



Intelligent Transportation Society of Massachusetts

ITS Massachusetts

November 18, 2010 Board of Directors Meeting Minutes

ATTENDANCE

Board of Directors:

David Markt, Chair (Telvent)
John Colangelo, (Traffic Options)
Carol Schweiger (Transystems)
Susan D'Olimpio (The Engineering Center)
Meryl Mandell (MassDOT) *Via Phone*
Rita Simonelli Jordan (MassPort)
Shalini Sen, Past Secretary (CMRPC)

Ex Officials:

Jim Danila, Past President (City of Newton) *Via Phone*

Officers:

Robert Desrosiers, President (Parsons)
Dave Matton, Treasurer (Howard-Stein Hudson)
Bill Nordstrom, Secretary (Jacobs)
Jared Durante, Membership Committee (Jacobs)
Arne Pavis, Technical Committee (Parsons)

Welcome and Introductions

The November 18, 2010 meeting commenced at 12:15 PM with opening remarks by Chairman David Markt. This was followed by around the table introductions by the attendees listed above.

Minutes – Meryl Mandell asked to add to the meeting minutes for August 12, 2010 that Sendza agreed to work with the Technical Committee. Jim Danilla asked if we could port the meeting minutes to the website. The board approved the previous meeting's minutes.

Chairman's Report – David Markt

- No major strides
- David remarked that he received a membership report from Susan D'Olimpio and that everyone needs to make sure they are current on their memberships, even if they are on the board.
- The biggest key effort for this year will be to get membership up.
- Most of our income comes from membership.
- Compiled election results, signatures are gathered.
- There is an opening to fill Marybeth Mello who is now the regional Administrator with FHWA. David is asking Tim White for a recommendation for a replacement.

President's Report – Robert Desrosiers

Robert began by providing the schedule for the year:

- December 6 - ITE RI
- January 12, 2011 Technical Session Lunch and Learn
- January 20, 2011 Board meeting

On the schedule Meryl asked if the board can schedule a technical session at the same date as a board meeting, to better warrant her traveling into Boston. Discussion evolved into Bob Desrosiers stating he would try to move the next technical session on the same date as the Board meeting. Shalini stated that she may be able to obtain Worcester's Union Station as a future Lunch and Learn site.

John Colangelo mentioned there will be an ITS Lunch and Learn at RIDOT on December 15th. Dates in January and February are open and there will be an Alcatel Lucent L&L on April; 21, 2011. For ITS Mass there will be a L&L with Cambridge Systematics on December 6, January 14 Volpe Safe Trip, February 7 is open, March 11 VHB will be presenting on Hot Lanes in Florida. John would like to schedule the L&L's so that VHB does not present at two successive dates.

David Markt said he will send e-mail seeing if 10:00 is OK for January 20th board meeting and we could set up the Lunch and Learn at the Transportation Building on the same date.

In response to the question, Susan told the board the ITS membership rate structure.

Shalini suggested ITS Mass offer something for the public sector - could send out e-mails to boost attendance. Arne said that ITE does something similar. Carol suggested looking at what other chapters are doing. David said he will bring the topic up on the State Chapter Conference Call.

Meryl recommended a possible white paper topic on a sharing the network of a SCADA system built out for the Water Department in Framingham (Jim Murphy).

Jim Danila mentioned he received no comments back from his e-mail regarding a scholarship fund. The board needs to accept the parameters and decide how it could be funded. Dave Markt took the action to request comments. Jim Danila will work with Susan to make sure the e-mail gets out to everyone. Dave Mutton said the fund will depend on added membership. Dave Markt said that we could set up the parameters now and deal with the funding year to year. Jim proposed a \$1,000 for the next conference in Orlando.

ITSA Chapter report – Bob Desrosiers has not attended due to being out of country. Dave Markt and Peter went to a couple. Dave reported they were informative – a good source of information. Bob took the action to distribute updates after the meetings.

Treasurer's Report – David Matton

David gave his report:

- After June had \$19,000 remaining, at end of October \$15,500 in bank account
- Liabilities of approximately \$6,600
- Balance \$8,400
- Membership begins January 1, 2011.
- Most of the ITS revenue comes from membership.
- Most people wait until the annual meeting to send in membership fee.

Conversation followed:

- Dave Markt stated many membership requests don't go to the right person.
- If we don't get revenue before March we will be low in funds.
- John Colangelo stated that 5 years ago we had \$30,000 in the bank. \$20,00 the last couple years. Dave Markt stated we need to provide a value.
- Rita suggested we get more information out – like calendar items.
- Dave asked if we could charge for Lunch and Learns and send out to a broader list?
- Susan replied that we could do it for a fee.
- John Colangelo asked if people would be willing to pay \$5?
- Rita warned that some public sectors have less money.
- Dave said "if you give something away it has no value." We need to get our word out once a month.
- Bill Nordstrom said we need to sell the idea that Dave brought up – that the ITS provides a value. Bill thought that too much information (referring to monthly notices) is noise unless there is value in the content.
- Bob stated that keeping ITS in front of people helps with their awareness.
- Meryl stated that she doesn't get all the ITS e-mail currently.
- A conversation followed about possible spam filters that might be restricting some members' e-mail reception.

- Carol stated that she would like to use Facebook and Twitter to “expand what we already do.” Not substitute it.
- Dave said that the awareness committee should look into a replacement for Mark Curry. Bob and Dave agreed to caucus and look for a suggestion.
- Susan is now doing the web so ITS is not paying a web master.
- Dave Markt said our emphasis should be for us to make us more relevant: Corporate (executive) awareness and general awareness.
- Action – Bob and Jared will get together on addressing the awareness
- David asked who has the ability to add a person to a committee.
- John Colangelo responded that the committee structure has to go to the board. The President can staff and go to the board and ask for more members.

Committee Reports

Membership Committee: - Jared Durante

Jared newly appointed.
Jared to get with Bob Desrosiers to formulate a plan.

Awareness Committee: - Mark Curry

Bob Desrosiers and David Markt met with Mark Curry; David reported that Mark is leaving the committee, but would “still be around to help.”

Technical Committee – Arne Pavis

Arne thanked John Colangelo for filling in while Arne was out of country. Arne spoke about being a member of IEEE whose local chapters hold certifications. Arne suggested that regularly scheduled courses could offer a sense of continuity. He asked if we could run sequential courses with member discounts. Arne proposed that the certification program would not only make ITS more visible, but more valuable. He suggested a 5 or 10 week course. He noted that he would be out of country for most of the next year. He thought that this should be a for profit endeavor.

- Meryl thought that this would be a major effort; she sees us as more of an “aggregator” of information.
- Bob D. said that John Collura is doing something; maybe we could do something in coordination.
- Carol said she is a NTI trainer. It is a lot of work.
- David Markt agreed that we should do the low tech approach.
- Carol stated that she could help kick this off and get with John Collura and Marguerite.
- Bob stated Lunch and Learns are usually from a vendor;
- Dave Markt stated we usually ask for vendor for the topics; maybe we look for people to present to topics that we decide on.
- Shalini suggested a series that will build on each other.
- Meryl will help Carol. She is pretty familiar with getting a speaker – which is a lot of work.
- Carol suggested putting information on the web site.
- Bob asked that we make this a subject of the technical committee. He will get with Carol, Meryl, Arne, Jovan, John Collura, and Marguerite.
- John Colangelo will go the Lunch and Learns to pull out ideas.

Advisory Council: Steve Pepin

Steve was not in attendance.

Strategic Planning Committee: - David Markt

Action - David Markt will set up a meeting with John Colangelo, Bob, Steve and Shalini.

Other Business

Carol described her attendance at ITS World in South Korea;
Carol would like to work on an ITS Mass. Facebook page and develop the use of Twitter for ITS Mass and possibly a Linkdin page.

- She expressed they are different avenues to get information to other people. Carol welcomed ideas from the board.
- Bob suggested he will reach out to SEC for ideas of what other chapters are doing.

Carol spoke on the 2011 World Conference coming up in Orlando.

- They will be soliciting proposals for:
 - White Papers
 - Executive Sessions
 - Special Sessions – these will be invited speakers on specific topics
- Carol asked for people to send ideas of topics to her. The idea is to get one topic from each region – USA – Europe – Asia/Pacific.
- The selections will be made in early February.
- The World Conference will be combined with the ITS America Board meeting.

John Colangelo remarked that there is a need for more public sector speakers like Meryl.

- Shalini pointed out the gap between the administrators and the technical
- David Markt said there is difficulty selling the benefits of ITS. We have not been able to get it done in Massachusetts.
- Meryl stated there is a lot of ITS interest in New York.

The meeting was adjourned at 2:30 PM

Next Meeting will be Thursday January 20, 2010 at 12:00 in the Engineering Center