



**CITE Executive  
Fall Meeting Minutes  
November 14, 2011 9:00 – 5:00 CST  
DAY 1 OF 2**

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**Present:**

Jeannette Montufar (President) (JM)  
Peter Truch (Vice-President) (PT)  
Jen Malzer (Secretary/Treasurer) (JLM)  
Russell Brownlee (District Director) (RB)  
Sandy Rempel (Communications Coordinator) (SR)  
Ralph Hessian (District Administrator) (RH)  
Andy Vandertol (Chair, Financial Review Committee) (AV)

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**Regrets:**

Gene Chartier (Past President) (GC)

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**1. APPROVAL OF AGENDA**

- **Motion** (PT/JLM): that the Agenda be approved.

CARRIED

**2. CALL TO ORDER**

- JM called the meeting to order at 9am CST

**3. ADOPTION OF MINUTES FROM OCTOBER 18 2011**

- **Motion** (RB/PT): that the minutes be approved.

CARRIED

**4. BUSINESS ARISING FROM MINUTES OF OCTOBER 18 2011 TELECONFERENCE**

**a. Scholarships and awards:**

- JM – regarding scholarship and award deadlines, there is no need to update ITE international. They advertise the awards, but none of the specific details.
- PT – preparing to advertise awards and scholarships. Has assembled lists of liaisons, presidents of student chapters. Next steps involve finding contact information for professors:
  - JM will assist by providing contact information for professors involved in online course.
  - PT and SR will prepare both an email for students as well as for the membership. To be completed by the end of November.

**b. Website updates**

- JM and SR will prepare a website update and present to executive. The changes will include creating a publications page to better highlight technical projects, but will also include reviewing the overall site comprehension.
- c. AR Recovery (See Item 8)
  - Invoices and payments have all been compiled.
- d. Telecommunications (Global Crossing)
  - SR provided login information.

### 5. PPROCESS FOR HOSTING AND ADVERTISING USING CITE WEBSITE

- Background:
  - There has been a number of cases where agencies or individuals have asked CITE to advertise workshops or special courses, or other items through our website or by email using our system.
  - The current practice has been to provide the service for free as long as there is no profit made by the agency advertising the activity.
  - There should be a method on how to treat these requests.
- The process needs to consider managing numbers of email to members and how to treat commercial product demonstrations, as these will still interest members.
- SR – will circulate a discussion policy on advertising, which includes a survey of other jurisdictions – what they charge and what they distribute.
- JM – recommends reviewing the advertising policy and that a decision be made at the next meeting.

**Action:**

SR – distribute advertising policy discussion paper.

All – review and be prepared to discuss and make a decision at January meeting.

### 6. LETTER FROM OLIVIA CHOW

- Background – a letter was received a letter from Olivia Chow requesting that we write to our Member of Parliament to support a Bill to create a National Public Transit Strategy.
- RH – there is no direction regarding lobbying in CITE's charter, however US model District Charter states in Section 2.4: “No substantial part of the activities of this District shall be the carrying on of propaganda or otherwise attempting to influence legislation, and this District shall not participate in or intervene in any political campaign on behalf of any candidate for public office.”.
- Understanding from model charter is that the role for CITE is to provide professional expertise, but not to lobby.
- Updating our website represents a good opportunity to advertise the range of expertise by members, the technical project involvement, and many of the partnerships that give value to CITE members (i.e. TAC, CUTA).

**Action:**

SR – will update website landing page to better market the array of projects being undertaken by CITE.

All – give input to SR – what topics / information belongs on an improved page.

### 7. DISTRICT CHARTER AND BY-LAWS

- RH has prepared recommendations on how to update the Charter and By-Laws to reflect current activities of CITE.
- General discussion involved accepting RH's recommendations with some additions from JM. Discussion

on additional changes is listed here:

- Need to distinguish between lobbying and contributing knowledge. Add:
    - “No substantial part of the activities of this District shall be the carrying on of propaganda or otherwise attempting to influence legislation, and this District shall not participate in or intervene in any political campaign on behalf of any candidate for public office.” (Part of section 2.4)
    - PT / JM to draft additional policy to clarify the above: “Although in all cases, professional opinion should be made available”.
  - Item 4.05: Include: The District elected officers should develop and maintain executive administrative policies and procedures to execute the provisions of the by-laws.
  - Item 5:
    - JLM – modify Article III Section 4.04 to:
      - c. reflect electronic voting.
      - d. reflect 'distributed' not 'mailed'.
    - 4.03 modify to reflect: Signing officers shall be President, Vice-President, and Secretary-Treasurer.
- **Motion** (PT/RB): that the recommendations as modified by JM (in Attachment D) be approved. CARRIED
- **Motion** (PT/RB): that modifications to item 4.03 be approved. CARRIED

**Action:**

**JM** – modify RH’s document according to discussion and previous comments.

**GC** – develop procedures document for elections including reviewing existing documentation and ITE policy.

**8. EXECUTIVE ROLES AND RESPONSIBILITIES**

- Descriptions of executive roles and responsibilities were added into the CITE by-laws.
- The changes are scheduled to be presented to the Board as follows:
  - Charter changes in November, and
  - By-laws in January.
- Executive guidelines will then be updated to reflect current practices and the changes to the Charter and By-laws.
- Following, the executive guidelines will need to reflect the results of two additional conversations:
  - decision around developing an executive director position and,
  - a task force to examine member needs. These other conversations will take place in May.
- JLM, RH to review roles and responsibilities piece to update executive guidelines.
- Review the executive guidelines section by section to manage workload for the Board.
- RH, JLM to develop work plan regarding which sections should progress and by whom. Circulate prior to May. First step – accurately portray what we do today. Then propose changes. Integrate progress of the task force with the progress of the EG.

**Action:**

**JM** – present recommended changes to Charter and By-laws to Board in January and March respectively.

**RH, JLM** – review executive guidelines according to results of task force and any changes to the roles and responsibilities of executive members.

**RH, JLM** – develop work plan directing which parts of the executive guidelines should be updated and at what point.

9. FINANCIAL UPDATE (INCLUDING A/R PROGRESS)

**2010 financials:**

- 2010 financials were updated following meeting on August 26 (JLM, PT, AV, and bookkeeper). At the meeting, the coding was reviewed for all entries with bookkeeper. Revised statement was to be produced. PT has provided outstanding backup. PT to arrange review by accountant (as per Halifax minutes). 2010 financials will then be shared with the membership.

**2011 financials:**

- Q1 and Q2 statements have been prepared and are ready to be shared with the membership.
- AV – concerns around high spending.
- Membership cheques from ITE International are typically sent out in September, this year at end of November. This impacts schedule of anticipated revenues – income to date is relatively low.
- Section Rebates from 2010 will show up in 2011.
- A/R has improved from \$92,000 to \$72,000 (may be explained by Montreal conference).
- Total liabilities & equity represents a loss in value of the District of approximately \$50,000 in one year. (Will be significantly offset once membership dues are received.)
- Decision around A/R to be made by the end of this year.
- RB – can't assume income will remain as high. There were major one-time expenditures in 2010.
- Conference wrap-up activities – PT has created a list. He has been meaning to set up a tracking system that is accessible by both the Executive and LAC.
- For Winnipeg – they have an account with seed money (\$6,000). LAC will collect sponsorship, but will deposit into CITE conference account.
- **Motion** (RB/PT) Post Q1 and Q2 online.

CARRIED

**Action:**

**PT** – contact John McGill regarding contacting Tim Haynes to review 2010 financials.

**PT** - will transfer all conference financial materials to JLM.

**SR / GC / All** – send statements of account by end of November.

10. FINANCIAL MANAGEMENT POLICY REPORT

- Background: To improve financial practices of CITE, the Financial Management Policy Review Committee prepared a formal review including 61 recommendations.
- All – the document is thorough and thanks are deserved by the Committee.
- Discussion around the recommendations and to define who will be ultimately responsible. Changes were captured by RB and the document will be amended prior to sharing with the Board. The principal changes include:
  - Contacting the bank to remove withdrawal options from ABM cards

- Secretary-Treasurer to provide quarterly submissions to the data entry/ third party individual
  - Transportation Talk AND Job Ads – service would not be rendered prior to payment
  - Will review no longer accepting payment by AMEX
  - Secretary-Treasurer prepare and update a list of accounts receivable quarterly for the Executive Committee's review
- **Motion** (RB/PT): that the report is accepted with minor modifications and that the by-laws, executive guidelines and conference guidelines are updated to reflect the recommendations in the report.  
CARRIED
- **Motion** (RB/PT): that the financial management policy committee receive a letter of appreciation from the president of CITE for their participation on the committee.  
CARRIED

**11. EXECUTIVE DIRECTOR**

- Background: SR prepared a discussion paper to review the possible role of Executive Director for CITE. This position (likely .5 or .75 position) would acknowledge the recent and anticipated growth of CITE's activities.
- SR – Elected officials would continue to define direction of organization. The new position would help raise funds, and assist day-to-day management. This individual may pay for him/herself (i.e. reduced travel, other salaries, etc.).
- RB – based on experience at OTC, would mean combining positions (invoicing, communications, administrator) – and would require major reconfiguring of executive duties. For transition to be successful, would need to better define the future roles and responsibilities of the executive members – to then define the value of the new Executive Director position.
- Commercial / funding arm to initiate technical projects that would then generate funds.
- JM – would simplify activities for CITE. Would require the right individual. At the moment, too much uncertainty around CITE activities. Need to gain the confidence of the membership and then revisit.
- Need a business case; a development team could be formed. Could include members of the board if there was interest. (Good opportunity to amalgamate positions, have better services for same or similar costs).
- Should consult with Tom Brahms to learn about ITE International's experience.
- JM – given the financial constraints at CITE, the priorities are to establish healthy accounts.

**Action:**

**JM** – will add to upcoming Board meeting agenda to present idea.

**JM** – revisit in May and form committee to better define role and develop business case.

**12. TLC UPDATE**

- Mike Skene gave an update on activities of the TLC:
  - Updated on the status of TLC and joint TAC projects
  - Shared a concept for a technical award
  - Shared that the TLC will again organize sessions for the AGM

**13. CONFERENCE GUIDELINES**

- To help guide future AGMs and to benefit from the success in Halifax, SR and Dwayne Cross prepared conference guidelines.

- The purpose of the guidelines is to capture today's experience based on Halifax AGM. They will be further tested at the Manitoba conference and then finalized for use by Calgary.
- JM – have reviewed the new guidelines in detail and have several comments for further consideration. Will provide comments to SR for incorporation.
- JM – budget preparation: concerned that there is limited interest in organizing AGM, finances may be seen as a barrier. Propose that as an incentive, CITE consider allowing sections to keep some of the conference profits. Risk would remain with CITE. Proposed to allow the sections organizing the conference to keep 25% of the profit made.
- PT – supported JM's idea and commented that it also helps with the financial viability of sections.
- RB – percentage for sections could be closer to 20%
- There was discussion around sharing conference profits with the section organizing the conference:
  - One approach would be to dedicate a percent of the profits to the LAC. Although, level of effort same typically – not necessarily linked to profit.
  - Recognizes the work of the LACs.
  - As a sponsor, nice that some of the profits remain to benefit local members.
  - Some funds could also be directed towards local student chapter.
  - Survey of recent LACs showed that things needing changing: registration, marketing and communications. District now more responsible for AGM.

**Action:**

**All** – continue to work with SR to finalize conference guidelines. Prior to finalizing, discuss the possibility of profit sharing with Board.

**14. INVOLVEMENT OF RETIRED MEMBERS**

- RH – wrote a discussion paper and distributed draft terms of reference for a task force to examine how the district and sections can better engage senior members. Terms of reference will answer whether and how we can develop a business programme that appeals to members as they advance in their careers.
- Undertook small survey on topics that are of interest as careers age. Don't mean to disrupt senior members who see the need to allow younger members to develop. Examination is needed on what other opportunities may exist.
- Initially focus was solely around interests of senior members, but more broad examination is appropriate.
- Task force (6 – 10 members) should be represented across sections, and across experience levels. Try to get nominations from the Board.
- JLM to sit on task force to represent CITE executive.
- **Motion** (JLM/PT): accept the draft terms of reference for creating a review of CITE activities. Report back in May. CARRIED
- **Motion** (RB/GC): JLM to act as District representative on the Task Force. CARRIED

**ADJOURN DAY 1**

- JM adjourned the meeting at 6pm CST.



**CITE Executive  
Fall Meeting Minutes  
November 15, 2011 9:00 – 4:30 CST  
DAY 2 OF 2**

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**Present:**

Jeannette Montufar (President) (JM)  
Peter Truch (Vice-President) (PT)  
Jen Malzer (Secretary/Treasurer) (JLM)  
Russell Brownlee (District Director) (RB)  
Sandy Rempel (Communications Coordinator) (SR)  
Ralph Hessian (District Administrator) (RH)  
Gene Chartier (Past President) (GC)

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**Regrets:**

None

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**CALL TO ORDER**

- JM called the meeting to order at 9am.

**15. LAC MEETING**

**Present:** Kerra Mruss, Jennifer Chapman, Cindy Desjarine, Keenan Patmore, Jeff Craig, Jeff Short, Garreth Rempel, Jonathan Regehr

- Hotel tour.
  - Space for approx 12 – 15 exhibitors.
  - Wi-Fi – discussing with hotel. Regular rate is \$15 / day – willing to negotiate to \$3 / day. Looking for sponsorship opportunities.
- CITE budget: members of the LAC presented a request to reduce the expected profit from the Winnipeg 2012 conference from \$10,000 budget to \$0 to be consistent with the initial expectations that the MB LAC had when they requested the conference.
  - Mid-level attendance for Winnipeg would generate \$4500. \$10,000 does not link with approved budget.
  - Mixed messages around expectations of whether there is a requirement to now reach \$10,000 profit level.
  - LAC was assured by CITE that there was no pressing need to generate \$10,000 profit
  - LAC was advised to strike a balance between conference quality and profit generation (i.e., the bar must be kept within reach for other sections organizing conferences in the future)
  - No satisfactory conclusion was reached from this discussion
  - LAC will request a formal response to letter submitted to CITE in October with this same request

- Publicity: trivia contest has been launched to advertise the conference.
- Registration:
  - Increase cost difference between early and regular registrations and registration rates are slightly higher to account for transaction fee associated with the online system.
  - Kept student price at \$125.
  - Non-member rates are not possible with the online system.
  - LAC will review the costs per individual.
- Technical programme: call for abstracts out and due date is November 25.
  - TLC – will organize three sessions: update, active modes, connected vehicles. Ask TLC for Abstracts.
  - Organizing a roundtable on women's transportation needs in transportation engineering (i.e. new mothers & transportation options, safety, security – design considerations.) JM – circulate papers from other conferences.
- Hoping to bring in human rights and transportation topics. (Playing off new museum).
- Technical tours: bike tour, BRT?, Human Rights museum – may not be open, but tours avail. Registration will be improved over Halifax.
- Trade show: looking to post information shortly.
- Sponsorship: online, prepared letter will be sent shortly – mail and email. Specialized for key sponsors. Also looking for in-kind donations. Investigating adding sponsor advertising on all conference materials. Approach remaining consistent with Halifax.
- Social programme: Tuesday night banquet – Manitoba museum. Food stations and entertainment scattered throughout galleries. Will be providing transportation. Student mixer – Monday night – Finn's pub at the forks.
- Purpose – student mixer. Revisit the purpose & evolution.
- Street hockey tournament – looking to host at the forks.
- Traffic bowl – find packing to help move equipment year to year. Gene to send software to LAC. In Halifax – LAC set up equipment. District arranged questions and for teams to participate. Judges are typically international candidates / reps. Dave as MC again. Two people needed to operate equipment, one for questions and one for other. Jeff to be liaise with international? Run mock session to prepare.
- Keynote speakers – two ideas for keynotes: Enrique Penalosa. John Maxwell.
- Schedule review: 6 mo remaining. Current push: getting sponsorship, hotel organized registrations.
- Workshop / training: no plans. Historically low uptake. May be interest by student chapter to organize.
  
- **Motion** (GC/RB): that the letter from Kerra Mruss on behalf of Manitoba 2012 LAC is received for information. The letter asks CITE to revisit its budget and return the Winnipeg 2012 conference line item to \$0.

CARRIED

### 16. CHARITABLE STATUS PAPER/TAX EXEMPTION

- RH – first investigated in 2009. Has examined information online. If CITE were to obtain charitable status, it will mean setting up a completely separate organization to lead charitable foundation. Issues with financial management have meant that this topic has remained on the backburner. There was some budget identified in 2008 for professional guidance but was never used.
- PT – Revenue Canada – to be considered not-for-profit, no special paperwork – but the right kind of tax forms. Do not exceed certain asset / income limits.
- RB – charitable status not same as not-for-profit.
- PT – without charitable status, limits ability of members to will to CITE.



- **Motion** (RB/JLM): that because of the limited resources and the high work load on current executive members. This will be revisited at May executive meeting in Winnipeg. RH will prepare brief discussion paper around options and benefits with the intent to make decisions to be made in May.

CARRIED

17. RECORDS MANAGEMENT FRAMEWORK

- RH – part of District Administrator's responsibilities include maintaining district records. Today's records should be centralized and better organized.
- A records management system is required (that considers conferences, financials, reports, policies and procedures).
- RH – To guide discussion, a list of kinds of records was developed. This was developed for the meeting in Halifax meeting, although no discussion took place.
- **Motion** (PT/RB): as per RH email from March 26, 2011 – CITE establish a records management framework and to initiate collection of documents.

CARRIED

**Action:**

**RH** – will prepare a framework and will use best judgment to decide what archives exist and what efforts should be undertaken to gather / file records. Email progress to date for April meeting and present findings at May meeting.

**All** – input to be shared with RH prior to end of November.

**JM / RB** – will contact Joanna Kervin to arrange to visit and collect records from City of Toronto archives.

18. INSURANCE FOR EXECUTIVE OFFICERS AND MEETINGS/CONFERENCES

- GC – Investigated insurance requirements and current coverage for CITE events. Previously believed that ITE International provided adequate insurance. This is not the case, so investigation into the types of insurance is needed.
- A series of policies would be required (Director's liability, 3rd party, errors and omissions, etc.) and is estimated between \$3,000 - \$5,000.

**Action (complete by February):**

**GC** - will obtain a quote and confirm whether insurance needs to be held in the Province where CITE is held.

**GC** – will confirm the insurance held by Good Roads.

19. ACCOUNTABILITY SESSION

- Discussion around performance and expectations. Initially discussed in August and remains an important topic with the high level of commitments presently.
- Expectations are that any elected official serving CITE will be expected to have a significant commitment to the organization.

ADJOURN DAY 2

- JM adjourned the meeting at 4:08pm CST.