



DRAFT MEETING MINUTES
BOARD OF DIRECTORS
Thursday, December 15, 2005
9:00 - 10:30 a.m.

Meade Electric Company
9550 W. 55th Street, Suite A, McCook, Illinois 60525

Board Members in Attendance:

Gary Rylander, President (Edwards and Kelcey)
David Zattero, Vice President (Illinois DOT)
Mark Newland, Vice President (Indiana DOT)
Cindy Paulauskas, Secretary (NAVTEQ)
Ken Glassman, Treasurer
Joseph Brahm (NET)
Thomas Ewing (Argonne National Laboratory)
Duana Love (RTA)
Austin Provost (Meade Electric Company)
Rick Weiland (Ygomi)

Others in Attendance:

Dean Mentjes (FHWA)
Scott Lee (NET)
Brian Burkhard (HNTB)

Note: Attendance by teleconference
is shown by italics

- 1 Self-introductions and approval of the Agenda. President Rylander called the meeting to order at 9:02 a.m. A quorum of the ITS Midwest (ITSMW) Board of Directors (Board) was present, either in person or by teleconference. Those in attendance introduced themselves. There were no changes to the agenda.
- 2 Approval of Minutes. The minutes of the September 27, 2005 ITSMW Board meeting were distributed in advance and are appended to these minutes, and were not read at this meeting.
It was moved by Secretary Paulauskas and seconded by Austin Provost to approve the minutes as submitted. The motion passed.

Review Action Items. Secretary Paulauskas reviewed the list of bulleted items in the “New Action Review” from the minutes of the previous Board meeting. For ease of reference, items are numbered to match the September 27, 2005 meeting minutes:

- | | |
|------|--|
| 5.1 | <i>Open. Neil Schuster is checking his schedule.</i> |
| 5.2 | <i>Closed.</i> |
| 5.3 | <i>Open.</i> |
| 5.4 | <i>Open.</i> |
| 5.5 | <i>Closed.</i> |
| 5.6 | <i>Closed.</i> |
| 5.7 | <i>Open.</i> |
| 5.8 | <i>Open.</i> |
| 5.9 | <i>Closed.</i> |
| 5.10 | <i>Open.</i> |
| 5.11 | <i>Closed.</i> |
| 5.12 | <i>Closed.</i> |
| 5.13 | <i>Closed.</i> |

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3. Executive Committee Report. The minutes from the November 15, 2005 Executive Committee Meeting were distributed in advance and are appended to these minutes. President Rylander presented the report verbally.
- A. Strategic Directions Plan Implementation
 - A.1. Appointment of remaining committee co-chairs is complete.
 - A.2. Committee membership update. Committee co-chairs were reminded to provide the Board of Directors with the full list of their committee membership. It is the role of the Outreach Committee co-chairs and the Immediate Past President to validate the distribution lists for committee reports for Board of Directors Meetings (Board Members, with copy to all Committee Co-Chairs), Executive Committee Meetings (Six Officers, with copy to Board Members and all Committee Co-Chairs), and Committee Meetings (Committee Members, with copy to Board Members).
 - A.3. Appointment of Nominations Committee. President Rylander announced that he has formed the Nominations Committee for the 2006 election at the annual meeting. The committee will be chaired by Vice President Mark Newland, and have two additional members: John Benda (IL Tollway) and John DeLaurentiis (RTA). The role of the committee is to select nominees for Directors members as well as Officers, for approval by the Executive Committee. The election is conducted at the Annual Meeting.
 - B. Board Resolution to change Registered Agent. Per the September board approval, President Rylander has become the Registered Agent of ITS Midwest.
 - C. State Chapters Council update. There was discussion about instituting a rule that 50% of the State Chapters' Board Members be required to be members of ITS America. Nominations for ITS America awards are due January 31st. There will be a State Chapter Strengthening Workshop on May 5, 2006, the Sunday before the ITS America Annual Meeting.
 - D. Next committee meeting – last week of January.
4. Committee Reports.
- A. Finance. The following were distributed in advance and are appended to these minutes: 2005 Adopted Budget to Actual Comparison; the Financial Statement for January 1-December 15, 2005; the 2006 Proposed Budget. Treasurer Glassman explained that his goal is to keep about \$20,000 in the checking account to ensure sufficient funds to cover large checks. The Board discussed the 2006 Proposed Budget and made amendments, including the addition of \$1000 for Promotion and \$2000 for the Annual Meeting.
Secretary Paulauskas moved that the amended 2006 Budget be adopted. Mark Newland seconded the motion, and it was passed.
 - B. Meetings. The Meetings Committee Report was distributed in advance and is appended to these minutes. Co-chair Duana Love reported that the ITS America website has a description of the ITS Midwest Annual Meeting and a link to the registration form. ITS America will be handling registration for the meeting; the Meetings Committee will be handling sponsorships and exhibitor opportunities. The registration form will also be included in the newsletter.
 - C. Member Services. The Member Services Committee Report was distributed in advance and is appended to these minutes.
 - D. Outreach. Neither of the Co-Chairs from the Outreach Committee was present to provide a report.
 - E. Publicity. The Publicity Committee Report was distributed in advance and is appended to these minutes. Co-chair Tom Ewing proposed that the Outreach and Publicity Committees be merged. Michelle McGinn will remain a member of the new committee, but will no longer serve as a Co-Chair.
Vice President Newland moved that the Publicity Committee be merged into the Outreach Committee, effective after the 2006 Annual Meeting, and that the new committee be called

Outreach. Duana Love seconded the motion and it passed.

- F. Recognition. Co-Chair Rick Weiland suggested limiting the awards for 2005 to the Outstanding Project of the Year. This award will be presented at lunch at the 2006 Annual Meeting. In 2006 the committee will begin advertising the various award opportunities in the first newsletter to ensure we have more awards for 2006.
 - G. Technical. Co-chair Joseph Brahm reported that the committee is considering hosting technical sessions concurrent with future annual meetings. In addition, they are exploring sponsoring technical sessions on other state chapter meetings as well as a joint workshop with GCM.
 - H. Training. The Training committee Report was distributed in advance and is appended to these minutes.
 - I. Nominations. President Rylander reported that nine Board Members are up for re-election, and the same guidelines as last year will be used. All Directors (7) serve a 1-year term. Michelle McGinn and Darcy Bullock do not wish to continue as Directors, but McGinn will continue to serve as a committee member. The Treasurer and Illinois Vice President, both 2-year terms, are also up for election.
5. New Action Item Review. Secretary Paulauskas reviewed the action items resulting from this meeting, and items carried over from previous meetings that have not been completed, as follows:
- 5.1. The Meetings Committee will request the ITS America Board of Directors or Neil Schuster to attend the ITS Midwest annual meeting.
 - 5.2. Treasurer Glassman will work with the individual firms in applying their ITSA rebates to 2006.
 - 5.3. The Committee Chairs will email their membership lists to Immediate Past President Hochmuth and the entire Board of Directors.
 - 5.4. Immediate Past President Hochmuth will work with Michelle McGinn and Tom Ewing on developing an article for the fall newsletter with the full committee structure, goals and members. This could be part of the President's Message instead.
 - 5.5. Treasurer Glassman will add a notation on the chapter membership invoice to indicate that the member is an ITS America member who has elected ITSMW as its designated chapter.
 - 5.6. Joseph Brahm will find a new co-chair for the Technical Committee.
 - 5.7. President Rylander will determine if Lake County is a member of ITS America.
 - 5.8. All Board members should email their suggestions to Gary Rylander for "Best of" ITS awards.
 - 5.9. Duana Love will contact all the companies who have exhibited at or sponsored previous ITS Midwest annual meetings.
 - 5.10. President Rylander and Duana Love will develop language explaining the exhibitor, membership and registration fees to be used on the forms.
 - 5.11. Duana Love will work with Treasurer Glassman to incorporate the Annual Meeting finances in the budget.
 - 5.12. Duana Love will set up a call to finalize the Annual Meeting agenda.
 - 5.13. Austin Provost will set up a conference call to collect feedback on the database structure.
 - 5.14. All Board members should send Vice President Zavattero information and photos about the Innovative Mobility Showcase.
 - 5.15. Rick Weiland will set up a call to vote on the ITS Midwest Outstanding Project of the Year.
 - 5.16. Ken Glassman will procure the 2005 to the Outstanding Project of the Year plaque(s).
6. Overview of USDOT ITS Activities. The USDOT ITS Activities Report was distributed in advance and is appended to these minutes.

State Vice Presidents Reports

There were no State Vice President Reports.

Member Announcements

There were no member announcements.

7. Set Future Meeting Dates.

- A. March Board Meeting – March 9th, 9am, at the RTA offices.
- B. June Board Meeting – June 15 (proposed)

8. Adjourn. The meeting was adjourned at 11:09 a.m.

Respectfully submitted,

Cindy Paulauskas
Secretary

Attachments

U:\ITS Midwest Board\Board Minutes\2005\121505\Board Minutes 121505.doc

ATTACHMENTS FOLLOW

- Agenda
- Executive Committee Report
- ITS Midwest Proposed 2006 Budget
- ITS Midwest Adopted Budget to Actual Comparison
- ITS Midwest Financial Statement for the Period January 1, 2005 to December 15, 2005
- Committee Reports
- Summary of USDOT Activities

PRELIMINARY MEETING AGENDA
ITS MIDWEST BOARD OF DIRECTORS

Thursday, December 15, 2005

9:00 - 10:30 a.m.

Meade Electric Company

9550 W. 55th Street, Suite A, McCook, Illinois 60525

Teleconference Participation is Available

9:00		1. Self-introductions and Approval of Agenda	All
9:00 – 9:05		2. Approval of Minutes from Previous Board Meeting Review Action Items	C. Paulauskas
9:05 – 9:20		3. Executive Committee Report A. Strategic Directions Plan Implementation A.1. Appointment of remaining committee co-chair A.2. Committee membership update A.3. Nominations Committee Appointments B. Change in Registered Agent C. State Chapters Council update D. Next committee meeting	G. Rylander
9:20 10:10	–	4. Committee Reports A. Finance B. Meetings C. Member Services D. Outreach E. Publicity F. Recognition G. Technical H. Training I. Nominations	J. Hochmuth K. Glassman Committee Co-chairs
10:10 10:15	–	5. Review New Action Items	C. Paulauskas
10:15 10:25	–	6. Overview of US DOT ITS Activities State Vice President Reports Member Announcements	M. Lister D. Zattero M. Newland All
10:25	–	7. Future Board Meeting Dates	G. Rylander

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ITS MIDWEST BOARD OF DIRECTORS

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- 10:30 C. March 8, 2006 Board Meeting (tentative)
 D. June 2006 Board Meeting – June 15 (proposed)
- 10:30 8. Adjourn
9. Executive Session (Board members only) – if needed G. Rylander

**DRAFT MEETING MINUTES
ITS MIDWEST EXECUTIVE COMMITTEE**

Tuesday, November 15, 2005

3:00 – 4:30 p.m.

**Illinois State Toll Highway Authority Offices
2700 Ogden Avenue, Downers Grove, Illinois 60515**

Call to Order. President Rylander called the meeting to order at 3:12pm.

Approval of Minutes. Secretary Paulauskas moved that the minutes from the September Executive Committee Meeting be approved. Immediate Past President Hochmuth seconded the motion, and the minutes were approved.

President's Report.

- All committee co-chairs have been appointed except the Technical Committee. Scott will stay on committee. No update from Joseph. Goal is to get resolved by board meeting next month.
- Vice President Newland will chair Nominations Committee. 2 more members will be appointed.
 - All Directors (7) will switch, all serve 1-year term. Michelle McGinn will not serve as director, but will continue to serve as a committee member.
 - Treasurer and Illinois Vice President, both 2-year terms, are up for election.
- Secretary, Treasurer and President are term-limited. Please contact Vice President Newland directly if interested.
- Changed secretary state registered agent. Gary will send to Cindy, copy Ken.
- Attended State Chapters workshop. Discussed dues structures, getting the worked out, etc. Will have another session at ITSA annual meeting.
- World Congress:
 - Exhibition floor impression.
 - Content of sessions
 - IMS big hit to attendees and demonstrations
 - 7126 attended the World Congress representing over 50 countries and 1470 attended the Wednesday night gala at SBC Park.
 - Lots of mainstream media coverage, including LA Times, USA Today, SF Chronicle.
 - WC 2006 will be in London. ITSA 2006 annual meeting will be in Philadelphia.
- Next Board meeting 12/15 at media electric.

Finance Report (Ken Glassman)

- Revenues 22,000. Expenses 21,873. This includes the annual meeting, membership dues, ITSA rebates.
- 163 outstanding checks
- 100,067. total assets
- Outstanding:

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- Over budget: printing higher than budget due to newsletters
- Under budget: IDOT outreach, INDOT outreach, promotions, conference and training support (outstanding invoice), scholarships
- Net asset gain \$172 between actual revenues and expenses
- Ken can distribute proposed 2006 budget if he gets input from committees by 12/1.

Meetings (Duana Love)

- We will co-locate the 2006 annual meeting with ITSA's EPS workshop.
- The annual meeting will be 2/7 and the EPS workshop will be 2/8 at the Doubletree Hotel in Chicago
- Costs are lower than last year due to partnership with ITSA. \$19/person breakfast; \$42/person lunch. Waiting on estimates for AV equipment needs. Starting to get interest from exhibitors. Have registration form for sponsors as well. Each meeting will cost \$75; joint registration will be \$100.
- 50 rooms have been blocked for each night for \$149.
- There will be a general meeting room, separate lunch room, and vendor area for breakfast and snack
- Still working on space for Tuesday night reception
- All logistics are being arranged through ITSA
- ITSA can handle online registration for us, which gives us time get our online registration system arranged.
- In terms of agenda, the tour is an open issue. 911 center needs a proposal from us in terms of how to structure the tours. Attendees should indicate on the registration form whether they are interested in the tour. 911 Center can take between 15-20 for 1 group. We can cap it at 40
- ITSA agenda speakers: weak on regional speakers (no one from Indiana). They are hoping we can suggest some speakers.
- ITSA agenda has some topics they will make available to our agenda, as they were originally planning a 2-day workshop: VII, programs around the world for EPS, future technology coordination.
- ITS Midwest theme is: Getting the Message Out.
- Suggestions for topics: Open Road Tolling for IL Toll road; want broad base to attract the rest of our members (away from EPS); Neil Schuster as keynote (ITSA has agreed that either Neil or some member of the Coordinating Council will attend all the state chapters meeting. Duana will contact Neil.) Business meeting will be about 30-45 minutes, right before lunch. We are planning a lunch time speaker (not identified yet).
- We will publish how many PDHs are for full participation. We will stay away from CEUs.
- We may want to offer a program track and a tour track after lunch, and let people pick which they want to do.
- Reception will start at 5pm.

Member Services (Austin Provost)

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- Last year we allowed exhibitors a 1-year complimentary registration. We will repeat that.
- Reminders about annual dues payments will be emailed out.
- We have a list of who's paid from ITSA. Need to coordinate with Ken.
- Received excel workbook from Ken and have begun converting that to access.
- Will send out contact information confirmation request as well.
- Planning to draft a survey for members to understand their perspective on value ITS Midwest is offering and what else we can do. Will send it as a direct mailing, and include it on the ITS Midwest website.
- Priority for ITS Midwest to be in a position to do direct emails. Gary will send Austin his list of email contacts.
- Follow up on adjacent State Chapters still being planned. We can use this contact to request information about successes they have on getting the word out.

Outreach (Michelle McGinn)

- Committee email lists will be developed for free from GCM Communicator website.
- Disaster Recovery on hold
- Sent out brochures to ITSA for handout at World Congress in ITSA Pavillion
- Will have surveys compiled by next month's board meeting

Publicity (Tom Ewing)

- On front edge of "Get the Word Out" campaign.
- Newsletter went out in October with new logo.
- Next newsletter will be published in end of December. Will use it to feature upcoming annual meeting. Can do inserts after Christmas and still have time to get the mailing out right after 1/1.

Recognition (Rick Weiland)

- Late getting the solicitation of nominations of awards out of the gate
- One option is not to do any this year; the second is to do only a very few to the board only; the final is to hustle to get the solicitation out to everyone.
- We will do 1-2 just to the Board, with hope for conclusion by the December Board meeting. Will be just 1-page, and include criteria.
- That gives us a chance to grow this in 2006.

Technical / Training

- Meetings has 2-things to hand off to this group and training.. Advanced Traffic Information course in the spring (Feb/March) with ITS California. RTA is looking to bring multi-modal travel information course.

Next meeting will be 2/1 or 2/2.

Adjourn 4:24pm

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ITS MIDWEST BOARD OF DIRECTORS

**ITS MIDWEST
POPOSED BUDGET
FY 2006**

	Actual 2002	Actual 2003	Actual 2004	Actual 2005	Proposed 2006
<u>Revenues</u>					
Membership Dues	\$ 11,420.00	\$ 8,082.50	\$ 7,730.00	\$ 8,250.00	\$ 9,500.00
Interest Earned	\$ 2,242.30	\$ 257.73	\$ 269.64	\$ 211.51	\$ 300.00
Other Income			\$ 8,769.55		
Annual Meeting Revenues	\$ 9,620.00	\$ 17,010.00	\$ 17,160.00	\$ 13,585.00	\$ 15,000.00
Total Revenues	\$ 23,282.30	\$ 25,350.23	\$ 33,929.19	\$ 22,046.51	\$ 24,800.00
<u>Expenses</u>					
Annual Meeting	\$ 7,025.16	\$ 7,533.54	\$ 18,844.55	\$ 11,999.37	\$ 10,000.00
Board Meeting and Meeting Support	\$ 664.13	\$ 304.06	\$ 695.17	\$ 158.55	\$ 1,000.00
Officer Travel	\$ -	\$ 1,620.70	\$ 963.41	\$ 605.64	\$ 1,500.00
Newsletters					
Printing	\$ 3,483.75	\$ 1,506.00	\$ 1,605.00	\$ 4,655.20	\$ 5,500.00
Assoc. Expenss (Postage)	\$ -	\$ 37.75		\$ 986.15	\$ 1,000.00
Website Maintenance	\$ -	\$ 2,025.00	\$ 1,485.00	\$ 2,025.00	\$ 5,500.00
Membership Mailings	\$ -	\$ -	\$ 664.07	\$ 113.88	\$ 500.00
State Outreach	\$ 1,990.66				
Illinois DOT		\$ 1,000.00	\$ 204.75	\$ -	\$ 1,000.00
Indiana DOT		\$ 1,000.00	\$ 995.25	\$ 228.74	\$ 1,000.00
Wisconsin DOT		\$ 1,000.00		\$ -	\$ -
Promotions	\$ -	\$ -	\$ 300.00	\$ -	\$ 1,000.00
Chapter Recognition Awards	\$ 2,950.00	\$ -	\$ 110.15	\$ 186.05	\$ 250.00
Legislative	\$ -	\$ -		\$ -	\$ 1,500.00
Sponsorships	\$ -	\$ -		\$ -	\$ -

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			500.00			
		\$	\$	\$		
Conference and Training Support	\$	-	5,143.07	5,457.22	\$	3,340.00
Student Outreach					\$	7,000.00
Scholarships	\$	-	\$	-	\$	-
Special Projects					\$	2,000.00
Business Cards	\$	-	\$	-	\$	-
					\$	750.00
Insurance and Fees	\$	-	1,550.00	1,065.00	\$	1,455.00
	\$		\$	\$	\$	1,600.00
Affiliation Fees	250.00		250.00	250.00	\$	-
				\$	\$	250.00
Misc.	\$	-	\$	-	30.50	\$
					\$	45.45
	\$		\$	\$	\$	500.00
Total Expenses	<u>16,363.70</u>		<u>23,470.12</u>	<u>32,670.07</u>	<u>25,799.03</u>	\$
	\$		\$	\$	\$	\$
Net Asset Gain/(Loss)	<u>6,918.60</u>		<u>1,880.11</u>	<u>1,259.12</u>	<u>(3,752.52)</u>	<u>(17,050.00)</u>

**ITS MIDWEST
ADOPTED BUDGET TO ACTUAL COMPARISON
Thru December 15, 2005**

<u>Revenues</u>	<u>Adopted 2004</u>	<u>Actual 2004</u>	<u>Adopted 2005</u>	<u>Actual 2005</u>
Membership Dues	\$ 5,300.00	\$ 7,730.00	\$ 5,000.00	\$ 8,250.00
Interest Earned	\$ 500.00	\$ 269.64	\$ 300.00	\$ 211.51
Other Income		\$ 8,769.55		
Annual Meeting Revenues	<u>\$ 16,000.00</u>	<u>\$ 17,160.00</u>	<u>\$ 15,000.00</u>	<u>\$ 13,585.00</u>
Total Revenues	\$ 21,800.00	\$ 33,929.19	\$ 20,300.00	\$ 22,046.51
 <u>Expenses</u>				
Annual Meeting	\$ 9,000.00	\$ 18,844.55	\$ 13,500.00	\$ 11,999.37
Board Meeting and Meeting Support	\$ 1,200.00	\$ 695.17	\$ 1,000.00	\$ 158.55
Officer Travel	\$ 2,000.00	\$ 963.41	\$ 1,500.00	\$ 605.64
Newsletters				
Printing	\$ -	\$ 1,605.00	\$ 1,500.00	\$ 4,655.20
Assoc. Expenses (Postage)	\$ -		\$ -	\$ 986.15
Website Maintenance	\$ 2,500.00	\$ 1,485.00	\$ 3,000.00	\$ 2,025.00
Membership Mailings	\$ 800.00	\$ 664.07	\$ 1,500.00	\$ 113.88
Outreach				
State Outreach				
Illinois DOT	\$ 1,000.00	\$ 204.75	\$ 1,000.00	
Indiana DOT	\$ 1,000.00	\$ 995.25	\$ 1,000.00	\$ 228.74
Wisconsin DOT	\$ -		\$ -	
Promotions	\$ 1,500.00	\$ 300.00	\$ 1,000.00	
Chapter Recognition Awards	\$ -	\$ -	\$ 200.00	\$ -

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		110.15		186.05
Legislative Sponsorships	\$ 1,500.00		\$ 1,500.00	
	\$ -			
Conference and Training Support	\$ 6,000.00	\$ 5,457.22	\$ 7,000.00	\$ 3,340.00
Student Outreach Scholarships	\$ 2,000.00		\$ 2,000.00	
Special Projects Business Cards	\$ 750.00		\$ 750.00	
Insurance and Fees	\$ 1,700.00	\$ 1,065.00	\$ 2,000.00	\$ 1,455.00
Affiliation Fees	\$ 250.00	\$ 250.00	\$ 250.00	
Misc.	\$ 500.00	\$ 30.50	\$ 200.00	\$ 45.45
Total Expenses	<u>\$ 31,700.00</u>	<u>\$ 32,670.07</u>	<u>\$ 38,900.00</u>	<u>\$ 25,799.03</u>
Net Asset Gain/(Loss)	\$ (9,900.00)	\$ 1,259.12	\$ (18,600.00)	\$ (3,752.52)

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Financial Statement for the Period January 1, 2005 to December 15, 2005

Revenues		
Interest Earned	\$ 211.51	
Other Income	\$ -	
2004 Membership Dues	\$ 600.00	
2005 Membership Dues	\$ 5,850.00	
ITSA Rebates	\$ 1,800.00	
ITS Midwest Annual Meeting	\$ 13,585.00	
Total Revenues		\$22,046.51
Expenses		
Annual Meeting	\$ 11,999.37	
Board Meeting and Meeting Support	\$ 158.55	
Officer Travel	\$ 605.64	
Newsletters		
Printing	\$ 4,655.20	
Postage & Mailings	\$ 986.15	
Website Maintenance	\$ 2,025.00	
Membership Mailings	\$ 113.88	
Outreach		
State Outreach		
Illinois DOT	\$ -	
Indiana DOT	\$ 228.74	
Promotions	\$ -	
Chapter Recognition Awards	\$ 186.05	
Legislative		
Sponsorships		
Conference and Training Support	\$ 3,340.00	
Student Outreach		
Scholarships		
Special Projects		
Internship		
Business Cards		
Insurance and Fees	\$ 1,455.00	
Affiliation Fees	\$ -	
Miscellaneous	\$ 45.45	
Total Expenses		\$25,799.03
Balances		
Checking Account ending November 30, 2005	\$ 20,324.30	
Outstanding Checks as of Dec. 15, 2005	\$ (3,925.12)	
Outstanding Deposits as of Dec. 12, 2005	\$ -	
Money Market ending September 26, 2005	\$ 79,743.37	
Total Assets as of December 15, 2005	\$ 96,142.55	

ITS Midwest Board of Directors
Meeting Committee Report
December 14, 2005

This Meeting Committee report is submitted for the 12/15/05 Board of Directors meeting.

2006 Annual Meeting Planning

Theme is “Getting the Message Out”. ITSMW Annual meeting, Tuesday, February 7, 2006 at Double Tree Suites in Downtown Chicago. Held in conjunction with ITS America Electronic Payment Systems Workshop on Wednesday February 8, 2006.

- Registration and payment Process will be handled by ITS America – ITS America web link to registration form at:
<http://www.itsa.org/ITSNEWS.NSF/4e0650bef6193b3e852562350056a3a7/377af5a829eef52b852570d700008a56?OpenDocument>
- Continental breakfast, am and pm snack breaks, buffet lunch, and Tuesday evening reception included.
- Exhibitors and sponsorships interested parties will contact ITS Midwest directly. Recommend using last year’s dollar amounts – *forms attached*
- Draft agenda - *attached*
 - Shuster not yet confirmed.
 - Brian Cronin, USDOT Integrated Corridor Management Program Manager confirmed.
 - ITS Professional Capacity Building Program lunch speaker confirmed.

Next Steps

- Getting the Word Out – still need to identify regional speakers for the afternoon session.
- Finalize costs.
- Confirm technical tour with OEMC, transportation needed roundtrip from hotel to site.
- Coordinate with Web Site committee to post forms.
- Meeting logistics for giveaways, handouts, and general set-up.

ITS Midwest
Member Services Committee Report
December 15, 2005

- 1. Check on status and follow-up on annual dues payments. Review and update records for company or individual contact information.**
 - Obtained list of ITS America member companies that have paid dues and selected ITS Midwest as its state chapter
 - Finalized a follow-up e-mail that is pending distribution for annual 2005 dues outstanding payments
 - Finalized a letter that is pending distribution by e-mail requesting updated contact information from members

- 2. Review and suggest any appropriate modifications to the proposed budget for 2006 as it relates to the Members Services Committee.**
 - Reviewed budget and suggested an increase of \$2,500.00 to the proposed website expenditures that would enable ITS Midwest to provide, with appropriate security measures, some type of online access to the ITS Midwest database information through the existing website.

- 3. Develop a more robust electronic means of keeping track of and/or updating membership using Microsoft Access Database. Explore using database as an online membership resource (e.g., application, registration, dues payment, receipt of newsletters, etc.).**
 - Began process of establishing and/or importing the existing excel membership database into Microsoft access...see sample database structure attached
 - Conducted some preliminary research on options for providing online access to ITS Midwest database information through the existing website. This could entail potential things such as online dues and membership management, book-keeping information, etc. There are a couple of companies that supply bundled services that will meet many different requirements.

- 4. Prepare and distribute a survey that will assist in review of existing membership benefits and suggest any improvements (e.g., discounts, reduced, or complimentary prices or fees on ITS Midwest sponsored events, members only feature and access on website, free advertisement and links such as job listings on website, etc.). In addition, the survey will help to establish a process and procedures to retain existing members and actively increase as well as diversify the existing membership via the recruitment of new members.**
 - Finalized membership survey which is pending distribution

- 5. Review existing membership structure, dues, and fee setup and recommend any modifications or changes (e.g., student or university membership, 1st year free, potential use of annual meeting dues as portion of membership dues, reduction for membership renewal, dues proportional to number of employees, etc.). In addition, coordinate membership with ITS America, GCM, and surrounding ITS America State Chapters (ITS Heartland, ITS**

Michigan, ITS MidAmerica, ITS Minnesota, and Smartways Wisconsin) and others as appropriate (e.g., discounted “joint” membership, etc.)

- Requested appropriate contact information and began to develop a draft list of questions for follow-up with surrounding state chapters and to assist with the data collection process

ITS Midwest Publicity Committee

Status Report, December 12, 2005

POC: T. Ewing, ewing@anl.gov, 630-251-0247

- Completed and mailed newsletter in October
- Distributed new logo to chairs
- Provided promo inputs on Annual Meeting theme for ITS America website
- Work continues on next newsletter (next issue published in December for January mailing) and website

Articles:

- IDOT Open Road Tolling
- ITSMW President's Message
- ITSMW full committee structure, goals, members (action: Jeff, but could be rolled up in President's message)
- IL state ITS strategic plan
- Meeting between GCM Exec Committee and CVO industry leaders
- GCM workgroups/Lake Co TMC tour
- 511 state update
- ITS Architectural Workshop in Indianapolis
- ITS World Congress
- KEY INPUT: 2006 ITS Midwest Annual Meeting registration details

ITS Midwest Publicity Committee

Tom Ewing (ANL), Michelle McGinn, Dan Shamo, and Chuck Sikaras (other choice pending).

Purpose

The purpose of the Publicity committee is to:

- support the outreach and communication needs of ITS Midwest
- promote ITS Midwest events
- create a favorable image and “brand” for ITS Midwest
- stimulate involvement and interest
- establish and enhance the publicity & communications tools to accomplish this purpose

In addition, the ITSMW Strategic Plan identifies the following specific tasks for Publicity:

- publish three newsletters (jointly with GCM) each year
- maintain and enhance website

Committee staffing

Currently, the Publicity committee membership includes: Tom Ewing, Michelle McGinn, Dan Shamo, and Chuck Sikaras. A private company member with marketing skills is being recruited.

Strategy

Initially, our work will need to be closely coordinated with the Outreach Committee activities (Michelle McGinn, chair), because Publicity will have a substantial support role for outreach. To accomplish this, Michelle McGinn and Tom Ewing agreed to serve on each other’s committee. Moreover, we agreed to initially operate as a common committee while we jointly plan our activities.

A first task proposed for joint Publicity/Outreach committee action is to develop a communications plan that addresses:

- ITS Midwest communications goals
- Target audiences
- Key messages
- Strategies to reach target audiences and achieve goals
- Activities and tools to implement strategies
- Budget/schedule requirements
- Evaluation Mechanisms to measure our success

While the communications plan will be invaluable to provide focus to the activities of Publicity, it is anticipated that the following elements be part of the Publicity committee’s activities.

Logo update (April-May 2005)

Newsletter enhancements (ongoing)

- Introduced 4-color version in 2005

Website enhancements (ongoing)

- Upgrade site “image” and continue implementing new requirements
- Web-based performance measures

Develop promotional materials and support promotional campaigns: (TBD)

- Quality folder and promotional literature (ITSMW background and key messages, recent newsletter issues)
- Presentation resources (ITSMW background and key messages) for speakers
- Promotional products (pens, lanyards, other imprinted items for trade shows, meetings, etc.)
- Signs and posters for meetings, shows
- Photo image resource library
- Exhibit booth
- Recognition plaques/award certificates

Mailing/email lists for different target audiences (have interchangeable ability to reach target audience either by mail or electronically)

Scholarship and internship program (May-June 2005)

- Promote
- Select
- Administer
- Evaluate

Speaker’s bureau (list of speakers that could be recruited to deliver a message at events) (TBD)

Press kit and press-release process (TBD)

In addition, interfaces must be established with Membership, Meetings, and other committees with significant communications elements, in order to define the boundaries between Publicity and these other committees. An important outcome is to have a consistent and high quality message and image – and coordination is a key to achieving this end. Coordination is also required for Publicity Committee support of scheduled ITSMW events, as effective promotion has the longest lead time for most events.

Preliminary focus

The loss of Wisconsin as a member state and the recent organizational changes defined by the Strategic Plan provide an opportunity to re-visit our organization’s image, starting with the logo. Since it appears on numerous publicity and communication articles, the logo (if changed) is an early lead item.

The original logo created a decade ago was designed to have an “American” theme (reflecting our ITS America roots) with three stars representing the three member states. Publicity has developed three new logo concepts for consideration, which were distributed to G. Rylander in April 2005 to be presented to the Executive Board. The logo is a key element of an organization’s identity. As a practical matter, the best logos are simple and memorable, wear well with time (not trendy), work well in gray-scale as well as color, and are usable when scaled to small size (e.g., business card application or other small imprinted articles).

In addition to the logo development, a major focus is the newsletter (issues have been released in January and May; the last issue is scheduled for October) and website work. When the communications plan is complete, the publicity work plan will be revised and appropriate additional tasks initiated.

Logo Candidates



ITS Midwest Board of Directors
Training Committee Report
December 14, 2005

This Training Committee Report is submitted for the 12/15/05 Board of Directors meeting.

2006 Training Sponsorship

ITSMW typically sponsors one training course in Illinois and one course in Indiana. The Training Committee has received input regarding several courses that are already planned or proposed. The two courses that have received the most support include the Multimodal Traveler Information Systems course and the Maintenance of ITS Architecture course.

IL-Multimodal Traveler Information Systems (2-days)

This course covers several technologies including; 511, transit traveler information systems, traffic traveler information systems, multimodal traveler information systems, ATIS building blocks, automated trip itinerary planning systems and other pre-trip information, en-route information, customer preferences, ITS standards and National ITS Architecture conformity.

This NTI course has been scheduled for February 23rd 2006. The level of requested financial support has not been determined.

IN-Maintenance of ITS Architecture

This course is designed to help maintain the usefulness of the recently developed ITS architectures. A majority of the ITS architectures in Illinois and Indiana have now been completed. Several more architectures will come on line in the next year. This course would be the logical next step after an ITS architecture has been developed.

This course will be taught by the FHWA for the first time in February and will be held in Florida. Training dates have not yet been established in the Midwest. Because not all communities have completed their architectures, participation may be higher if this course were held toward the end of the year thus increasing the pool of agencies that would be ready for a course on maintaining their architecture. The location of this course should be held in the central portion of Indiana or Illinois to maximize participation from downstate ITS organizations.

The level of requested financial support has not been determined.

Depending on the funding requested for these two on-site training courses, funding may remain to hold a web-based training. Possible courses include how SAFETEA-LU affects ITS and other specialized ITS topics that would not warrant renting a classroom.

Next Steps:

- Take direction from ITSMW Board on selected training courses.
- Work with sponsoring agencies to establish dates and locations for courses
- Get the word out to reach desired attendance levels.