



## **ITS Rocky Mountain Chapter Board of Directors**

### **Zoom Meeting Minutes**

October 1, 2024 - 10:00 am Mountain Time

#### ***Board Members Attending:***

Caitlin Yong, HNTB Corporation  
Brian Christensen, Horrocks Engineers, Inc.  
Jesse Lassandro, Western Systems  
John Hansen, Olsson  
Josh Richardson, Retired from City of Gillette  
Keith Trimels, IDT Group, LLC  
Stan Brelin, Montana Department of Transportation  
Tony Wheeler, Swarco  
Will Johnson, HDR

#### ***Board Members Not Attending:***

Jim Fox, Colorado Department of Transportation  
Jim Larsen, JBL Consulting  
Keil Ova, Traffic Technology Services, Inc.  
Ryan Saville, TransCore  
Troy Torgersen, Utah Department of Transportation

#### ***Others in Attendance:***

Autumn Gilleard, Meetings Northwest, Inc.  
Matt Luckner, UDOT

### **Agenda**

The President of ITS Rocky Mountain (ITS RM), John Hansen, welcomed everyone and led the agenda during the meeting. The meeting minutes, dated September 3, 2024, were sent to the board members via email ahead of time. Brian Christensen made a motion to approve the minutes, and this motion was seconded by Keith Trimels. The motion passed unanimously.

### **Introduction of Matt Luckner**

John Hansen introduced Matt Luckner from UDOT, who then provided a brief biography of himself. On June 19, 2024, Tyler Laing, also with UDOT, stepped down from the ITS RM board as Utah Senator. John Hansen made a motion to elect Matt Luckner as the interim Utah Senator, and the motion passed unanimously.

### **Treasurer Report**

Brian Christensen presented a financial report indicating a checking account balance of \$5,349.64 and a savings account balance of \$9,251.17, along with one outstanding deposit from the Colorado Symposium. Furthermore, Meetings Northwest, Inc. is managing the conference fees, and Autumn Gilleard has reported an expected net gain of \$8,000 from the conference.

### **ITS RM 2024 Conference Update**

Autumn Gilleard provided the following Evaluation Summary Report for the 2024 ITS Rocky Mountain Annual meeting.

What follows is a summary of attendee and vendor evaluation form responses for the *2024 ITS Rocky Mountain Annual Meeting* held September 10, 2024, in Sandy, Utah. It includes responses received through September 2024 and reflects an 18.48% overall response rate.

**Total Number of Conference Attendees (cancellations and no-shows removed): 126**

**Total Number of Sponsorships: 1 Title, 2 Gold, 3 Bronze**

**Total Number of Vendors: 25**

### **GENERAL CONFERENCE FEEDBACK**

Conference participants were asked to rank the overall conference following using a scale from 1 to 5 with 1 being “not satisfied” and 5 being “extremely satisfied”. The number shown is the average ranking over all respondents.

#### **Overall Conference**

- Online Registration: 4.68
- Pre-meeting Communication: 4.36
- Onsite Assistance: 4.63
- Facility: 4.36
- Layout: 4.18
- Session and Speakers: 4.14
- Networking Opportunities: 4.45
- Meals: 4.41
- Overall: 4.32

#### **Comments received:**

- This was a very good meeting, I not opposed to a prerecorded message but it may have helped if there could have been some live interaction with it. Having the vendor area so close was convenient but it did cause some noise issues in the afternoon sessions.
- First time attendee. I thought overall it was okay. The biggest thing I would change are the speakers. The connected and automated vehicles presentation was great but most everything else felt a bit flat. I probably feel this way because I do not deal with ITS specifically as a traffic engineer. There was too much about Fiber Optics.
- Thank you! This was a great event. The agenda, facility and food were excellent. I appreciate keeping the registration costs low. This allows us to involve more people."
- There could have been a little more communication leading up to the event and the agenda didn't include the date so I was second guessing myself on when the event was.
- Was a little loud during presentations with vendors next door but better than last time the meeting was at Miller center. Had plenty of time to talk to vendors. Lunch was really good. Most attendee's stayed thru last presentation. Happy hour site was excellent.
- It was tough having the vendor area partially open to the meeting room. Sitting in the back it was kind of noisy. Other than that it was a great experience.

- There were too many presentations via Zoom. I appreciate Zoom for its flexibility and allowing for more frequent remote work opportunities, but it is not an effective tool to use at an in-person conference. I found these online presentations to be extremely boring and difficult to focus on. An in-person presenter is much more engaging and even though the presentation material may be identical (ie. a Powerpoint), having a person speaking 20 feet away is just an overall better experience than a Zoom remote presentation. I understand relying on Zoom or a recorded presentation if the presenter was planning to attend in person but had to cancel at the last minute (ie. the speaker from ADOT who got pulled into jury duty), but otherwise this format should not be allowed at conferences. Speakers should physically attend or another speaker should be asked to present instead. Everything else about the conference was great, but the remote presentations really held it back overall."
- Due to the facility and layout, there is a good bit of noise from the vendor side of the facility that can interfere with the session speaker.
- Thanks for all the work getting this set up. It was a good event When you advertise "breakfast" I suggest you be a little more explicit. This was more breakfast than I am used to - usually just muffins. That might have been good information for some attendees."

### **Planning for 2025**

John Hansen asked the board to email Autumn Gilleard with any outreach ideas for 2025. He proposed holding the 2025 ITS RM Annual Meeting in Utah, suggesting that this would create a pattern of hosting the conference in odd-numbered years in Utah, leading up to the 2027 ITS America Conference and Expo.

Tony Wheeler inquired whether the ITS RM members and past attendees had been surveyed about their preferences for the conference location. Matt Lucker mentioned that it would be challenging for UDOT to travel out of state for the conference. Autumn Gilleard expressed her willingness to survey the ITS RM membership and requested that the board send her any questions they would like included in the survey.

### **Next Meeting**

Tuesday, December 3, 2024 @ 10:00 am MST.