



MINUTES

**Board of Directors Meeting
Thursday, July 20, 2006
Hubbell, Roth & Clark Offices
555 Hulet Drive
Bloomfield Hills, MI**

Present : 18 Board Members attended along with 2 alternates. (See Attendance Sheet for details)

Welcome & CALL TO ORDER

President Dick Beaubien called the meeting to order at 9:05 AM.

INTRODUCTION OF BOARD MEMBERS & GUESTS

Of special interest: Matt Klawon announced that he will be leaving RCMC for a new career with URS.

PRESIDENT'S REPORT

APPROVAL OF MINUTES

The minutes were unanimously approved.

NEWSLETTER

Emphasis on first newsletter was the 2006 Annual Meeting – received with great accolades

Next Issue: After August Quarterly Meeting in Ann Arbor.

2006 DUES – MEMBERS

We currently have close to 30 paid members. Reminder to all to verify if they are paid-up and if not to expect another notice shortly.

FOCUS OF THIS MEETING – 2006/2007 STRATEGY

See separate agenda item.

AUTOMATION ALLEY MEETING

- will host a ITS-Michigan Meeting on September 12th
- looking for joint ventures
- Dr. Tom Anderson introduced himself to group.
 - o Recommended we review their brochure
 - o He works with small cap firms and start-ups
- Need for New Technology Public Relations
 - o Where can I see it? / Press Conference
 - Brent Bair suggested the 5.9MHz Test by Motorola and MDOT
 - We could also have a show & tell at RCOC TOC.
 - o Do we need to think beyond MDOT? Perhaps State of Michigan.

REVIEW ANNUAL MEETING - 2006

- Feedback
 - o meeting length
 - too long, 2 days max
 - o vendors
 - generally need 2 days to make it worthwhile
 - alternatively, if they had dedicated time
 - Set-up and tear down on the same day?
 - Encourage traffic by having a box lunch n vendors area
 - Schedule a specific time for each vendor to have a demo (10 minutes)
 - Need to conduct a Vendor Follow-up Survey
 - o Venue: Ford Field was a very good site.
 - o Drawings & Incentives to encourage attendance all day.
 - o Thank You: Amy Beaupre (TIA) and Michelle Meyers (MDOT) deserve special acknowledgement for a job well done.
- Financial Report
 - o Jim Schultz handed out a financial report for the Annual Meeting which showed a positive cash flow of approximately \$8000.

2007 ANNUAL MEETING

- Date/Location
 - o Dick Beaubien first proposed that we return to Ford Field on May 22-24th.
 - o Consensus was that we should have a meeting in late May at the new Rock Financial Expo Center in Novi.
 - Coordinate with Telematics-Detroit Conference
 - Avoid conflict with ITE Golf Outing
 - Leverage with Automation Alley Gala and Army Unmanned Navigation technology.
 - Coordinate with Detroit Chamber Transportation activities.
 - o Secure Venue: Dan Carrier agreed to contact them and see what we can arrange.
- Combine with MDOT Vendor Exhibit
 - o Worked well this year and consensus was to hold again.
 - o \$475 booth fee was reasonable.
- Theme
 - o Economic Development VII-C Product Demo
 - o Utilize the 20 mile roadway instrumented along I696/I96 in Farmington Hills and Novi
- Social Events / Mixer
 - o Tigers Game – if in town?
 - We could arrange a bus shuttle from event?
 - o Golf
 - o Northville Downs

REVIEW ITS MICHIGAN: MISSION, VISION AND GOALS

- Promote State of Michigan: Economic Base
- MDOT ITS Strategic Plan
 - o Was developed internally at MDOT and did not include any local units of government, auto industry, universities...etc.
 - o ITS-Michigan could act as a subcontractor to expand reach / stakeholders.
- GLITS Example
 - o Coordinate regional / state requests for ITS Earmarks
- Invite MEDC to Board Meetings
- Review old PowerPoint Presentations on this subject.
- Deployment of Technology for Safety & Mobility
- Assist in Positioning Michigan as lead State (Worldwide) – create more high tech jobs
- Leverage work of Universities in evaluating the impacts of ITS
- Wireless Communications: How do the initiatives of cities and counties fit into the VII Deployment Strategy,
- Next Steps?

STRATEGY FOR 2006/07

- MDOT Proposal
 - o Agreed to let Carmine Palombo work out the details for an agreement of support for approximately \$25,000 per year.
- Automation Alley
 - o Continue to develop joint areas of interest.
- Membership
 - o Advertise,
 - o Remind members to send in their 2006 Dues
 - o Send letters to potential new members: use list from ITS America.
- Auto Industry Management Briefing Seminars
 - o Hosted by Center for Automotive Research (CAR)
 - o August 7-12th at Grand Traverse Resort
 - o August 8th VII Session
 - 3 hours on Tuesday morning
 - 100 people expected to attend (many from media)
 - Speakers representing: Connected Vehicle Trade Assoc, Auto OEM's, and Gov't
- Meetings throughout Michigan
 - o Next Board Meeting: Sept. 12th at Automation Alley Offices in Troy
 - o Summer Quarterly Meeting: August 22nd at UMTRI Offices in Ann Arbor
 - o Fall Quarterly Meeting: November 9th at Nissan Offices in Farmington Hills

2007 NATIONAL RURAL ITS CONFERENCE

- MDOT Co-Chairs are Suzette Peplinski and Jim Schultz
- Tentatively planned for September 2007 at Grand Traverse Resort with about 250-350 attendees expected.
- ITS America is developing a proposal that will outline the potential roles for: MDOT, ITS-Michigan, Northern Event Planner, and ITS America.

BY-LAWS STATUS

- Board approved at the last meeting.
- Distribute to membership
 - o Email
 - o Post on website

ADJOURNMENT

The meeting was adjourned at 10:30 am. Next meeting September 12th at Automation Alley offices in Troy.