



## MINUTES

**Board of Directors Meeting  
Wednesday March 26, 2008  
UMTRI McCormick Room  
2901 Baxter Rd.  
Ann Arbor, MI 48109-2150**

**Present: 12 Board Members and 5 Alternates attended. (See Attendance Sheet for details)**

**1) Welcome & Call to Order**

- a. President Peter Sweatman called the meeting to order at 9:00 AM.

**2) President's Report**

**a. Quarterly Newsletter**

- i. Board Members received the latest quarterly newsletter, highlighting MDoT & ITS Michigan's involvement with Sweden on a field operational test,

**b. State Chapter's Meeting**

**3) Board Membership**

- a. Bylaws pertaining to board members who changed companies were discussed due to Barb Wendling moving from Chrysler. At the present time there is no potential representative from Chrysler.
- b. Frank Cardimen noted that board membership was increased previously from 23-25 members.
- c. OEM participation is necessary

**4) ITS Michigan Annual Meeting 2008**

- a. 15 sponsorships have been received to date for the annual meeting, bringing total funds received to \$23,000 - \$10,000 over projected contributions.
- b. Exhibitor area is almost sold out.
- c. Attendee registration is low, with an April 15<sup>th</sup> deadline for early bird rates.
- d. Increased marketing to advertise the meeting is necessary
  - i. Press releases and more public relations
  - ii. Coverage in trade and daily media
  - iii. MDoT press kit development using video shots from last year from Rob Marossi
  - iv. Brent Bair volunteered the services of Craig Bryson (OCRC Public Information) to develop marketing material
  - v. Susan Sunday will contact SAE International
  - vi. Gerry Conover will provide a list of names for the Auto Press Association
- e. Agenda
  - i. There will be keynote speakers for both days of the conference.

- ii. Titles of some individuals on the program are still needed.
- iii. Governor Granholm is not confirmed, but an alternate will attend if she can not.
- f. Approved to host the VII Executive Leadership Team to dinner on May 15, 2008 was requested with an estimated cost of \$2,000. Brent Bair motioned to approved, with Frank Cardimen seconding. Motion carried.

5) **ITS World Congress Kiosk State Pavilion**

- a. Currently only 2-3 states have signed up for a kiosk.
- b. A graphic representing Team Michigan needs to be developed.
- c. Jim Schultz will be contacted provide a video of the MDoT demo project and ITS Rural Conference.

6) **K. Venkatesh Prasad, Ford Motor Company**

- a. Dr. Prasad presented an overview of a collaborative opportunity for MDoT/Ford/UMTRI working with “Smart Cloud” transmission of slippery road conditions.
- b. Operational data will be collected, stored, retrieved, and archived, with possible underwriting from Google.

7) **Board Meeting Venue – Grand Rapids**

- a. The next meeting of the Board will be held in Grand Rapids at URS on April 16<sup>th</sup> at 8:00 am
- b. A dinner the night before (April 15<sup>th</sup>) will be at 6:30 pm at a restaurant to be decided. Roger Safford (Region Engineer for the Grand Region of MDoT), Suzette Peplinski (Region Engineer for the Grand Region of MDoT), and Greg Krueger are invited to the dinner, along with ITS MI Board members and URS executives.

8) **Presentations on Annual Meeting**

- a. Greg Krueger will provide copies of presentations.

9) **Team Michigan**

- a. Greg Krueger, Steve Underwood, and Peter Sweatman submitted a technical paper of VII testing, summarizing the state resources in an effort to bring VII activities to Michigan.

10) **Treasurer’s Report**

- a. Mr. Fern provided a report and summarized current account balances as:
  - i. Checking: \$4,893.06
  - ii. Money Market: \$8,449.96
  - iii. CD; \$27,222.66
- b. Audit Status
  - i. Reaffirmed need to get one completed with a professional certified public account.
  - ii. Steve has started the process to convert to QuickBooks
- c. Contract With MDOT
  - i. Invoices have been hand delivered and accounts set up to provide a venue for the deposit of MDoT contract monies.
- d. ITS America Funding

- i. A check-and-balance system for ITS America funding (affiliated state chapter fee \$100 per membership) needs to be investigated.
- ii. Steve will provide a list to Gerry Conover, who will check it against the corporate membership list.

#### 11) **Secretary's Report**

##### a. **Approval of Minutes**

- i. The minutes of the February 26, 2008 were held over to the next meeting to incorporate the financial data that was missing.

#### 12) **ITS Michigan Board Nominations**

- a. Three membership terms are coming to an end. The positions of Vice-President and Treasurer are open.
- b. Matt Klawon will serve as the URS corporate member, while Chuck Moore will continue as an individual member. Chuck has agreed to continue on as web-master.
- c. A new slate of officer's will be provided by Steve Underwood at the next meeting.

#### 13) **Updates**

##### a. **SEMCOG Meeting**

- i. Transportation operations stakeholders can together on March 3, 2008 for a forum for networking and learning the status of implementing Southeast Michigan Regional Concept for Transportation Operations (RCTO). Some of the speakers included Captain Bob Clark (Michigan State Police) Tom Bruff (SEMCOG), Larry Tibbits (MDoT), Peter Sweatman (UMTRI), and Jackie Paige (WJBK TV Channel 2 Detroit).
- ii. Lunch was provided by ITS Michigan.

##### b. **Michigan Intelligent Transportation Systems Center (MITSC)**

- i. Board members will received the annual MITSC report, summarizing performance measures and operation highlights of MDoT's fiscal years 2007 via mail.

##### c. **ITS America**

- i. ITS America staff roles in support of the State Chapters were distributed.
  - 1. Scott Belcher, President and CEO
  - 2. Tom Kern, Vice President of Member Services
  - 3. Laura Rogers, Director of Membership Services
  - 4. Marijke Smith, Director of Membership Recruitment
  - 5. Sabrina Quirarte, Director of Communications
  - 6. Patty del Pozo, International Business Development Specialist
  - 7. Edgar Martinez, Managing Director of Meetings and Events
  - 8. Sandra Collier, Director of Meetings
  - 9. Sharon Alexander, Manager of Information Technology
  - 10. Jason Ritz, Controller
- ii. ITS World Congress has divided the awards into two categories – private and public sector and increased the number of classifications. Gerry Conover will provide and update once the list is final.

**14) Adjournment**

- a. The meeting was adjourned at 11:45 AM.
- b. Upcoming Meetings: ITS Michigan Annual Meeting May 13-14, 2008