



Minutes

ITS Michigan Board of Director's Meeting January 22, 2020

*John Abraham, MCDR
Jamal Alezzani, Ford Motor Company
Dick Beaubien, Beaubien Engineering
Debby Bezzina, UMTRI
*Craig Bryson, RCOC
*Victor Cardenas, City of Novi
Patrick Cawley, TIA
*Mark Chaput, ACM
Jeff Feeney, HNTB
Sterling Frazier, Atkins
William Huotari, City of Troy
Ahmad Jawad, RCOC
Matt Klawon, AECOM

Barb Land, SquareOne
*Luke Liu, City of Ann Arbor
*Bakhtiar Litkouhi, General Motors
Kiel McIntosh, Carrier & Gable
Scott Morell, DanLaw
*Parwaiz Nur, Tyme Engineering
Gary Piotrowicz, RCOC
Matt Smith, Michael Baker International
Yousuf Taufiq, WSP USA
Calvin Tuttle, UMTRI/CCAT
Steve Verkest, Integral Blue
*Christopher Zull, City of Grand Rapids

**On the phone*

Secretary's Report – J. Feeney

- ITS MI Meeting Minutes approved from December 2019
- Motion to approve, Minutes approved

President's Report – S. Verkest

- Jim Santilli will be taking over for Pat Cawley as a board member with TIA.

Treasurer's Report – K. McIntosh

- Kiel updated the board with the profit and loss and will balance out the bank account.
- Washtenaw Community College supported ITS Michigan with costs; this saved a lot of money that helped with any balance.

Legislative Update – P. Cawley

- There are competing Hands Free law bills one in the house and one in the senate (SB288). The house bill is sponsored by Rep. Manoogian and recently passed the house, it is supported by the Governor. It is not likely to pass the senate (Republican controlled). SB288 has been championed by Jim for years and has more teeth. They are working on combining with the house bill to get the needed language for enforcement. Outcome to be determined.
- Debby and Matt Smith will gather a statement and have any ITS MI sign it.
- Debby mentioned that there is a Michigan rep from District 10, he is on the T&I committee and they are signing a letter. Debby would not discourage anyone from sending letters to Dingell, Stabenow, Haley Stevens.
- Yousuf mentioned coordinating a breakfast for the local representatives and having a conversation with ITS Michigan.
- Kristina Kow at the University would be helpful with hosting that. The CCAT Global Symposium in April has a topic of inviting the local legislatures. Something in February would be preferable.



Minutes

ITS Michigan Board of Director's Meeting January 22, 2020

Nominating Committee – G. Piotrowicz

- Gary is working with Amanda Roraff to see if there is interest in joining the board.
- ITS Michigan welcomed Barb Land to the Board.
- All board members terms expire in May 2020.
- There are several seats still open, if anyone has nominations please let Gary know.

Regional Transportation Operations Committee – D. Beaubien

- The last Regional operations meeting had 26 people.
- Waycare arranged a 45-minute webinar for ITS Michigan a few weeks ago.
- Next coordinating committee meeting is scheduled for April 17, 2020.
- May 21st TIM Partnering Workshop – Paul Ajegba, Director MDOT is on the program, also Country Sherriff, City of Ann Arbor, U of M, Fire Chief will do a panel on traffic. Dennis Neubacher, traffic reporter will be on the program.

Membership and Fundraising – D. Bezzina

- Yousuf asked how participation can be increased. How do we expand the base to get more engaged?
Is there a focus on getting more people to the table?
- We need members that are not on the board to be part of the committees.
- Even the board members, having them engage people at their organization to assist in working on subcommittees and an opportunity to engage with others.
- Maybe focus in 2020 and other states will be contributing for chapter awards.
- Who are we missing from big organizations and how to get them more engaged on a monthly and quarterly engaged? For instance, MDOT.
- More assistance on the Program Coordinating Committee and at events are always needed.

Outreach and Communications – V. Cardenas/C. Bryson

- Newsletter will be out soon – we could highlight some of the chairs of the committees and volunteer opportunities.
- Need a draft for RFP assistance with social media and website.
- WIT still runs a back end of the website, they only run it on an hourly basis. We need more frequent updates and more social media.
- The biggest thing is content on website and social media.

Technical Lunch 'n Learns

- Waycare wanted to do a larger webinar for the ITS members for a lunch 'n learn in May 2020.
- Dick mentioned we could work with Waycare to see if we can tailor it towards ITS Michigan.
- Yousuf got feedback from students that they would like to participate or present their research during a lunch 'n learn.

Talent and Workforce Development Committee

Emerging Leaders Program – Barb Land

- Barb is the Vice Chair of the Emerging Leaders Committee. There are 3 parts, a global competition for college students, Oakland University. The National program has SquareOne autonomous program to a national level with



Minutes

ITS Michigan Board of Director's Meeting January 22, 2020

high school students. ITS Michigan is sponsoring Roseville High school (double check), they are aiming for 25 teams to participate in this competition.

- May 20, 2020 Kettering University is the program. Judges are needed for this event.
- The website is www.squareonenetwork.org for more information.
- We could add what Michigan is doing to support.
- We could invest some scholarship money from ITS Michigan to the high schools, this can be revisited after the March bowling event.
- Global Symposium – last year ITS Michigan donated \$1,000 – 1 Undergrad (\$500) 1 Grad (\$500).
- Need to reinvigorate the student chapter - Debby spoke to their faculty advisor, a lot was done the first year, but need more activity this year. Debby will reach out to them.
- Wayne State and other universities could be more involved. Maybe a roadshow at other universities or a networking night to invite all the universities. ACM had previously had a talent fair similar to this, where ITS MI could coordinate with them on this possibly.

Program Coordinating Committee – D. Bezzina

- March 27, 2020 – 2nd Annual Bowling Fundraiser.
- Steve will contact ITE, we need info to go to COMTO and WTS.
- Yousuf has raised the bar and doubled the anticipated attendance.
- Dan Carrier will also invite more people.
- Belinda will send a reminder to all who attended the bowling event last year.
- Gary Piotrowicz will contact Amanda Roraff to see if they will be a sponsor for the bowling event.
- Debby will get a team from UMTRI, maybe CCAT can pay for a team of students.
- Toyota was the prize sponsor last year, Debby will contact them this year.
- 100 will be the max/50 minimum.
- Board Meetings - coordinate dates with Debby.
- We need to make the main board meeting in June at the NAI AIS conference.
- SquareOne will have a booth at ITS America and can add ITS Michigan materials.
- August Networking event didn't work out well due to scheduling. Will look at options like TopGolf instead.
- Debby is transitioning the Program Coordination Committee Chair to Gary to take over. We think it's a good idea for the Vice President to be the chair of this committee.
- SAE World Congress April 21-23, 2020.
- Yousuf noticed ITS Midwest had an executive panel as the last session on the second day, maybe bringing someone from City/State/County on a panel for ITS Michigan Annual Meeting.

New Business

- No technology demo for ITS Michigan 2020 annual meeting.
- Maybe do a joint ITS Michigan/ITS Midwest annual meeting with Michigan being the center of the meeting and adding a technology demo, maybe in 2021 or 2022.
- Matt Klawon asked about annual sponsorships to be added in the budget that include free registrations as part of the sponsorship or as a partnership.
- The finance committee will have a meeting in February to discuss sponsorship options to bring to the board for the March meeting.



Minutes

ITS Michigan Board of Director's Meeting January 22, 2020

- Student chapters – Barb would like to have a high school chapter that goes into the college ITS Michigan Student chapter. WCC having a student chapter is an option as well.
- Should ITS Michigan consider having booths set up and go to other states/conferences to attract additional talent to look at Michigan as well? Maybe choose one annual meeting each year.

Motion to adjourn

Yousuf motioned, Debby seconded

Meeting adjourned 10:25 a.m.