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ATSIP Executive Board Meeting

Meeting Minutes

Saturday, January 9, 2010

9:00 AM Eastern Time – Omni Shoreham Hotel – Capitol Room

Attendance:

Voting:

Robert Rasmussen, President
Hadi Shirazi, 1st Vice President
Scott Falb, 2nd Vice President; program chair
Robert Scopatz, Secretary
Joan Vecchi, past President, via proxy to Bob Rasmussen
Larry Cook
Ken Carpenter
Chris Madill
Steve Rich
Ward Vanlaar
Nils King, via proxy to Marty Pollock
Marty Pollock
Tim Kerns

Other attendees (non-voting):

Dick Paddock
Jim Davis
Dan Magri
Robert Pollack
Ralph Zimmer
Joyce Emery
Ed Stollof
Angie Schmit

1. Call to Order, Attendance/Quorum, Introduction (Bob Rasmussen)
Bob Rasmussen called the meeting to order at 9:05 am
The attendees introduced themselves
2. Minutes (Bob Rasmussen)
----- Approval of Minutes from December 16, 2009 Executive Board Meeting

MOTION:

Marty Pollock moved to accept the minutes from the December 16, 2009 board meeting

Steve Rich seconded

Motion approved

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

We have an account in the Chase Morgan bank in Louisiana. There is money in it too. We have over \$24,000 in the account. The bank gave us a debit card.

Yearly taxes: Hadi and Dan Magri contacted the accountants who work with Operation Lifesavers. They could handle all the IRS forms for about \$800. The other option we explored was the Minnesota MAP people and the accountants for Operations Lifesavers are less expensive.

We need an allocation to do the tax return, the 990 and any Minnesota tax forms.

MOTION:

Bob Scopatz moved that we earmark \$2000 for all inclusive state and federal tax filings

Larry Cook Seconded

Motion Approved

Before spending the money, Hadi will return to the board for a vote to approve the actual contracting for financial services.

Membership fees – we had a lot of them with incorrect e-mails and some that wouldn't send in the first place. Mass e-mail send out is a problem from the state. Dick Paddock said that TSASS can send mass e-mails on ATSIP's behalf but the roster is lacking e-mails. The 2009 list of attendees is not useful. The 2007 list of members is better.

The call for papers also had a problem sending mass e-mail.

Ed Stollof said we need to have an A133 audit – have to have one every year.

Minutes – should record actions as opposed to all the statements. We want to have an actions-only in the minutes. The minutes are a legal representation of the board.

We should look into having an insurance policy to cover the board. Each board member has a fiduciary responsibility.

Jim Davis said that there are services that should cover the audit, taxes, and insurance for about \$5,000

4. Liaison Reports

Bob Pollack, FHWA Office of Safety;

Crash Data Improvement Program – FHWA sends a team to a state to assess the quality of the crash database. In 2009 they did New Mexico. FHWA identified a funding source to provide grants of up to \$50,000 for states that participate.

MIRE: Model Inventory of Roadway Elements. They have dropped the “Minimum” from the earlier name because there are over 200 data elements. Hope to issue version 1.0 in March 2010. It is a companion to MMUCC – it is intended as a guideline, not a

requirement. MIRE is set up to work with SafetyAnalyst to support better problem identification and countermeasure selection/evaluation.

MIRE MIS: This project is intended to select lead agencies who will get assistance in collecting and storing/using MIRE data elements.

GAO audit of the FHWA Safety Improvement Program: There were some findings and recommendations that FHWA should identify a standard set of roadway elements. They are in the process of conducting listening sessions to gather information from the states and locals. There is a session 5:30 – 6:30 pm on Monday here at TRB. At the sessions so far, they've heard that states do not want this to be a mandate down to the local level. The idea is to select a subset of the MIRE elements.

Ed Stollof, ITE;

ITE recognizes that we have a lot of similar membership and similar issues to deal with. ITE is getting a large amount of data quality presentations at their meetings. There are two meetings coming up in 2010. There may be an opportunity to coordinate on data quality presentations. ITE also does one or two safety journals per year. They could do an issue on data issues. The circulation is about 17,000.

5. Traffic Records Assessments (Bill Cosby – Invited)

The group had a discussion about the revision of the Assessment process to restructure the Assessment process to give states and the NHTSA regions more opportunity to select the team members and suggest members to be on the teams. Bob Rasmussen suggested that anyone who is interested in serving on a team should let him know.

Joyce Emery said that Iowa philosophy. There seem to be two different approaches; one is the audit approach where you compare a state to a standard. The second is a peer exchange that helps states see potential blind spots. Her hope is that the states can select the blend of those approaches. Iowa is very much dedicated to the peer exchange approach.

Dick Paddock said there's an effort that will be kicked off in the next 30-45 days. They'll be looking at the assessments back to about 2004. They will likely go back to states and do site visits to figure out how useful the assessment reports have been. About 15 states will have site visits.

6. Committee Reports

Best Practices (Tim Kerns)

Best practices submissions are due April 15th. They are both posted on the website.

Certification & Professionalism (Larry Holestine)

Bob Rasmussen has contact information for Larry Holestine. He will try to move this forward.

ATSIP Strategic Planning (Tim Kerns/Larry Cook)

Tim Kerns presented copies of the revised draft. The new draft reflects changes suggested by the reviewers. The executive summary and vision/mission have changed. There have been new strategies added.

Bob Rasmussen asked if the Business Plan effort should be folded into this Strategic Plan. Jim Davis suggested that the Business Plan should be kept separate.

Jim Davis also suggested to add the Traffic Records Forum as one of the strategies. Objective 1 and 2 could both have a statement saying “to sponsor the Annual Traffic Records Forum”.

With that addition, it’s ready to go final.

MOTION:

Bob Scopatz moved that the current draft with above revision be accepted as Final
Ken Carpenter Seconded
Motion Approved

Data Quality & Improvement (To Be Named)

Scott Falb will forward the most recent subcommittee product to Bob Rasmussen.

Policy/Positions & Resolutions (Ken Carpenter)

Bob Rasmussen asked if we should issue any statements with respect to reauthorization and safety goals for the nation.

We should support the AASHTO and GHSA goals. The decade of action globally! Ken said he will look at the statements and look for input from the members on the actual statement. Bob Scopatz suggested that in addition to supporting the existing goals from other organizations, we should include language (perhaps as drawn from our Strategic Plan) that reinforces use of high-quality data to make decisions.

Ed Stollof said that ITE has written Board Policies that were developed by staff and the board approved. Chris Madill asked if we could see the ITE policies to use as a model. The ITE CFO has advised them to be very concise.

Larry Cook said he serves on APHA board and they have a set of policies he can probably share with us.

7. 2010-2011 Nominating Committee (Joan Vecchi)
Joan should have a report out for us in the next couple of months.
8. Web Site Progress (Dick Paddock)

Dick Paddock made a request for web site content. Please send to Angie Schmit.

In June 2009, TSASS received an export from NSC of “everything they had.” TSASS started working with it and tried to have it ready for ATSIP.org and trafficrecords.org – our websites. They salvaged what they could of the old (existing) sites. They also used some archived sites and found additional stuff. That older stuff is not easily usable, but they can pull some of it into the new sites.

TSASS pulled in the most recent site from NSC and has scrubbed it to show ATSIP as a stand-alone organization.

They have compiled about 4,500 contact records. Roughly 3,000 come from the database that TSASS used to maintain for the Traffic Records Committee. It’s been updated and used by NHTSA as part of TRIPRS. Got an additional 1,400 contacts from forum registrations, and a 2007 membership roster. After filtering, we’re down to about 2,100 unique records with an e-mail address. Each record has a date of last update. There are flags for good/bad e-mail and physical address.

There’s now a membership sub-web. People can go in to look for contacts and maintain their own record. Each person has a professional activity list they can update. Would like to add the TR101 completion on there – especially if we use that as part of certification.

He passed around a sheet to get good contact information on all the people at the meeting. There will be a test broadcast e-mail to the meeting attendees. Eventually, that will go out to all contacts telling them that ATSIP is alive and well, where to go for information, registration, membership, call for papers, etc. We’ll get a user name and password to let us go onto the site to manage our own records.

We really have a problem determining who is a member given the state of our records from NSC. We’re going to have to ask people if they think they are members.

Tomorrow evening, Dick, Angie and Scott Falb are going to get together to review what is on the Forum website. Each presenter has a bio section. The presenter records link to all the presentations by that person. There’s a program grid that can be navigated. The site can also support peer review – the forum program manager can use it to send out e-mails to reviewers.

As we get close to the Forum, users will be able to generate a personalized program. It should allow for a situation where don’t have to print a program book until the last minute locally.

The website will have the ability to process electronic payments. Physical checks will have to go to the Treasurer.

ATSIP.org will have all the archival stuff. Trafficrecords.org is the current (forum-related) stuff.

Angie Schmit said she is going through the old sites and trying to decide what's usable in the current.

ATSIP-test1.org – there will be a test website to look at preliminary versions of things. It's an unregistered site that will not be linked from other parts of the website.

Marty Pollock asked if we have a way of capturing information on visitors to the site, maybe ask them for contact information, or require an e-mail for access to parts of the site? That could serve as an indication that they are more interested than just “window shopping.” Dick said that we do have a catalog of sessions, presentations, etc. We could require people to log-in to the system in order to access that catalog.

Ward VanLaar suggested that we explore the possibility of getting some sort of notice or listing in relevant journals/publications that let the world know that ATSIP exists and about the Forum. Ed Stollof said he could do something of the sort in the ITE journal.

Chris Madill said that we need to have money/resources in order to do things. It looks like we aren't really working on strategies for developing those resources. We need an identified pool of prospective members, we need marketing materials, an application process,

9. 2010 Forum Update (Scott Falb/Dan Magri/Hadi Shirazi)

Scott Falb circulated the 1/6/2010 schedule matrix. We have the option of making the Monday and/or Tuesday late afternoon sessions into plenary sessions. Exhibit setup is on Sunday and tear down is Tuesday evening.

Scott, Ward Vanlaar and Pete D'Oronzio are planning to have a phone conference about the vendor setup soon.

Haven't received many session and presentation ideas, though there have been several informational queries. Dick Paddock said that NHTSA is requiring all abstracts be in to Karen Scott by Friday of this week. The USDOT TRCC is going to review the proposals jointly.

Dick asked about costs for remote presentation/remote attendance.

Last year, we charged \$400/\$350 for board and speakers. We do have a shorter program this year. Chris Madill said we ought to consider a discount for ATSIP members. It could be used to boost membership and come away from the forum with some income.

Haven't yet sent out the distribution e-mail of the call for presentations. Dick Paddock said he plans to get it out this week. The deadline may have move to March because we

have let some time slip. The February 15th due date is probably too soon. Want to give people six weeks from the day we send out the e-mail invitation.

The best practices nominations due date has been changed to April 15th to match our experience from last year where the earlier due date (February 15th) resulted in no submissions.

Nils King is putting together a package of local presentations. Scott is working on another session. Bob Rasmussen asked if we could use a list of NPOs to get some outreach to locals. Angie Schmit said there is a listing on the web. Scott asked if we could post a special call for presentations specifically aimed at the locals. Angie said that the contacts on the website were for USDOT people. Dan Magri said that each state would have a list of their MPOs. Bob Pollack said that he would be willing to track down the USDOT contact person to see if there's a way to get to the locals through that person. Dan said there's a national association of MPOs and they hold an annual meeting as well. They could be helpful in getting the call for presentations to all their members.

Bob Rasmussen asked if we were planning to send a printed registration brochure. Dan Magri said that we can do that. The question is what distribution we will use. Dick Paddock said that he could generate a mailing list and labels from the 3,000 or so contacts that we have mailing addresses for. Dan said that would be better than using the list that was used for the save the date cards – many of those were returned as bad addresses. Plan is to send the registration packets by mail in early March.

Dick Paddock asked whether we should avoid the cost of mailing. If we can do it with e-mail, we could save that cost. Some conferences do it without physical mail. Some still use mail.

Bob Rasmussen expressed the concern that people were being told in the past few forums that they could come in and speak without paying. We did let people come in, speak and leave without staying for the rest of the Forum. It's a different issue when the person is told that they can attend the full forum at no cost.

We also have the option of one-day attendance and offered a discount for speakers

Dan Magri said that the board has to come with the fee structure. Last year we had \$400 for full forum advance purchase or \$450 on site. One day was \$150. Training on Sunday was \$100 as a stand-alone. Speakers, moderators and board fee was \$350 advance. Spouse and guest was \$150 (mainly covers food cost).

Chris Madill asked if there's a way we can build the member/non-member pricing into those fees. Charging less for members would be an obvious benefit of membership. We need some income. Discussion included "join now and get the discount" – instant registration on the website. Require their member number. Chris also said that we should have value added for membership beyond the registration discount.

Ken Carpenter asked if we're going to still have the option of organizational membership? Jim Davis said that we have the ability to offer that as per the policy documents. The cost was \$150 for four members designated under a single organization. ATSIP determined the membership level for each individual. Supporting level got to name up to 7 people for \$350. Sponsors got to name up to 30 people for \$1000.

Bob Rasmussen suggested that he and Chris, with some others, go through the existing fee structure and come back to the next meeting of ATSIP and get it ready for implementation this year.

MOTION:

Chris Madill moved that we increase the minimum membership fee to \$25 (maximum fee is \$50) and give a \$50 discount on the registration.

Ken Carpenter seconded.

Discussion included that other organizations managed the process to make it less cost effective to fail to upgrade. We have the option to charge the same dues for different grades of membership. There is a definite experiential difference between Associate and Full member.

Maybe we should just have member and Fellow as two levels.

Motion Approved.

The discount applies to speakers, moderators and members.

If we are going to do a plenary session on Wednesday? We released the large room already but we could get it back if we need it. Joyce Emery suggested that ending with a plenary is better than just going out with a series of breakouts. If so, it'd be more important to have the plenary as the LAST session block of the meeting, not the Wednesday morning first (early) session. Dick Paddock asked if maybe the USDOT TRCC could put on a "future of traffic records" as best they can – including whatever is going on with reauthorization at that point. Bob Pollack said "it's a possibility". Dick said maybe even have it later than the currently final break-out block on Wednesday. Bob Pollack said he could check with the USDOT TRCC at their next meeting. Scott Falb will coordinate with Bob Pollack.

Angie Schmit asked if anyone could provide a copy of the 2005 or more recent programs.

Joyce Emery asked how training was set up last year. What people should we talk to about training? We definitely want to allow vendors time on Sunday to provide training. We want to avoid vendors doing sales pitches during the main part of the conference (M-W), but having it on Sunday is fine. In Danvers when we did this, the vendors were

charged a premium and they got a mention in the program. They also had to pay for the rental of whatever equipment was required in the rooms.

10. 2011 Forum (Ken Carpenter)

Next week, Ken will send out a notice/inquiry to the states in the Eastern time zone asking about their interest in hosting the forum in 2011. We're looking for sponsorship and support (money and/or staff), not solely hosting the conference. It will probably not be feasible to have it in a state that won't be able to support it in some way. We will also ask about areas within the state that would best for holding the state. Ken would like the deadline to be February 5th. He will then send a request for bids to properties, due the 2nd week of March. Would take site visits in March/April and be ready to make an announcement by the Forum.

Dan Magri said that all state DOTs would have some ability and experience with putting on conferences. The willingness to host would also probably mean willingness to sign a contract. There shouldn't be any down payment, but there's exposure if you don't meet the room block.

Ed Stollof said that ATSIP, Inc. should be signing the contracts. Bob Rasmussen said that eventually we should be the signatory. Dan Magri said that one of the benefits of having the state be the host is that we get the government rates. Historically, the states have relationships with hotels too.

Jim Davis gave Ken a copy of the list of states that are officially in the Eastern region.

Ed Stollof said that many hotels have attrition clauses. The internet has changed the dynamic because people can easily hunt for bargain rates. The Louisiana contract includes language that if the hotel undercuts the conference room rate, then people can get the lower rate and still count as part of the room block.

Ward Vanlaar talked about the existence of businesses that underwrite conferences. That might be a useful option for ATSIP to reduce the risk of losses on the conference.

Jim Davis said that because we do have some cash, we have a little more room than we did when we first started the process with Louisiana by virtue of us having a balance in a bank account that we control. The other things to really worry about controlling, in addition to the room block, are the food and the A/V costs.

Dan Magri asked if the equipment has been resolved related to the projectors. Bob Rasmussen said he'll ask for a loan of the equipment for this year. This is still up in the year.

Bob Rasmussen said he is writing up our plan to submit to USDOT TRCC as a funding request. It is due within the next month to them for the 2011 Forum.

11. Dues & ATSIP Letter (Bob Rasmussen)

The ATSIP letter describing the organization, the Forum, and dues is going to go out soon. Chris Madill and Bob Rasmussen are going to talk.

12. 501c3 Status and Further Needs Discussion (Bob Scopatz)

----- Next Proposed Steps

MOTION:

Hadi Shirazi moved to approve up to \$2000 for obtaining 501c3 status and completing related documents.

Ward Vanlaar seconded

Motion approved

Bob Scopatz was tasked to work with MAP to get the process moving forward. Ralph Zimmer, Jim Davis and Hadi Shirazi will work with document changes as needed during February to have everything ready for a March start time.

13. New Business & Transition Discussions (Bob Rasmussen)

Bob Scopatz will produce action-item based minutes for 2010 beginning with this meeting. Full meeting notes will be retained and shared with the board as well as the action items in the official minutes.

14. Next Executive Committee Meeting – February 17, 2010

15. Adjourn

MOTION:

Hadi Shirazi moved to adjourn

Larry Cook seconded

Motion approved

Meeting adjourned 3:03 pm

Approved 2/17/2010