



Executive Committee Meeting Minutes
March 11, 2011 12:00 – 2:00 PM
DRCOG
1290 Broadway
Wolf Creek Pass Conference Room

A. Attendees: Greg MacKinnon, Chris Sheffer, John La Sala, Joe Henderson, Jeff Ream, Chris Vokurka, Sarah Karjala, Ben Waldman, Bart Przybyl, Melissa Rosas, Nitin Deshpande

B. Approval of minutes from last meeting - unanimous

C. Officers' Reports

- a. President's Report Greg MacKinnon
 - i. Membership survey
 - 1. Anticipate only 30% will open email based on historical data (Constant Contact)
 - 2. Current response is about 30% of sent surveys, therefore exceeding expectations
 - 3. CDOT – 6 employees are full members
- b. Vice President's & Program Committee Report Chris Sheffer
 - i. May luncheon topics
 - 1. Jerry Maschka not available, but he may appoint someone else
 - 2. Considering DUS tour or other option
 - ii. Goto Webinar for Luncheons
 - 1. Would require phone and internet access at meeting venues
 - 2. Chris will explore more before next EC – send comments to Chris
 - 3. Trial using Fehr & Peers' access
- c. Secretary-Treasurer & Communications Committee Report John La Sala
 - i. Treasurer report will be updated again prior to submission for newsletter
- d. Past President's Report Ben Waldman
 - i. none

D. Committee Reports (by exception)

- a. Activities Committee Eric Boivin
 - i. Happy hour on Th, May 5?
- b. Awards Committee Dave Hattan
 - i. Not present
- c. Continuing Education Committee Joe Henderson
 - i. March 25 – Webinar on Traffic Calming at UCD
 - ii. Survey on Context Sensitive Solutions
 - 1. Significant interest in a class
 - 2. However, most people are not willing to pay \$500
 - 3. Motion to contribute \$2K to CSS seminar, which matches ASCE's contribution
 - a. If assume 25 attendees, then cost reduction/pp = \$150, i.e., registration cost ~ \$350
 - b. If 50 attendees, can we obtain a partial refund from ASCE?
 - c. Is CSS a topic which has passed its time?
 - d. What if we test the waters, and contribute \$1K instead?
 - i. Therefore, registration = \$400
 - ii. Test vote on \$1K – 7 to 4 in favor
 - e. Decision to table vote following further discussion w/ ASCE
 - f. Also, Jeff Ream will suggest alternative topics
- d. Golf Committee Jeff Ream

- i. Jeff will send Sponsorship contacts after he receives contact list (Trung)
 - ii. John will send Sponsorship contact list to Jeff
- e. Legislative CommitteeScott Thomas
 - i. Not present
- f. Membership Committee Trung Vo
 - i. Not present
- g. Scholarship & Career Guidance Committee Melissa Rosas
 - i. Received 8 scholarship applications by 2/28 deadline
 - 1. Melissa has reviewed 4/8 applications
 - 2. Five UCD, 2 UW, only one undergraduate
 - 3. Chris Vokurka volunteered to assist with review
 - 4. Melissa will recommend winners at next EC
- h. Technical Committee Nitin Deshpande
 - i. Reviewed abstracts for Spring Symposium
 - ii. Reviewing ITE Journal articles for District award
 - iii. Will ask District for funding for Trip Generation studies by students
- i. Website Committee.....Duane Cleere
 - i. Not present
- j. Annual Symposium Update Karl Packer
 - i. Not present, but provided report
 - ii. Sponsorships only ½ of last year, with one month before deadline
 - iii. Program coming together

E. Announcements

- a. Newsletter articles and contributions due March 11th Bart Przybyl
 - i. Newsletter published on 3/25

F. Old Business

- a. Web cam proposal Chris Sheffer
 - i. Covered under Vice President's Report
- b. Decision regarding CSS webinar Joe Henderson
 - i. Covered under Continuing Education Committee Report

G. New Business

- a. Secretary-Treasurer Candidates Ben Waldman
 - i. Chuck Huffine & Aaron Heumann
 - ii. Motion to approve them as candidates – unanimous
 - iii. Must announce to membership within 15 days – newsletter out in 14 days
 - iv. Vote opens 5/16 and must stay open to at least 5/30
 - v. Will send reminder before vote closes
- b. Eligibility of Local Affiliates to vote Greg MacKinnon
 - i. All locals will be allowed to vote since invoices have not been sent yet
 - ii. Motion to approve - unanimous
- c. Section Activity Report Submission Sarah Karjala
 - i. Will send draft report to EC for review
- d. Annual Report based upon 2010 Strategic Plan Greg MacKinnon
 - i. Greg distributed draft
- e. Newsletter Competition Submission Bart Przybyl
 - i. Bart preparing
- f. Proposal to waive advertising fee Greg MacKinnon
 - i. Waive \$50 fee because of recession – End on August 31, 2012
 - ii. Alternate motion by Melissa to allow one free Job Ad when purchasing a Business Card Ad

1. Approval - Unanimous
- g. Policy regarding International and Western District candidates Greg MacKinnon
 - i. Tabled to next EC
- h. Strategy Workshop – improve luncheon attendanceScott Thomas
 - i. Attendance for events declining, except Symposium
 - ii. Lack of reimbursement at public agencies may be largest factor contributing to decline in attendance by their employees
 - iii. CDOT no longer an Agency member, therefore they don't receive ITE announcements
 1. Send announcements to some CDOT employees
 2. Increase our CDOT contact list
 - iv. CDOT has only six members; need to also look at current members to determine why they are not coming to luncheons.
 - v. Also, reach out to non-members in other agencies
 - vi. WTS success
 1. More focus on networking with higher level people
 2. More variety
 3. ITE is more technical based, however WTS technical workshops are smaller, more focused, continuing education type events
 4. Decision to focus on successful technical topics, rather than attempt to copy WTS
 - vii. Chris recommended getting someone from CDOT to participate on the Executive Committee.
 - viii. Scott & Dave recommend talking with significant staff at public agencies
 1. Greg will join meeting with CDOT, since he does not seek reimbursement from DRCOG
 - ix. If agency reimbursements are expected to return, then could consider offering a discount until reimbursements return
 1. John will investigate finances to determine feasibility and length of affording discounts
 - x. Scott & Dave submitted two pages of their thoughts on this topic (attached)
 - xi. Round table event without luncheon – lower cost, desire strong public agency participation
 - xii. Make meetings more professionally attractive
 - xiii. Improve communications
 - xiv. Improve marketing
 - xv. Offer incentive to agencies registering as affiliates?

H. Adjournment

Workshop to discuss strategies to increase CDOT luncheon attendance

Problem

Luncheon attendance is decreasing. It is recognized that this is due mainly to a decrease in public agency attendance.

General Strategy

Address the issue with two parallel efforts:

- Engage CDOT as results can have largest impact due to the agency's size.
- Engage other significant public agencies (or at least agencies with a significant number of members).

Issues/Barriers to Attendance

- CDOT staff are not receiving communications
- Cost (or lack of reimbursement) may discourage public agency attendance

What are our successes? What attracts attendance?

- Interesting and compelling program topics and speakers

Recommendations

1. Conduct data collection to improve awareness:

- Send out membership survey including non-members at CDOT
- Conduct face-to-face interviews with select CDOT staff
 - Focus on transportation staff only (Steve Hersey would be a good start)
 - Have a prepared list of topics
 - Are there barriers?
 - Are CDOT leaders or policies keeping staff from attending?
 - What kind of training do CDOT staff attend?
 - What training requirements does CDOT have for staff?
 - What program topics would be of interest to CDOT staff?
- Conduct face-to-face interviews with select staff from other public agencies
 - Have a prepared list of topics
 - Are there barriers?
 - Are agency leaders or policies keeping staff from attending?
 - What kind of training do staff attend?
 - What training requirements does the agency have for staff?
 - What program topics would be of interest to agency staff?

2. Need to improve communications:

- Encourage public agency staff to join as Local Affiliates.

- Expanded Section contact list to include non-members. This specifically includes select CDOT staff (generated by the Executive Committee). This could include all levels of traffic engineers.
- Refresh the Esteemed Colleague list and include them in communications.
- Attempt to have Section communications piggy-back on existing agency internal communications (i.e. internal newsletters and similar announcements).

3. Encourage agencies to become an agency affiliates:

- Registering as an affiliated government agency has an immediate savings per person at registration of at least \$25. If you are registering 100 people, registration is reduced by about \$50 per person. Options are:
 1. Have agency pay for their employees as a benefit
 2. Have agency coordinate registration and collect fees from employees.
 3. Section may offer a subsidy as an incentive to agencies that register as affiliated government agencies with either of the two above options.

4. Address event attendance costs:

- Various forms of subsidizing public agency attendance are suggested. The issue of Amendment 41 was raised, but it is not seen as an issue.
 - Using Section funds and revenue, subsidize the public agency luncheon registration fees for a year or two.
 - Provide a “scholarship” for public agency staff to attend luncheons
 - Provide 10 (or some other number) free slots per luncheon – first come first serve for public agency registration

5. Work to make meetings more professionally attractive, elements may include:

- Make luncheons personally interesting for public agency staff
- Consider preparing luncheon program to specifically meet the needs of public agency
- Hold associated training/webinars
- For CDOT, support the Transportation Engineering Training Program (TETP)
- Have luncheon program “certified” or “approved” for professional development hours (PDH) or TETP?
- De-emphasize the luncheon aspect. For example, express it as “members are attending a program where lunch just happens to be served” rather than a luncheon program
- Hold special events:
 - Conduct a round table luncheon with no program:
 - Each table will include one or two invited public agency staff.
 - Each table will discuss different topics.
 - Each table will have a scribe per who will briefly report at the end of the luncheon.
 - Have CDOT or any other public agency put on an event using ITE resources to put it together. This could be something like their annual conference or a training session or a luncheon with a program