ITS Rocky Mountain Chapter Board of Directors
Zoom Meeting Minutes
November 7, 2023 - 10:00 am Mountain Time

Board Members Attending:
Brian Christensen, Horrocks Engineers, Inc.
Caitlin Yong, HNTB Corporation
Jesse Lassandro, Western Systems
Jim Larsen, JBL Consulting
John Hansen, Olsson
Josh Richardson, Retired from City of Gillette
Keil Ova, Traffic Technology Services, Inc.
Keith Trimels, IDT Group, LLC
Ryan Saville, TransCore
Tony Wheeler, Swarco

Board Members Not Attending:
Jim Fox, Colorado Department of Transportation
Bill Kaseck, EST
Stan Brelin, Montana Department of Transportation
Tyler Laing, Utah Department of Transportation
Troy Torgersen, Utah Department of Transportation

Others in Attendance:
Autumn Gilleard, Meetings Northwest, Inc.

Agenda
The ITS Rocky Mountain (ITS RM) President, John Hansen, welcomed everyone and proceeded to lead the agenda. The meeting minutes dated August 1, 2023, were provided to the board beforehand via email. Tony Wheeler made a motion to approve the minutes, which was seconded by Caitlin Yong. The motion passed unanimously.

Treasurer's Report
Brian Christensen provided a financial report, stating a balance of $25,845.54 in the checking account and $9,247.98 in the savings account. There is one outstanding payment to Meetings Northwest, Inc., resulting in a total balance of $29,561.07.

2023 ITS Rocky Mountain Conference Update
Autumn Gilleard shared the following:

Evaluation Summary Report for the 2023 ITS Rocky Mountain Annual Meeting

What follows is a summary of attendee and vendor evaluation form responses for the *2023 ITS Rocky Mountain Annual Meeting* held September 19, 2023, in Littleton, CO. It includes responses received through September 27, 2023, and reflects an 12.76% overall response rate.

Total Number of Conference Attendees (cancellations and no-shows removed): 94
Total Number of Sponsorships: 2 Gold, 5 Silver, and 1 Custom Lanyard
Total Number of Vendors: 17

GENERAL CONFERENCE FEEDBACK
Conference participants were asked to rank the following using a scale from 1 to 5 with 1 being "did not meet my expectations" and 5 being "exceeded my expectations". The number shown is the average ranking over all respondents.

1. **Conference**
   a. **Facility: 4.3**
   b. **Food: 4.3**
   c. **Layout: 3.25**
   d. **AV: 1.83**
   e. **Staff: 4.3**

   Comments received:
   - Setting the tables around the edge throughout discouraged folks from sitting in middle rows, which worked out with the screen not working. The big screen not working was unfortunate.
   - It was difficult to hear the presenters and the main screen was inoperative.
   - The AV wasn't always working well. It was difficult to hear some of the speakers and the sound on one of the videos didn't connect to the system.
   - Not having a big screen was difficult, the layout of having two separate rooms was strange. I didn't realize there were other booths in a different room until lunch.
   - It was tough not being able to see the slides. I know it was an issue with the venue.
   - AV did not work well for this conference. Bogus to want to charge for it too.
   - Obviously the big projector screen didn't work. Facility was father away from an airport than many would have liked. Vendor booth placement was scattered but based on the facility it made the most sense.
   - Please do not choose a venue where Exhibits are split between different rooms.

2. **Staffing**
   a. **Registration Desk:** 4.54
   b. **Overall Assistance:** 4.36

   Comments received:
   - The registration desk was unstaffed.
   - Staff was friendly when approached. but did not have the knowledge to fix the issues.

3. **Program**
   a. **Overall Program**: 4.42
   b. **Speakers:** 4.25
   c. **Moderators:** 4.67

   Comments received:
   - All parts of the program were good - would love a little less "sales pitch" and more case studies, DOTs discussing ITS deployments, etc

4. **Vendor Show - As an attendee, would you like?**
   a. **Same Time with Vendors**: 58%
   b. **Less Time with Vendors: 16**%
   c. **More Time with Vendors: 16%**

Comments received:

- The breaks were a bit too long. By mid afternoon I had finished with all of the vendors and folks I needed to talk with. You could see a lot more people working on their phones and such rather than mingling.

5. **Vendor Show – As a vendor, would you like to see the vendor show?**
    a. **Lengthened**: 100%
    b. **Shortened: 0** %
    c. **Left the Same: 0%**

Comments received:
- There were not many attendees who were also practitioners of ITS (I think the breakdown was 60% consultants, 20% vendors, 20% practitioners) and I heard multiple vendors discussing if they would attend next year. I don't think the time with the vendors/attendees is the issue, it's more the quality and quantity of the practitioners of ITS.

6. **Rate the Conference over all: 4**

Comments received:
- Good opportunity to meet with several vendors at one location. Presentations were helpful in understanding what others are doing and sharing in their success and lessons learned.
- "Overall, I enjoyed the conference and found many of the presentations to be quite informative. I
- look forward to attending more conferences sponsored by the ITS Rocky Mountain chapter."
- "I Think the idea of having ITE join us is very good. I think if more time for them to prepare would of increased attendance. Need more users to attend."
- Meetings NW did a great job! ITS RM and John Hanson were both absolutely fabulous and were fantastic!
- "The conference is typically fantastic. The venue this year was poor. Felt cramped... poor flow. Not enough bathroom facilities. Not enough parking. Poor parking lots. Vendors in multiple rooms is not a good choice. And the coffee was empty most of the afternoon. By the time ""happy hour"" arrived more than half the vendors had left as well as attendees. Was disappointed at the low attendance by actually Colorado DOT folks considering this was their state. Consider for future dates in Colorado to have the site either in or nearer to GOLDEN in effort to afford opportunity for more CDOT people to easily come by. I would have liked to see better - more prominent signage for those sponsoring companies. Would like to see each Moderator recognize all the sponsors before each session. That did not take place. Lastly, please coordinate with other ITS shows in effort to avoid conflict."

2023 ITS Rocky Mountain Conference Financial Update
Autumn Gilleard announced that the 2023 ITS Rocky Mountain Conference is expected to generate $5,000 in profits once a few budget items are finalized.

2024 ITS Rocky Mountain Conference Kick-Off
John Hansen suggested that the 2024 ITS Rocky Mountain Conference be held at the Miller Conference Center in Sandy, Utah. Autumn Gilleard had taken the initiative to contact the Miller Conference Center before the meeting and proposed two possible dates for the event: September 9-10, 2024, or September 16-17, 2024. After some discussion, the board decided to go with the September 9-10 dates. Autumn Gilleard will now finalize the contract with the Miller Conference Center to secure the venue for the event.

Webinar Topics for 2024
With the success of the 2023 webinar, John Hansen asked the board to think about topics for consideration and outreach to speakers. Tony Wheeler volunteered to send John Hansen a few suggestions.

Board Member Elections
The terms of the following board members will end on December 31, 2023: Stan Brelin, Keil Ova, Tyler Lang, Ryan Saville, Keith Trimels, Josh Richardson, and Brain Christensen. Ryan Saville, Keith Trimels, and Brain Christensen will be termed out.

John Hansen suggested revising the ITS RM bylaws to remove the consecutive term limit for board members. Autumn Gilleard will draft the proposed bylaws for the board's review.

Next Meeting
December 12, 2023 @ 10am MST