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ATSIP Executive Board Meeting

AGENDA

Wednesday, December 16, 2009

Teleconference - 1:00 pm Eastern Time

Attendees:

Officers (Voting)

Falb, Scott

Rasmussen, R. Robert

Scopatz, Bob

Shirazi, Hadi – by proxy to Bob Rasmussen

Vecchi, Joan – by proxy to Bob Rasmussen

At-Large Board Members (Voting):

Carpenter, Ken

Cook, Larry

D'Oronzio, Pete

Kerns, Tim

King, Nils

Madill, Chris

Pollock, Marty

Vanlaar, Ward – present from 1:00 to 2:00 and by proxy to Bob Scopatz after 2:00 pm

Parliamentarians (non-voting):

Davis, Jim

Zimmer, Ralph

1. Call to Order, Attendance/Quorum, Introduction (Bob Rasmussen)

Bob Scopatz announced a quorum

Meeting called to order by Bob Rasmussen at 1:03 pm

2. Minutes (Bob Rasmussen)

Approval of Minutes from November 18, 2009 Executive Board Meeting

MOTION:

Chris Madill moved to approve the minutes of the November 18, 2009 Executive Board Meeting.

Scott Falb seconded

Motion passed

3. 1st Vice President's Report (Hadi Shirazi)

Bob Rasmussen read a report submitted by Hadi Shirazi who could not attend.

The current balance is \$24,392.01.

He's is waiting to see if the membership database is updated. He and Connie Boudreaux hope to send membership reminders ASAP. Dan Magri and Hadi are talking with the accountant for Louisiana Lifesavers regarding reporting requirements and audit. He will present the findings at the January meeting during TRB.

4. Committee Reports

Best Practices (Tim Kerns)

Submitted the best practices applications for loading to the website. Due date is April 15th. He would like to have help reviewing the applications for best practices and best website.

Certification & Professionalism (Larry Holestine)

Bob Rasmussen has received an e-mail from Larry Holestine. He's going to get in touch and report.

ATSIP Strategic Planning (Tim Kerns/Larry Cook)

Thanks to those who submitted comments. They plan to send out a revision prior to the board meeting in January. NHTSA/USDOT TRCC reported via Karen Scott that they have a few comments for us as well.

Data Quality & Improvement (To Be Named)

Nothing to report.

Policy/Positions & Resolutions (Ken Carpenter)

Nothing to report at present.

5. Liaison Reports

None present today.

6. 2010-2011 Nominating Committee (Joan Vecchi)

Joan Vecchi asked Bob to request volunteers to serve on the Nominating Committee. E-mail her and copy Bob Rasmussen. Also, if there is anyone currently on the board who wants to drop off for next year, please let her know.

7. Web Site Progress (Dick Paddock)

Dick Paddock sent a written report – Bob Rasmussen presented:

- Angie is looking for detailed content on the forum and the working committees. Please e-mail Angie at: ASchmit@tsass.com

- Jeremiah Glasscock is working on the web database application that he would like to demo to interested parties next week.
- Would like to schedule a walk-through of the new web content next week. Bob Rasmussen will poll the Board members for best date and time and send that back to Dick.
- They are working on a combination membership/contacts database. Each individual will have a logon. They will e-mail each person to ask them to log in and refresh their information, and to let us know if they want to opt-in to ATSIP updates, content, etc. The membership chair will be able to see and maintain all contacts.
- Online Traffic Records Forum is still in the works. Each presenter will be able to upload their presentation description, slides, bio, etc. Scott Falb will be able to set up the schedule. Everyone can go online to review the program and set up a personal schedule.

Scott Falb added the following related to the Forum: The call for papers and best practices are already up, but she's looking for other information, especially registration materials or information on registration. Also information on booth sponsors and a contact for that. Bob Rasmussen said that a lot of the information on the physical arrangements for booth space, etc. will have to come from Hadi and Dan.

8. 2010 Forum Update (Scott Falb/Dan Magri/Hadi Shirazi)

Scott asked if we were intending to have the ATSIP meeting on Tuesday rather than Wednesday. Bob Rasmussen said that was his understanding.

Pete D'Oronzio submitted the following questions to Scott:

- Can the Monday luncheon be a vendor-sponsored affair and if so can we let the vendors talk about what's at their booth? And, if we do that, will the cost of the booth sponsorship include the joint sponsorship of the Monday luncheon.
- Who is the contact for the Booth, vendors, registration, etc.?
- Who is going to receive payments for sponsorships and registrations? Bob Rasmussen said that would have to go through Louisiana.
- Deadline for signup? Any downpayment? Deadline for initial and final payment? Pete said that the early payment and signup is generally done by other conferences, and the vendors do it to get the best spots. It's an incentive for early payment. We have not done that in the forum. Bob Rasmussen said we ought to have the vendor and general registration out at the same time.

- Do we have an exhibit contractor? Do we have a legal advisor? Pete D'Oronzio said there is always an exhibit contractor. His question is do we need to have a lawyer look at it or can we just use an old/existing contract and make minor changes. There's a separate contract with "the decorator" who does the setup of furniture, etc.

Scott Falb said he would talk with Dan on the issues of arrangements and contracts to make sure we have those issues covered.

Pete said that he contacted ESRI and found out they had already planned to exhibit this year. Pete is using that to work with other vendors to get them interested in exhibiting and sponsorship.

Pete also asked if we could change the sponsorship structure. Right now, we ask them to pay \$2500, and you get various options (all are event + whatever you sponsored). Pete would like to pursue tiered sponsorship: (gold and platinum). The idea would be to add them to website, the programs, and the signs around the site. Maybe they get a banner on the wall.

Bob Rasmussen asked Pete to draft a proposal that the Board could vote on regarding levels of sponsorship. In the meantime, he will continue to negotiate with vendors to let them know that this is coming and to find out what ideas the vendors have for things they'd want to get for their sponsorship contribution.

Scott Falb asked for a reading of the board on using the Monday luncheon for a vendor presentation. Bob Rasmussen expressed the concern that replacing the keynote speaker at the Monday luncheon would send a message other than we are here for education. Bob Scopatz said that it could be limited to the higher-level sponsors. Chris Madill said that there are several conferences that do allow the vendors time on a plenary portion of the program. It should not actually be a problem of perception – it could work well for us to show that the forum has draw and that ATSIP has clout. Jim Davis said that the cost of the luncheon is somewhere between \$20,000 and \$30,000. In order to really turn it over to the vendors, it would require that much money. He suggested doing a hybrid where there's both a key-note speaker and some time set aside for the vendors. Ken Carpenter said that there was a time (maybe 10-15 years ago) that it seemed like the vendors were taking over the whole conference. He wants to caution against giving that perception. He's specifically concerned about a very large sponsor coming in to end up taking over the program. Bob Rasmussen suggested that they work with the vendors to ensure that their presentations talk about something of value to the attendees.

Pete said it is his goal to get more vendors that we've had in the past. It might mean that we would need more time on the program if we give every vendor a short time. Bob Rasmussen said if you have a single major vendor, you could give them a block of time on the program, but not all vendors having time on the program. At GHSA, Ford had 15 minutes and they did a good job talking about topics of interest to the participants.

Ken Carpenter said his main concern was in the presentation sessions. That at one point the sessions were full of advertisements, seemingly.

Pete D'Oronzio asked if ATSIP gets any money out of the vendor's payments.

Ward Vanlaar said that TIRF organizes an interlock conference every year and they have to work very hard to make sure the vendors have appropriate input without creating a conflict of interest. He said that we should be clear in our materials sent to vendors on sponsorship, etc., what we expect and what we give in return for their dollars.

Scott Falb said that the group discussed having a short ending session on Wednesday to keep the meeting from simply petering out. Perhaps we could do door prizes and a sort of wrap up/summary session.

Pete D'Oronzio is going to help put together a "local" track of presentations.

Also looking at a mini-track on TRCCs. The Federal partners will also have a TRCC presentation that they would like to make about expectations and dealing with funding.

The tracks approach is an attempt to avoid some of the problems with conflicting sessions in the same time block that deal with a similar topic area.

Scott will follow-up with Dick Paddock and Angie Schmit about web content and automated utilities on the website for participants and presenters.

Bob Rasmussen asked if there would be a presentation at the January meeting to talk through what will be happening at each day – to go through the schedule format and the major topic areas to be covered.

9. Dues List (Bob Rasmussen)

Bob Rasmussen said that Hadi is working with Dick Paddock to arrive at a complete mailing list to allow us to send dues notices to current and past members. Bob said he recommends that we also include a letter explaining the change in organizational status.

10. 501c3 Status and Further Needs Discussion (Bob Scopatz)

Bob Scopatz said that he was not able to get in touch with the lawyer who assisted us in becoming incorporated. He will find someone else if he can't get in touch with that person and will make a presentation at the January meeting.

11. New Business (Bob Rasmussen)

Bob Rasmussen attended the GHSA board meeting in Annapolis last week. He gave a 40 minute presentation and answered questions. Barbara Harsha sent a note thanking him

for his presentation. She expressed GHSA's strong support for ATSIP and welcomes our continued efforts and updates.

Need to Start 2011 Forum planning. Ken Carpenter has agreed to lead an effort: a search committee for venues/states. Ken would like some assistance in getting that going. Ken asked the following questions:

- Is it the intention that the Forum should be in the Eastern Region? Yes.
- Ken would like to approach the highway safety offices in the region and asking if any have interest in being the sponsoring state.

There is a proposal that NSC used to send out, but Bob Rasmussen said it would have to be revised substantially. He also offered to send a copy of the proposal from the year that Virginia hosted.

Bob Rasmussen asked Nils King and Marty Pollack if they were still interested in participating in the process, and if Indiana might still be interested in hosting.

Scott Falb suggested that Ken also talk with Dan Magri and the folks in Louisiana on the kinds of support that the university is providing for 2010.

12. Executive Board Meeting, January 9, 2010

Omni Shoreham in the Capitol Room. Start time of 8:30 am.

We are going to have to do lunch out because the budget can't handle a catered lunch. We'll have to go out and come back.

Bob will ask for agenda items sometime in advance of the meeting.

Plan to use the afternoon for Forum planning.

If anyone is in DC Friday the 8th and wants to get together for dinner, e-mail either Bob Rasmussen or Bob Scopatz.

13. Next Meeting – January 9, 2010

14. Adjourn

MOTION

Nils King moved to adjourn

Pete D'Oronzio seconded

Motion passed

Meeting adjourned at: 2:17 pm

Respectfully Submitted as Draft 12/16/2009