ATSIP Executive Board Meeting
Via Teleconference/webinar
May 15, 2019, 2 PM Eastern, 1 PM Central, Noon Mountain, 11 AM Pacific

ATTENDANCE:
Cory Hutchinson, President, Louisiana, Highway Safety Research Group
Chris Osbourn, Vice President, Tennessee, Department of Safety and Homeland Security
(absent)
Juliet Little, 2nd Vice President, Connecticut, State DOT (absent)
Bob Scopatz, Secretary, Minnesota, consultant
Kathleen Haney, Immediate Past President, Minnesota, State DPS
Kellee Craft, Ohio, TSASS consultant
Patrick Dolan, Tennessee Department of Safety and Homeland Security, Co-Parliamentarian
Pete d’Oronzio, Colorado, P’d Programming
Karla Houston, Louisiana, Traffic Record Coordinating Committee
Joe McCarthy, Colorado, consultant (absent)
John McDonough, National Institute for Safety Research Inc.
Rhonda Stricklin, Alabama, university researcher
Eric Tang, District of Columbia, consultant
Sladjana Oulad Daoud, California, DMV (absent)

Non-Voting Attendees:
Tara Casanova Powell, Executive Director
Ralph Zimmer, Co-Parliamentarian
Jill Hall, TSASS
Jenny Guarino, FMCSA
Bob Pollack, FHWA
Ken Kolosh, National Safety Council
Jamie Whelan, Tennessee Department of Safety and Homeland Security

1. Call to Order, Attendance/Quorum, Introductions
Bob Scopatz announced a quorum at 1:05 PM Central
Cory Hutchinson called the meeting to order at 1:05 PM Central

2. Approval of Minutes from April 17, 2019
Cory asked for any changes to the April 17, 2019 minutes. No requests for changes were received.

MOTION
Pete d’Oronzio moved to approve the minutes of the April 17th, 2019 Executive Board Meeting.
Kellee Craft seconded.
Motion carried.
3. Past President’s Report: Kathleen Haney
   No report

4. First Vice President’s Report: Chris Osbourn
   No report.

5. Second Vice President’s Report: Juliet Little
   No report.

6. Treasurer’s Report: Bob Rasmussen
   Cory presented the balances in the accounts.

   **MOTION**
   Bob Scopatz moved to approve the April 30, 2019 Treasurer’s Report.
   Kellee Craft seconded.
   Motion carried.

Executive Director’s Report: Tara Casanova Powell
Tara summarized the discussions she had with the Board members and our Federal Partners.
There was a great deal of agreement on what needs improvement and the positive changes. The list is available in her report that she would like everyone to review. Tara said that she will be using these notes to make recommendations on the committee structure(s) and begin the strategic planning process. Cory emailed the notes to the meeting distribution.

Tara said that there may be some competition with other conferences that happen in August. She has put together a calendar of conferences so we can see if there are any conflicts that we should try to avoid. Another suggestion was that the Forum Chair’s location should determine where the Forum is held each year.

Tara said she has taken over management of the ATSIP social media accounts. She provided statistics on hit rates on our various accounts. The numbers are up. Tara’s report is inserted below:

**Executive Director Report**
- Greeting
- Review synthesized responses from Board Member calls.
- Review conference calendar
- Review social media status
  - Facebook
    - 217 page views (increase 1450%)
    - 93 page likes/follows (increase 100%)
    - 438 Post Reach (increase 776%)
    - 134 Post engagements (increase 857%)
    - 29 video views (increase 867%)
  - Twitter
• 18 tweets
• 19 followers
• 338 following
• 1100 impressions/51 per day (number of times someone saw the tweet on Twitter)
• 37 engagements (number of times someone clicked on the tweet)
  o LinkedIn
    • 123 followers
    • 8 likes (increase 700%)
    • 0 comments
    • 4 shares
    • 27 page views (decrease 10%)
    • 9 unique visitors (increase 12%)
• Review responses from liaisons
  o GHSA-Jonathan Atkins
  o FHWA-Robert Pollack
  o NGA-Kalyn Hill
  o NISR-John McDonough
  o NSC-Ken Kolosh
• Review responses from TRCC members
  o 64 sent-51 some kind of hit
  o NY State-Chuck DeWeese
  o 11 undeliverable
  o 6 automatic replies
  o 33 read receipts
• Discuss GHSA presentation invitation
• Next steps:
  o Draft reorganized committee structure to inform strategic plan

Tara said that she and Juliet Little are working on how to put on a welcome reception in lieu of an off-site reception. We are going to have a live band with a budget cap of $2000. They are also asking the sponsors to put up items for a raffle. Pete d’Oronzio suggested that the raffle be based on booth visits across the dates that the exhibit area is open and then announce the winner at the end.

Tara also reached out to our organizational liaisons. She asked them to distribute the save-the-date notice. GHSA, NSC, NGA, and NISR all agreed to distribute it. The TRCC chairs also got the same message. We have some updates to do on the email list.

Tara said that Russ Martin of GHSA contacted her about a session on Traffic Records at their conference. Tara will speak on behalf of ATSIP during that session. She will circulate her presentation before the conference so the members can comment.

Rhonda Stricklin asked if Tara has looked at the calendar for 2020 yet. Tara said that the 2020 dates are within a week or so of what she listed for this year. Kathleen said that State Highway Safety Office Highway Safety Plans are now due July 31.
7. Liaison Reports:

a. NHTSA: Luke Johnson
   No report

b. FHWA: Robert Pollack
   No report

c. FMCSA: Jenny Guarino
   They are reviewing the high priority grant applications.

d. National Safety Council: Ken Kolosh
   NSC is getting a new CEO and President.

e. SAE committee: John McDonough
   The committee continues to discuss the definition of the e-scooters. The group listed to presentations again and will be deliberating on how to deal with these vehicles and similar items (e.g., motorized skateboards) to define the different classes of micro-mobility. The international component is also interesting. For right now, there’s nothing settled. The next meeting is this coming Friday (May 17, 2019).

8. Committee Reports

a. Membership: Bob Rasmussen
   There were three new member applications this month. They are Samantha Slinkard (Nevada); Scott Neidert (Delaware); and Robin Long (New York).

   **MOTION**
   
   Eric Tang moved to accept Samantha Slinkard, Scott Neidert, and Robin Long at the member level.
   
   Patrick Dolan seconded.
   Motion approved

b. Best Practices: Chris Osbourn & Juliet Little
   No report.

c. Awards Committee: Eric Tang
   Eric said that we received no nominations by the May 3rd deadline. Eric asked if this has happened in the past. Ralph Zimmer said that it has happened many times.

d. Newsletter: Cory Hutchinson
   Cory said that Mary is collecting topics and articles for the next newsletter. She will work with Tara on the next edition.

e. Outreach Committee: Rhonda Stricklin
Rhonda Stricklin is trying to schedule a TRCC call for the end of May. She would like to have this meeting and one more before the Forum.

f. Program Chair Committee: Karla Houston
Karla Houston said that the committee has been holding calls and she is working with Tara on the committee structure. They are working on the job description now. It will be ready for the Board’s review soon.

g. ANSI D16 Standards Review Committee: Tim Kerns
Jill Hall said that we are preparing for the audit coming up in August. We have a conference call in July. The preliminary bill for the audit came in and it’s higher than expected. It is $3,744 versus the expected amount of $3,000. Jill said the total bill from ANSI will be over $7,000.

h. Nominating Committee: Kathleen Haney
Cory said that Kathleen will pick up where he left off. Patrick Dolan said that the ballots will go out tomorrow. If there are no petitions to address, the ballot he has prepared can go out as is.

i. Constitution Committee: Patrick Dolan
Patrick said that he needs help organizing the effort. Bob Scopatz offered to help with the effort. Patrick said that he has materials ready. Karla Houston said that she would help with scheduling. Ralph Zimmer asked if Karla could email him rather than use the Doodle poll. Karla said she will do that.

9. Future Forums

a. 2019 Forum: Juliet Little
Kellee Craft said that registrations are coming through. The abstracts are outpacing previous years (84 so far). We have two paid Platinum sponsors (Transcite and Lexis-Nexis). The registrations are a bit behind where we were last year—about ½ of where we were last year. Kathleen said that in her State she isn’t allowed to register until after July 1st because that’s the start of the new fiscal year.

Cory said Juliet sent him an email with a briefing. The hotel assigned a new event manager. The meal menus are set for the conference.

Tara asked if the option for deferred payment is well known or advertised. Karla said that it is likely a “little known secret.” Tara said that she would revise the emails advertising the Forum to include information about the option to defer payment.

We are working on getting the Save-The-Date cards for the 2020 Forum. The dates are August 9-12, 2020.
No old business.

11. New Business
The ATSIP website is now live. They completed changes and consulted with Tara on some improvements.

12. Next meeting June 19, 2019. 1PM Central time.

13. Adjourn

MOTION
Eric Tang moved to adjourn
Karla Houston seconded
Motion Carried

Meeting adjourned at 2:06 PM Central.

Submitted as Draft for review on 5/15/2019 by Robert A. Scopatz, Secretary
Submitted as Draft for Approval reflecting changes received through 5/16/2019.
Approved by a vote of the ATSIP Executive Board on 6/19/2019.