sharma**, Academic Dir.2
- **Adam Gleason**, Comm. Dir.
- **Collin Dyer**, Vendor Dir.
- **Mark Van Dyke**, IA State Dir.
- **Shivraj Patil**, KS State Dir.
- **Jamie Rana**, MO State Dir.
- **Jessica Sherwood**, NE State Dir.
- **Alan Stevenson**, OK State Dir.
- Brian Nevins, FHWA Rep.



- c. Adam is working with Traci U. to come up with a content plan for the year. Including a membership appreciation month (June/July).

5. Meetings NW Staffing Changes

- a. Gen is moving to veterans group project.
- b. Traci U. and Kelsey F. will take over Gen’s typical duties with Kelsey F. planning to take Gen’s spot eventually.
- c. Lauren P. will help Adam G. with social media.

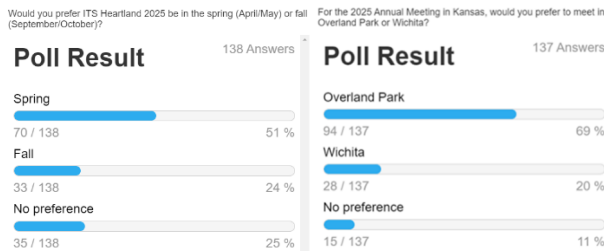
6. 2024 Meeting

- a. Austin will set up the in person meeting, noon start at the hotel.

2023 - 2024 Committee Positions			
Committee	Committee Members	Chair	Members
Agenda	President & VP	Austin Yates	Shari Hilliard
Abstracts	1 State Director + 1 volunteer	Henry Brown	Austin Yates, Lee Baer, Meredith Emory
Keynote	President	Austin Yates	
Student Competition	1 Academic Director + 1 volunteer		Nikhila Gunda
Technical Tours	State Director for conference location + 2 volunteers	Mark Van Dyke	
Monday AM	can be the president or any other volunteers	Lonnie Burklund	Austin Yates
Monday PM	President	Austin Yates	Lonnie Burklund
Monday Social Event	State Director for conference location + 2 volunteers	Mark Van Dyke	Meredith Emory, Adam Gleason
Tuesday Vendor Reception	Vendor Director + 2 volunteers	Collin Dyer	Tyler Wiles
Best of ITS	1 State Director + 1 volunteer (non-state director)	Jamie Rana	

7. 2025 Meeting

- a. Poll Results:



- The typical dates would be April 28th – 30th.
- MoVITE is in Memphis TN on April 15th-18th.
- See attached:

OTHER ITEMS

- 1. None

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

Action Items:



Adjourn – 12:53 PM



POST EVENT REPORT

SECTION I: EVENT INFORMATION

Event Name: ITS Heartland 2023 Annual Meeting

Event Location City: St. Charles Event Location State/Province: Missouri

Published Event Start Date: May 1, 2023 Published Event End Date: May 3, 2023

Primary Event Facility Name: St. Charles Convention Center

Was an off-site venue(s) used? Yes, The Embassy Suites by Hilton – St. Charles

Original Expected Attendance: 250

Total Pre-Registered Attendance: 199 Total On-Site Registrations: 9

No-Shows: 10

Number of Exhibitors Attending: 61

Actual Attendance *(including exhibitors)*: 259

Year-Over-Year Comparisons:

Registration Breakdown

	Members	Non-Members	DOT	Students	Speakers
2021	85	28	37	7	24
2022	113	45	55	5	27
2023	114	49	60	15	31

Annual Meeting Attendance

Year	Location	Total Attendees	Sponsors Exhibitors
2013	Topeka, KS	211	38
2014	Branson, MO*	319	50
2015	Omaha, NE	233	40
2016	Des Moines, IA	189	37
2017	Wichita, KS	191	46
2018	Lincoln, NE	212	40
2019	Kansas City, MO	304	50
2020	Des Moines, IA**	116	53
2021	Overland Park, KS	214	48
2022	Lincoln, NE	245	42
2023	St. Charles, MO	269	46

Event Information Comments: The attendance is steadily growing and approaching pre-pandemic level from 2019. Student recruiting by the Academic Directors successfully got the highest number of student attendees ever.

*2014 Meeting was held in conjunction with NRITS.

**The 2020 numbers were at the time of cancellation on 3/20/2020.

SECTION II: HOTEL ROOM INFORMATION

Did the event utilize sleeping rooms? Yes

Number of Hotels Used: 2

Total Number of Rooms Used on Peak Night: 119

Hotel Pick-Up History

	<u>2022</u>	<u>2023</u>
Contracted	234	194
Gov Contracted		40
Overflow Contracted		40
TOTAL	234	274
<hr/>		
7 days out	218	217
Government rooms		43
Overflow Rooms		33
TOTAL		293
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% Sold	93%	107%
% on Peak Night	46%	57%

Hotel Room Comments: The Embassy Suites had other groups staying over the same nights and sold out of all rooms before the reservation cut-off date. They added as many rooms as possible as we sold out of rooms.

The Fairfield Inn was added to provide additional room options a short walk from the convention center. They did not require a full contract and did not have attrition.

SECTION III: ROOM BLOCK INFORMATION

Hotel Name: Embassy Suites by Hilton St. Charles

Headquarters Hotel? Yes

	Saturday April 29	Sunday April 30	Monday May 1	Tuesday May 2	Wednesday May 3	TOTAL
Room Block when contracted	2	22	80	90	0	194
Government Block when contracted	0	0	20	20	0	40
40 day pick-up	1	7	92	91	5	196
40 day government rate pick-up	0	0	0	0	0	0
30 day pick-up	1	6	84	38	4	178
30 day government rate pick-up	0	0	21	21	0	42
20 day pick-up	0	9	94	92	4	199
20 day government rate pick-up	0	1	21	21	0	43
Actual pick-up	0	10	103	101	3	217
Actual government rate pick-up	0	1	21	21	0	43
% Sold (of contracted block)						111%
% to peak						40%

Room Block Comments: The rooms picked up were far below the attrition numbers a week before the cut-off date which was very early at 60 days out so the hotel agreed to extend the cut-off all the way to April 6, 2023. There was a delay in getting the link to book the government rate rooms so we manually adjusted reservations for those attendees resulting in the changes in numbers between the 40 and 30 day pick-ups.

Hotel Name: Fairfield Inn & Suites by Marriott

Headquarters Hotel? No

	Saturday April 29	Sunday April 30	Monday May 1	Tuesday May 2	Wednesday May 3	TOTAL
Room Block when contracted	0	0	20	20	0	40
20 day pick-up	0	0	9	9	0	18
10 day pick-up	0	0	11	11	0	22
Actual pick-up	0	1	16	16	0	33
% Sold (of contracted block)						83%
% to peak						48%

Room Block Comments: The Fairfield matched the government rate for the entire overflow block.

SECTION IV: FOOD & BEVERAGE INFORMATION

Were food & beverage (F&B) functions included in the event? Yes

Attendance at Largest F&B Function: 2

What type of F&B function was the largest in attendance?	Tuesday Lunch
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F&B Functions:

	Pre-registered	Guaranteed
Monday afternoon snack	125	150
Tuesday morning break	261	275
Tuesday lunch	261	275
Tuesday afternoon break	261	275
Sponsor/Exhibitor Reception	261	275
Wednesday morning snack	213	225
Wednesday lunch	213	225

Food & Beverage Comments: Guaranteed higher numbers to accommodate onsite registrants and ensure enough food. There was plenty at all functions.

SECTION V: FUNCTION SPACE INFORMATION

Did the event require function space? Yes

Was the space for the largest function on a 24-hour hold? Yes

Room Setup for the Largest Function:	Rounds for 6
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AV Setup for the Largest Function:	Front projection
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Facility Type(s) Used for Functions:	Convention Center
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Were there extensive AV or technology requirements for one or more functions? No

Total Number of Concurrent Breakout Sessions: 2

Largest Daily Total of Concurrent Breakout Sessions: 4

Number of Seats Concurrent Breakout Sessions Typically Set For: 150

Typical Room Setup for Concurrent Breakout Sessions:	Classroom Setup
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Was pre-function space required? Yes

Was a registration area(s) required? Yes # of Registration Areas: 1

Was a lounge(s) area required? No

Was office space required? Yes # of Offices: 1

Was table top exhibit space required? No

Function Space Utilities Required:	Electricity Ethernet Internet Service
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Was move-in and/or move-out time required? Yes

If Yes, Number of Move-In Days Required: 0.5

If Yes, Number of Move-Out Days Required: 0.5

Was tear-down time required? No

Function Space Comments: The General Session room was large and spacious to easily accommodate the entire set up. After having been at a much smaller venue in Nebraska, the room might have felt too big.

SECTION VI: EXHIBIT SPACE INFORMATION

Did the event require exhibit space? Yes

Facility Type Used for Exhibits:	Convention Center
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Number of Exhibits: 40 Number of Exhibiting Companies: 40

Type of Exhibits:	<input type="checkbox"/> 10'x10' <input type="checkbox"/> 10'x20' <input type="checkbox"/> Other: 10'x20' Vehicle
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Gross Square Feet Used: 27,600

Number of Move-in Days: 0.5

Number of Move-out Days: 0.5

Number of Show Days: 1.5

Show Days: Tuesday - Wednesday

Show Hours: Tuesday: 8:00am – 6:30pm and Wednesday: 8:30am – 11:45am

Exhibit Utilities Required:	Electricity
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Were there extensive AV or technology requirements for one or more exhibitors? No

Was a general service contractor (GSC) used? No

Was food & beverage required for any exhibitors (excluding concessions)? No

Year-Over-Year Comparison:

Member and Non-Member Sponsor/Exhibitor Registration Revenue														
	<u>2019</u>			<u>2020</u>		<u>2021</u>			<u>2022</u>			<u>2023</u>		
	# Reg	Member	Non	# Reg	Revenue	# Reg	Member	Non	# Reg	Member	Non	# Reg	Member	Non
Gold Only						3	\$6,000	\$0	2	\$4,000	\$0	2	\$4,400	\$0
Gold w/booth						1	\$2,250	\$0	2	\$4,500	\$0	1	\$2,400	\$0
Gold w/vehicle												1	\$2,900	\$0
Silver Only	5	\$3,000	\$2,000			3	\$2,000	\$1,500	1	\$1,000	\$0	2	\$2,200	\$0
Silver w/booth	2	\$2,500	\$0			4	\$2,500	\$3,500	5	\$6,250	\$0	3	\$4,050	\$0
Bronze Only	4	\$1,850	\$0			3	\$1,500	\$0	3	\$1,500	\$0	2	\$1,100	\$0
Bronze w/booth	12	\$9,350	\$1,250			10	\$7,200	\$2,500	14	\$11,050	\$1,250	6	\$4,750	\$1,350
Exhibitors	30	\$9,000	\$6,750			24	\$9,600	\$6,000	15	\$6,500	\$5,250	29	\$11,000	\$6,750
Virtual Sponsors				8	\$4,300									
TOTAL		\$25,700	\$10,000		\$4,300		\$31,050	\$13,500		\$34,800	\$6,500		\$32,800	\$8,100
GRAND TOTAL	53	\$35,700		8	\$4,300	48	\$44,550		42	\$41,300		46	\$40,900	

Exhibit Space Comments: There was space in the room to try out the vehicle booth spots and 1 sold. In 2021, there were 5 end caps available for the first time and all 5 sold. This year there were 5 end caps available again and 0 sold. There were significantly more exhibitors and less Bronze Exhibitors than in the past.

SECTION VII: BUDGET INFORMATION

Income								
SPONSORSHIP	PROJECTED QTY	PROJECTED AMOUNT	PROJECTED TOTAL	ACTUAL QTY	ACTUAL AMOUNT	ACTUAL TOTAL	COMPARISON PROJECTED/ACTUAL	COMMENTS
Sponsor - Gold Member	2	\$2,200.00	\$4,400.00	2	\$2,200.00	\$4,400.00	\$0.00	
Sponsor - Gold Non-Member	0		\$0.00			\$0.00	\$0.00	
Sponsor - Silver Member	1	\$1,100.00	\$1,100.00	2	\$1,100.00	\$2,200.00	\$1,100.00	
Sponsor - Silver Non-Member	0		\$0.00			\$0.00	\$0.00	
Sponsors - Bronze Member	3	\$550.00	\$1,650.00	2	\$550.00	\$1,100.00	-\$550.00	
Sponsors - Bronze Non-Member	0		\$0.00			\$0.00	\$0.00	
EXHIBITS	PROJECTED QTY	PROJECTED AMOUNT	PROJECTED TOTAL	ACTUAL QTY	ACTUAL AMOUNT	ACTUAL TOTAL	COMPARISON PROJECTED/ACTUAL	COMMENTS
Exhibitor - Gold Member	3	\$2,400.00	\$7,200.00	1	\$2,400.00	\$2,400.00	-\$4,800.00	
Exhibitor - Gold Non-Member	0	\$3,000.00	\$0.00	0	\$3,000.00	\$0.00	\$0.00	
Vehicle Exhibitor - Gold Member	0	\$2,900.00	\$0.00	1	\$2,900.00	\$2,900.00	\$2,900.00	
Exhibitor - Silver Member	6	\$1,350.00	\$8,100.00	3	\$1,350.00	\$4,050.00	-\$4,050.00	
Exhibitor - Silver Non-Member	0	\$1,900.00	\$0.00	0	\$1,900.00	\$0.00	\$0.00	
Exhibitor - Bronze Member	11	\$950.00	\$10,450.00	5	\$950.00	\$4,750.00	-\$5,700.00	
Exhibitor - Bronze Non-Member	1	\$1,350.00	\$1,350.00	1	\$1,350.00	\$1,350.00	\$0.00	
Exhibitor - Member	13	\$550.00	\$7,150.00	20	\$550.00	\$11,000.00	\$3,850.00	
Exhibitor - Non-Member	5	\$750.00	\$3,750.00	9	\$750.00	\$6,750.00	\$3,000.00	
Exhibitor - End Cap Member	4	\$1,000.00	\$4,000.00	0	\$1,000.00	\$0.00	-\$4,000.00	
Exhibitor - End Cap Non-Member	1	\$1,500.00	\$1,500.00	0	\$1,500.00	\$0.00	-\$1,500.00	
Exhibitor - Vehicle Member	2	\$1,000.00	\$2,000.00	0	\$1,000.00	\$0.00	-\$2,000.00	1 taken with Gold
Exhibitor - Vehicle Non-Member	0	\$1,500.00	\$0.00	0	\$1,500.00	\$0.00	\$0.00	
TICKETS	PROJECTED QTY	PROJECTED AMOUNT	PROJECTED TOTAL	ACTUAL QTY	ACTUAL AMOUNT	ACTUAL TOTAL	COMPARISON PROJECTED/ACTUAL	COMMENTS
Member	50	\$250.00	\$12,500.00	63	\$250.00	\$15,750.00	\$3,250.00	
Non-Member	15	\$350.00	\$5,250.00	29	\$350.00	\$10,150.00	\$4,900.00	
Late Member (after April 7)	20	\$275.00	\$5,500.00	15	\$275.00	\$4,125.00	-\$1,375.00	
Late Non-Member (after April 7)	15	\$375.00	\$5,625.00	10	\$375.00	\$3,750.00	-\$1,875.00	
On-site Member	5	\$450.00	\$2,250.00	1	\$450.00	\$450.00	-\$1,800.00	
On-site Non-member	5	\$500.00	\$2,500.00	2	\$500.00	\$1,000.00	-\$1,500.00	
DOT Employees	60	\$0.00	\$0.00	60	\$0.00	\$0.00	\$0.00	
Students	5	\$0.00	\$0.00	15	\$0.00	\$0.00	\$0.00	
Speakers	30	\$0.00	\$0.00	31	\$0.00	\$0.00	\$0.00	
Totals			\$86,275.00			\$76,125.00	-\$10,148.00	

Expenditure

VENUE	PROJECTED QTY	PROJECTED COST	PROJECTED TOTAL	ACTUAL QTY	ACTUAL COST	ACTUAL TOTAL	COMPARISON PROJECTED/ACTUAL	COMMENTS
Rental Fee	1.00	\$12,337.15	\$12,337.15	1.00	\$12,465.00	\$12,465.00	\$127.85	added room set up change
Cleaning Fee	1.00	\$1,000.00	\$1,000.00	1.00	\$1,000.00	\$1,000.00	\$0.00	
Security Move-In/Move-Out	2.00	\$121.20	\$242.40	1.00	\$2,023.50	\$2,023.50	\$1,781.10	extra for general security and Guest Services Desk
Power/electricity	1.00	\$3,200.00	\$3,200.00	1.00	\$4,804.00	\$4,804.00	\$1,604.00	
Tax	0.00	\$0.00	\$0.00	1.00	\$798.16	\$798.16	\$798.16	Tourism tax
Other venue costs	1.00	\$0.00	\$0.00	1.00	\$2,284.00	\$2,284.00	\$2,284.00	power strips, easels, stage, office keys
CATERING	PROJECTED QTY	PROJECTED COST	PROJECTED TOTAL	ACTUAL QTY	ACTUAL COST	ACTUAL TOTAL	COMPARISON PROJECTED/ACTUAL	COMMENTS
Food and Beverage	1.00	\$40,354.30	\$40,354.30	1.00	\$39,522.36	\$39,522.36	-\$831.94	estimated with 250 attendees with gratuity and sales tax included, final guarantee for 275, costs adjusted for actual consumption
DECORATING	PROJECTED QTY	PROJECTED COST	PROJECTED TOTAL	ACTUAL QTY	ACTUAL COST	ACTUAL TOTAL	COMPARISON PROJECTED/ACTUAL	COMMENTS
Pipe and Drape	49.00	\$54.00	\$2,646.00	1.00	\$2,500.00	\$2,500.00	-\$146.00	49 spaces available
AUDIOVISUAL	PROJECTED QTY	PROJECTED COST	PROJECTED TOTAL	ACTUAL QTY	ACTUAL COST	ACTUAL TOTAL	COMPARISON PROJECTED/ACTUAL	COMMENTS
AV equipment	1.00	\$8,282.82	\$8,282.82	1.00	\$13,742.79	\$13,742.79	\$5,459.97	
Wi-Fi for exhibitors	1.00	\$1,593.49	\$1,593.49	1.00	\$1,200.00	\$1,200.00	-\$393.49	
Wired Internet Connections	1.00	\$199.19	\$199.19	1.00	\$275.00	\$275.00	\$75.81	required for credit card processing at registration added extra lines for Zoom weren't charged for a tech
AV labor costs	1.00	\$1,354.47	\$1,354.47	1.00	\$0.00	\$0.00	-\$1,354.47	
OFF-SITE ACTIVITIES	PROJECTED QTY	PROJECTED COST	PROJECTED TOTAL	ACTUAL QTY	ACTUAL COST	ACTUAL TOTAL	COMPARISON PROJECTED/ACTUAL	COMMENTS
Tour Transportation	1.00	\$800.00	\$800.00	1.00	\$682.50	\$682.50	-\$117.50	\$800 budget for transportation and photographer
PROGRAM	PROJECTED QTY	PROJECTED COST	PROJECTED TOTAL	ACTUAL QTY	ACTUAL COST	ACTUAL TOTAL	COMPARISON PROJECTED/ACTUAL	COMMENTS
Student Competition	1.00	\$2,500.00	\$2,500.00	1.00	\$2,250.00	\$2,250.00	-\$250.00	prizes, stipends, supplies
Vendor Reception Prizes, Whoava Contests	1.00	\$650.00	\$650.00	1.00	\$200.00	\$200.00	-\$450.00	Vendor Reception prizes donated by exhibitors
Speaker Gifts	45.00	\$10.00	\$450.00	43.00	\$14.07	\$605.20	\$155.20	
MARKETING & PROMOTION	PROJECTED QTY	PROJECTED COST	PROJECTED TOTAL	ACTUAL QTY	ACTUAL COST	ACTUAL TOTAL	COMPARISON PROJECTED/ACTUAL	COMMENTS
Sponsored Lanyards	250.00	\$2.25	\$562.50	1.00	\$788.29	\$788.29	\$225.79	
Sponsored coffee cups	1.00	\$400.00	\$400.00	1.00	\$626.63	\$626.63	\$226.63	
STAFF	PROJECTED QTY	PROJECTED COST	PROJECTED TOTAL	ACTUAL QTY	ACTUAL COST	ACTUAL TOTAL	COMPARISON PROJECTED/ACTUAL	COMMENTS
Photographer	1.00	\$0.00	\$0.00	0.00	\$0.00	\$0.00	\$0.00	\$800 budgeted for transportation and photographer volunteer from Olsson took photos
Totals			\$76,572.32			\$85,767.43	\$9,195.11	

	PROJECTED	ACTUAL	COMPARISON PROJECTED/ACTUAL
TOTAL INCOME:	\$86,275.00	\$76,125.00	-\$10,150.00
TOTAL EXPENDITURE:	\$76,572.32	\$85,767.43	\$9,195.11
TOTAL PROFIT/LOSS:	\$9,702.68	-\$9,642.43	-\$19,345.11

Budget Comments: Income was limited due to several exhibit types that did not sell and most attendees registered early leaving the higher priced tickets short. In the past, the late and on-site registrants have mainly been extra exhibitor staff. They now have the option to purchase additional staff registrations when buying their booths. This has provided more accurate attendance numbers earlier but also cut down on the number of higher priced tickets sold limiting the income taken in.

Expenditures were higher than estimated mainly due to several venue expenses that were not budgeted for as the prices were not available at the time and AV costs were higher than estimated.

SECTION VIII: ATTENDEE EVALUATION RESULTS

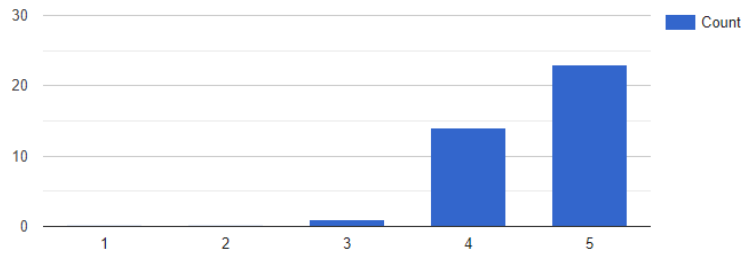
Evaluation Views: 88 (28% of attendees)

Total Responses: 38

Results from post-meeting survey:

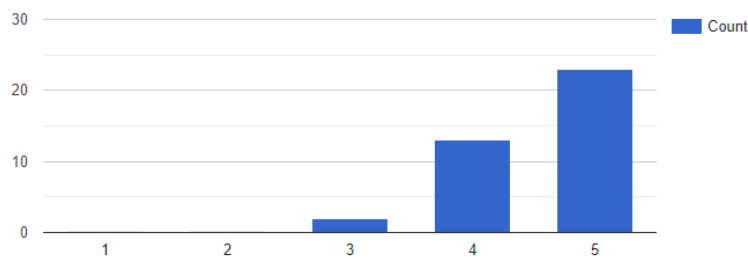
How satisfied were you with online registration?

38 responses



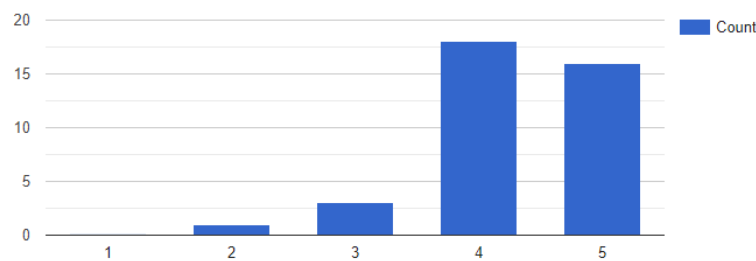
How satisfied were you with pre-meeting communication?

38 responses



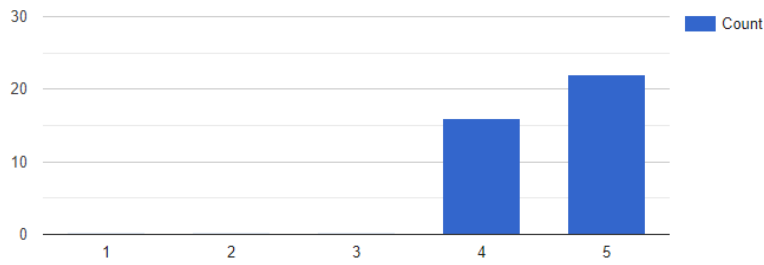
How satisfied were you with the session topics?

38 responses



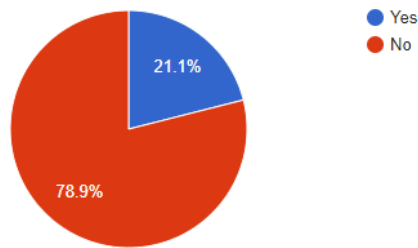
How satisfied were you with the speakers?

38 responses



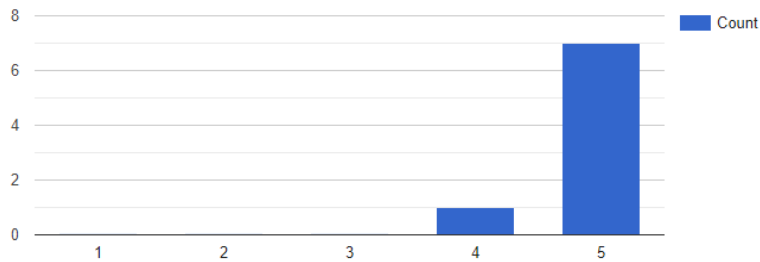
Did you go on a Technical Tour?

38 responses



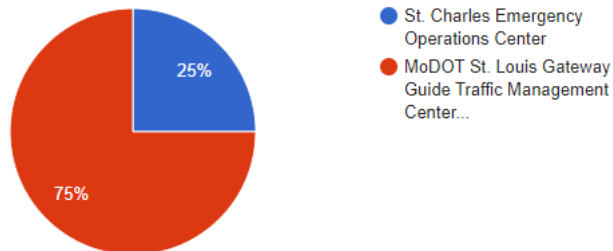
How satisfied were you with the tour?

8 responses



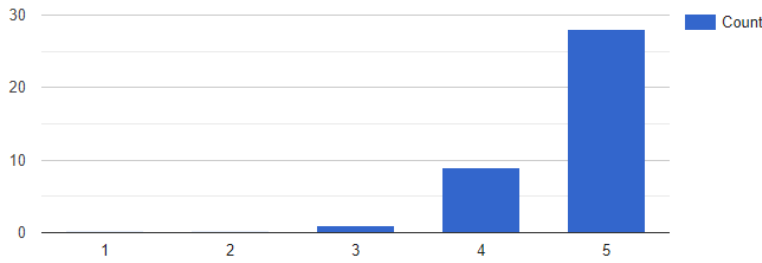
Which tour did you go on?

8 responses



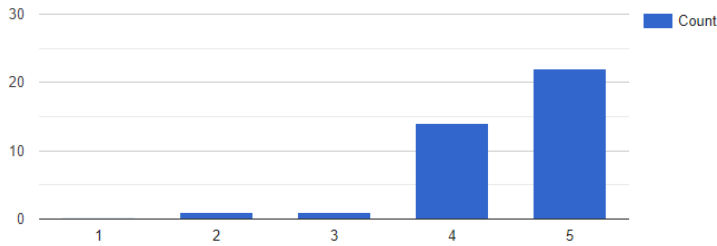
How satisfied were you with the Convention Center facilities?

38 responses



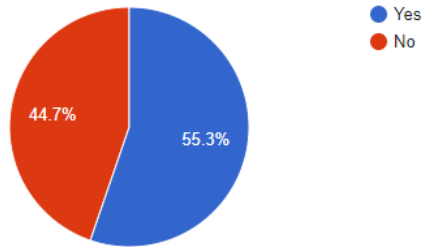
How satisfied were you with the exhibit hall experience and interactions with exhibitors?

38 responses



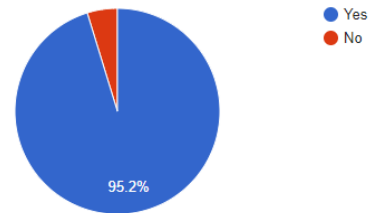
Did you stay at the host hotel, the Embassy Suites?

38 responses



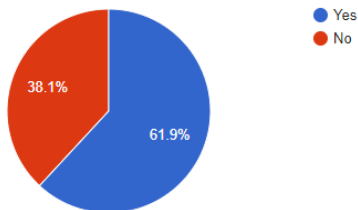
Did you take advantage of the complimentary breakfast at the hotel?

21 responses



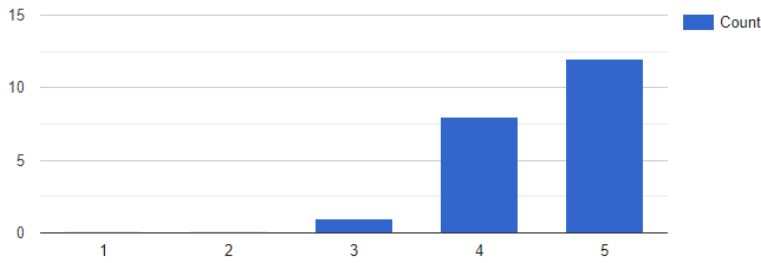
Did you take advantage of the complimentary happy hour at the hotel?

21 responses



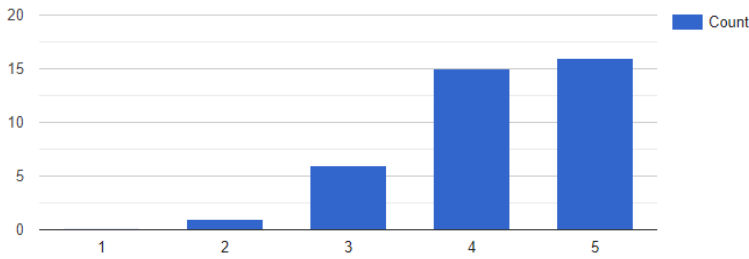
Overall, how satisfied were you with the Embassy Suites?

21 responses



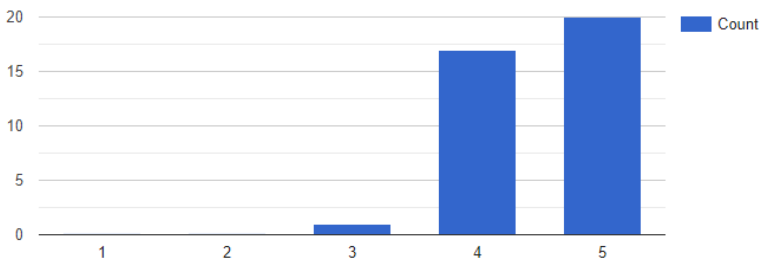
How satisfied were you with the Whova app?

38 responses



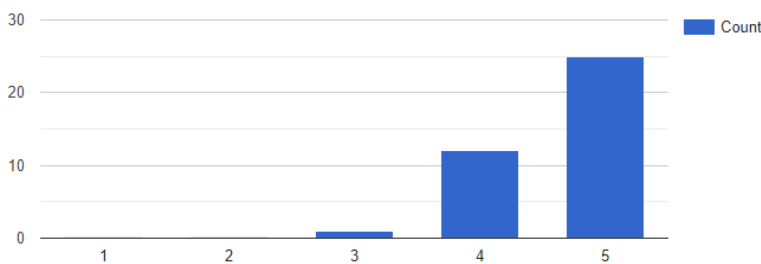
Overall, how satisfied were you with ITS Heartland's Annual Meeting?

38 responses



How likely are you to attend ITS Heartland next year?

38 responses



Comments or suggestions for improvement:

- Great as always
- I don't have much to add-this is one of the best regional meetings we attend/exhibit at.
- Additional gluten free options at meals for those who need those.
- 1st time attendee. Thoroughly enjoyed the event including the structure, speakers, exhibition, food, and evening meet ups. Looking forward to next year's event in IA.
- Though Lawrence has been ruled out for the next ITS conference in 2025, I would like to request the committee to reconsider this option. As a current KU employee, I see the potential of the campus offering all the services and amenities we need to host a great conference. It would also give ITS an opportunity to create one of a kind experience when hosting in a college town such as 'back to school' vibes.
- The Embassy Suites was a great venue. Need to look at using these more if available.
- I was told there would be gluten free options at the buffet. All I could eat was the plain salad, green beans, & tomato soup. The salad at the bar I went to had croutons on it so that wasn't even gluten free. Luckily they were bringing another one out right then without croutons. The soup wasn't even good. None of those are entrees in my opinion. I would have been fine with a grilled chicken or something. This may not seem like a big deal to some but I didn't feel accommodated & went hungry.
- Would prefer if an app wasn't required for the conference.
- Would like to see more safety vendors and Traffic Incident Management presentation.
- Understand the reasons for the social event this year but was unfair to those that were local or staying at another hotel since you had to scan a room key to get a drink. The social event has always been a highlight of the conference and it disappointed some this year. I thought the location was fantastic and enjoyed cornhole. No issue with having breakfast with the hotel vs in the conference room.
- I'd love to see more engagement from the other agencies we work closely with day in and day out. Bring law enforcement leaders (especially those in traffic divisions) from all of our states and other first responders. Bring back TIM training sessions and host them at least 2 days to help accommodate local agency shift demands and constraints. Some local agencies do outreach and demonstrations, like a roll over vehicle, incorporate that. Collaboration is key.
- Great conference! Name badges ripped so was tough to see names by end of conference.
- Great show
- Maybe have the technical committee meet early to even discuss interesting things they are aware of so we can encourage membership to submit abstracts for wider speaker pools.
- I don't know how it's possible with the limited amount of time, but I would want more free time to network at future conferences. The cornhole tournament is fun, but I don't think it succeeded in getting folks to move around and meet new people. I would suggest something like Heartland Olympics. Pick 5 to 7 little events (pop-a-shot, putt-putt, etc.). Each event takes 1-2 minutes. Teams or individuals complete the events at any time throughout the evening and you tally points for a winner.
- Do you publish the presentations anywhere as PDF files. When I attend OTEC (Ohio DOT) meetings, they publish the presentations on their website after the conference. Thanks, I was very pleased with the proceedings and how approachable everyone was.
- Majority of attendees name tags kept falling off. It looked like the hole punches were too close to the top. Maybe next year they can be lower and won't be falling off.
- Great conference as usual.
- I think more instruction to the exhibitors on how to use the passport feature in the app would have been good. 1/3 of the ones I went to hadn't even heard about it.
- I wish it were easier to trade contact information in the app. I'd like to make sure we are reaching out to past members who may have had their memberships lapse. (and may have been removed from our email list) Great work as always by Meetings Northwest and the Board and planning committees!! Thank you!
- I thought the time for exhibitors was too short I tried to make it around to everyone, and still missed 1/3 of them. Please add more time for this event.
- Great Experience Indeed!
- Looking forward to the next year with an agenda covering broader and more advanced and forward thinking topics.
- I'm not a big app user, I spend too much time staring at my phone as it is. I made it work, but kind of miss the old fashioned program. Minor point - overall great conference!
- 1st time to this event.
- Have the breakout sessions on Friday 1st thing in morning, then business meeting after.
- Thank you for all your hard work!

SECTION IX: EXHIBITOR EVALUTATION RESULTS

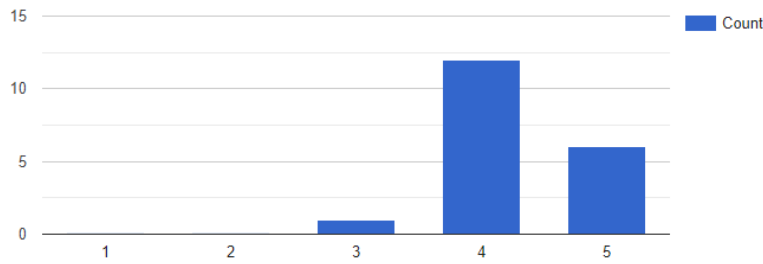
Evaluation Views: 35 (11% of exhibitors)

Total Responses: 19

Results from post-meeting survey:

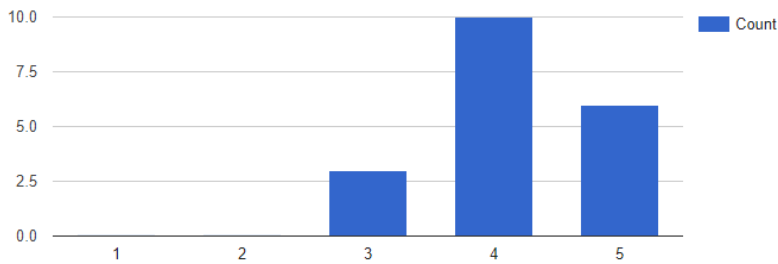
How would you rate the pre-meeting experience?

19 responses



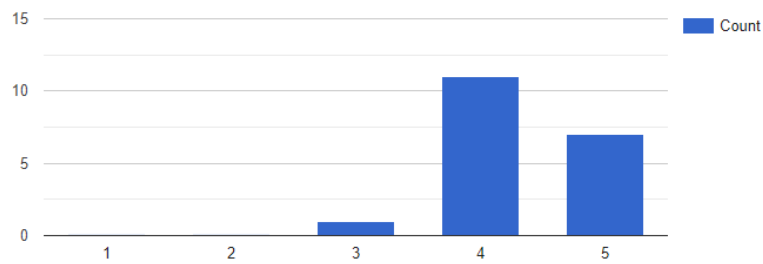
How satisfied were you with the exhibitor area and booth layout?

19 responses



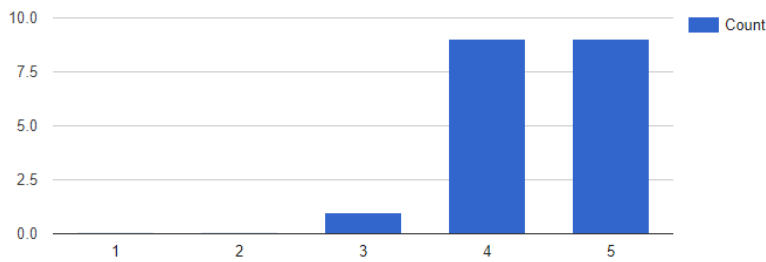
How satisfied were you with the connections that you made?

19 responses



How would you rate the Whova app experience?

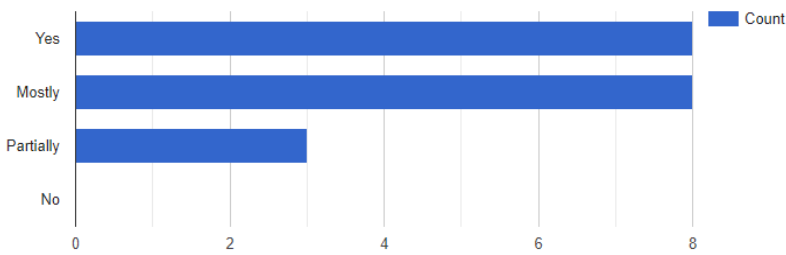
19 responses



Did you meet your objectives for this meeting?

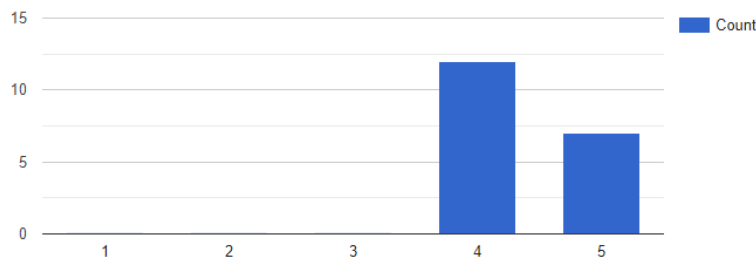
Select one

19 responses



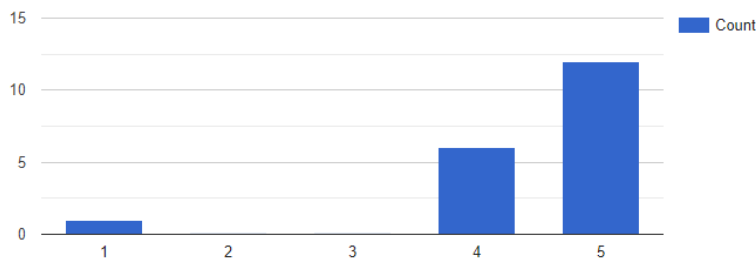
Overall, how satisfied were you with ITS Heartland this year?

19 responses



How likely are you to exhibit at ITS Heartland next year?

19 responses



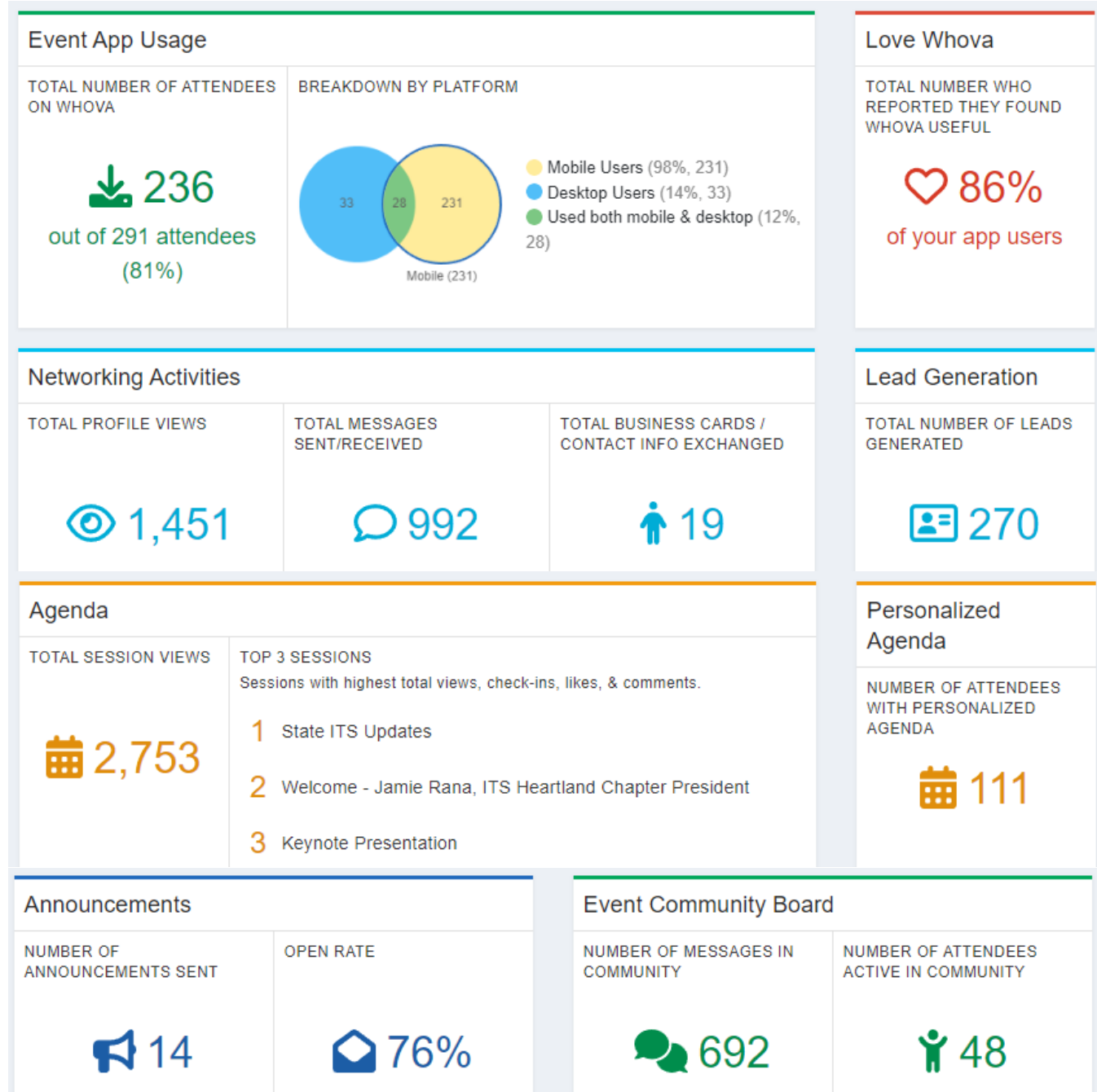
Comments or suggestions for improvement:

- Great as always
- Show was great. I was late to getting a booth and registered which lead to a poor location. I plan on fixing that when I attend next year's show. All in all it was a great show.
- Finding exciting keynote/opening speakers to help create energy is needed.
- Could the board consider a Maintenance and/or Weather track to allow sessions for these speakers and discussions? There could be great value pertaining to the importance of weather impacted ITS systems and TSMO operations/best practices.
- Name tags kept falling off majority of attendees. Hole punches might've been too close to the top and need to be further down and/or better quality of name tags next year to eliminate them hanging or falling.
- All good!
- The booths against the wall left of the meeting area were hidden and did not experience the traffic that the booths directly facing the meeting area and at the entries.
- Everything was good but the foot traffic at the booths were low. I heard it from other vendors as well. Attendees were not going to the booths as much as they should have. Maybe the meeting room was too large? Overall, it was good as always.
- Session Breakouts were long without bathroom breaks. Other than that it was a fantastic conference.

- Great Job and thank you!
- The support team, from Meetings NW, were great. Any questions I had were answered. They knew what they were doing!
- The booth arrangement could be improved. There was an entire aisle of booths that got very little traffic, and I heard several people say they didn't know there were any booths in that area. Perhaps at least some signage if there are booths facing away from the center of the room and aren't by the doors. Thank you for everything you did!

SECTION X: Whova Statistics

Highlights from the Whova Event Report:



EXHIBITORS <small>TOTAL</small>	LEADS GENERATED <small>TOTAL</small>
46	270

See the full report for additional details.

SECTION XI: FUTURE EVENT DATES INFORMATION

Have future dates been confirmed for this event? Yes

Next Published Start Date: April 29, 2024

Next Published End Date: May 1, 2024

Next City: Des Moines Next State/Province: Iowa

Next Facility: Iowa Event Center

2025 Venue Options

Overland Park Convention Center/ Sheraton

Century II Convention Center/ Hyatt Regency

	<u>Hotel</u>	<u>Century II Convention Center/ Hyatt Regency</u>
Dates	April 28 - 30, 2025 or September 29 - October 1	No April dates - have May 12 - 14 or Sept 29 - Oct 1 available
Group Room Rate	April Rates \$159 per night \$123 per night Gov rate September Rates \$174 per night \$123 per night Gov rate	\$139 per night \$103 per night Gov rate
Space Rental	April - \$8,500 September - \$10,500	\$12,780
F&B Minimum	\$30,000	none
Tax	9.10%	7.50%
Service Charge	23%	21%
Ave Break Cost	\$10	\$9
Ave Breakfast Buffet	\$25.50	\$22.00
Ave Continental Breakfast	\$17.75	\$11.00
Ave Lunch Buffet	\$31	\$30
Ave Reception Food	\$23	\$35
Ave Reception Bev	\$20	\$15
Ave Plated Dinner	\$48	\$40
Ave Buffet Dinner	\$52	\$55
AV Minimum	\$15,000	none
Estimated AV	\$20,182 in 2021	\$7,300
Internet	Complimentary Wi-Fi	
Self Parking	Complimentary	\$5/day for city public parking
Holding Space/Rates	no	Tentative hold
Concessions	1/50 comp room Group room rate valid 3 days before and 2 days after meeting dates 2 suite upgrades at the group rate	1/50 comp room Cut-off date 21 days prior Complimentary self-parking in the attached parking garage Comp internet in guest rooms Comp airport shuttle
Notes	additional costs: electrical, security, cleaning, guest services on loading dock gave us smaller breakout rooms 1 level down from the Exhibit Hall	additional costs: stagehands, security, front of house staff, cleaning, rental equipment gave us 2 large spaces but the configuration is a little different because it is a round building, breakout rooms would have to be theater to fit more than 100 No F&B minimum - they require the use of their preferred caterers
Website	www.opconventioncenter.com	https://century2.production.carbonhouse.com/
Convention Center Contact	Tracy Roberts troberts@opconventioncenter.com 913-952-3602	ANGELA DANIELS angela.daniels@asmwichita.com 316.303.8654
Hotel Contact	Melissa Koenig melissa.koenig@marriott.com 847-232-5331	Julie Longo julie.longo@hyatt.com 316.613.6284



**ITS Heartland
Budget January 2023 to December 2023
Ending May 31, 2023**



Revenue	Budget (January 1 - December 31, 2023)		Actual (January 1 - December 31, 2023)			Quantity
	Budget Amount	Comments	Budget Amount	Actual Income	Variance	
Membership Dues	\$38,650.00		\$38,650.00	\$38,315.00	(\$335.00)	
State	\$25,000.00	MO, KS, NE, IA, OK - \$5000	\$25,000.00	\$25,000.00	\$0.00	IA, OK, MO, KS, NE
Corp./Public Group (5 members)	\$11,250.00	45 @ \$250	\$11,250.00	\$11,200.00	(\$50.00)	44
Individual Public	\$900.00	15 @ \$60	\$900.00	\$840.00	(\$60.00)	14
Individual Private	\$1,500.00	20 @ \$75	\$1,500.00	\$1,275.00	(\$225.00)	17
Annual Meeting	\$86,650.00		\$86,650.00	\$73,325.00	(\$13,325.00)	
Bronze Sponsors	\$1,650.00	3 @ \$550	\$1,650.00	\$3,850.00	\$2,200.00	7
Silver Sponsors	\$1,100.00	1 @ \$1100	\$1,100.00	\$2,200.00	\$1,100.00	2
Gold Sponsors	\$4,400.00	2 @ \$2200	\$4,400.00	\$4,400.00	\$0.00	2
Bronze Sponsor-Vendor Combo	\$10,450.00	11 @ \$950	\$10,450.00	\$4,750.00	(\$5,700.00)	5
Silver Sponsor-Vendor Combo	\$8,100.00	6 @ \$1350	\$8,100.00	\$4,050.00	(\$4,050.00)	3
Gold Sponsor-Vendor Combo	\$7,200.00	3 @ \$2400	\$7,200.00	\$3,050.00	(\$4,150.00)	1
Vendors	\$7,150.00	13 @ \$550	\$7,150.00	\$8,800.00	\$1,650.00	16
Vendor - End Cap Member	\$4,000.00	4 @ \$1000	\$4,000.00	\$0.00	(\$4,000.00)	
Vendor - End Cap Non-Member	\$1,500.00	1 @ \$1500	\$1,500.00	\$0.00	(\$1,500.00)	
Vendor - Vehicle Member	\$2,000.00	2 @ \$1000	\$2,000.00	\$0.00	(\$2,000.00)	
Vendor - Vehicle Non-Member	\$0.00	0 @ \$1500	\$0.00	\$0.00	\$0.00	
Vendor Non-Member	\$4,125.00	5 @ \$825	\$4,125.00	\$6,600.00	\$2,475.00	8
Vendor Bronze-Sponsor Non-Member	\$1,350.00	1 @ \$1350	\$1,350.00	\$1,350.00	\$0.00	1
Vendor Silver-Sponsor Non-Member	\$0.00	0 @ \$1900	\$0.00	\$0.00	\$0.00	
Vendor Gold-Sponsor Non-Member	\$0.00	0 @ \$3000	\$0.00	\$0.00	\$0.00	
Registrant Member	\$12,500.00	50 @ \$250	\$12,500.00	\$16,250.00	\$3,750.00	65
Late Registrant Member	\$5,500.00	20 @ \$275	\$5,500.00	\$4,125.00	(\$1,375.00)	15
Registrant Non-Member	\$5,250.00	15 @ \$350	\$5,250.00	\$10,150.00	\$4,900.00	29
Late Registrant Non-Member	\$5,625.00	15 @ \$375	\$5,625.00	\$3,750.00	(\$1,875.00)	10
On-Site Member	\$2,250.00	5 @ \$450	\$2,250.00	\$0.00	(\$2,250.00)	
On-Site Non-Member	\$2,500.00	5 @ \$500	\$2,500.00	\$0.00	(\$2,500.00)	
State Employees, Students, Speakers	\$0.00	60, 5, 30 @ \$0	\$0.00	\$0.00	\$0.00	
ITSA Rebate	\$100.00		\$100.00	\$0.00	(\$100.00)	
Interest Earned on Checking/Savings	\$20.00		\$20.00	\$26.00	\$6.00	
Funding from Reserves	\$0.00		\$0.00	\$0.00	\$0.00	
Miscellaneous	\$0.00		\$0.00	\$0.00	\$0.00	
Total	\$125,420.00		\$125,420.00	\$111,666.00	(\$13,754.00)	

Expenses	Budget (January 1 - December 31, 2023)		Actual (January 1 - December 31, 2023)			Comment
	Budget Amount	Comments	Budget Amount	Actual Expenses	Variance	
Administrative Contract	\$37,545.40	MNW, Website, Direct Costs for Meeting	\$37,545.40	\$13,750.79	\$23,794.61	
ITS America Chapter Dues	\$500.00	ITS America Chapter Dues - Due by Dec (typ)	\$500.00	\$0.00	\$500.00	
Annual Meeting Center Rental Fee	\$12,337.15	Fee for Conference (separate from hotel)	\$12,337.15	\$12,485.00	(\$127.85)	
Annual Meeting Food & Beverage	\$40,354.30	Convention Center food costs	\$40,354.30	\$18,434.27	\$21,920.03	2 STL Deposits 2022 (\$22k)
Annual Meeting Audio Visual	\$11,429.98	AV technology/management fees (no hybrid)	\$11,429.98	\$14,947.79	(\$3,517.81)	\$3.5k over in AV
Annual Meeting Operations/Set-up	\$4,442.40	Guest Services, Cleaning, Comm/Electrical	\$4,442.40	\$9,909.66	(\$5,467.26)	\$2k sec /\$3.5k power (over)
Annual Meeting Pipe/Drape	\$2,646.00	Booths and hall preparation	\$2,646.00	\$2,500.00	\$146.00	
Annual Meeting Lanyards/Cups	\$962.50	Lanyards for Attendees and Coffee Cups	\$962.50	\$0.00	\$962.50	
Tour Transportation & Photographer	\$800.00	Annual Meeting supplementals	\$800.00	\$0.00	\$800.00	
Welcome Reception (food, bev, rent)	\$0.00	Use free Embassy Suites Happy Hour	\$0.00	\$0.00	\$0.00	
Vendor Prizes/Speaker Handouts	\$650.00	Reception Gift Cards, Prizes, Speaker	\$650.00	\$605.20	\$44.80	
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	\$0.00	\$2,500.00	
Support for ITSA State Chapter Travel	\$750.00	ITSA Support for Chapter Vice Chair	\$750.00	\$0.00	\$750.00	
Student Outreach	\$2,500.00	2023 Prize/Activity Fund/Contest Support	\$2,500.00	\$2,500.00	\$0.00	
Miscellaneous Expense	\$300.00	Board meeting lunch + misc.	\$300.00	\$28.00	\$272.00	
Anticipated Operating Margin	\$6,887.27	For Future Unforeseen Expenses	\$6,887.27	\$0.00	\$6,887.27	
Total	\$125,420.00		\$125,420.00	\$75,140.71	\$50,279.29	OK if equal

Bank Account Activity FY 2023	Balance 1-1-23	Deposits/Transfers	Withdrawals/Transfers	Balance 5-31-23
Checking	\$4,287.67	\$75,150.19	\$62,463.25	\$16,974.61
Savings	\$13,589.79	\$111,515.81	\$87,677.46	\$37,428.14
Bank Account Totals	\$17,877.46	\$186,666.00	\$150,140.71	\$54,402.75
			Total of All Accounts =	\$54,402.75

May 2023 Bank Activity:						
Detail:	Date:	Deposits:	Withdrawals:	Acct. Type	Acctd for Above?	Reason
CHECKING:						
Transfer	5/1/2023	\$45,000.00		Checking	y	Transf. for Check
Convention Center	5/8/2023		\$32,812.30	Checking	y	AM
Interest	5/31/2023	\$0.10		Checking	y	Interest
Sub-Total Checking Account		\$45,000.10	\$32,812.30	Checking		
SAVINGS:						
Transfer	5/1/2023		\$45,000.00	Savings	y	Transf. for Check
AM Deposit	5/11/2023	\$24,015.00		Savings	y	AM
Interest	5/31/2023	\$0.86		Savings	y	Interest
Sub-Total Savings Account		\$24,015.86	\$45,000.00	Savings		
Totals		\$69,015.96	\$77,812.30			

Matthew T. McLaughlin, Treasurer ITS Heartland