

# CUTC Executive Committee Meeting

October 4, 2010

8:30-11:30 a.m.

Chelsea Room-7<sup>th</sup> floor

1. Call to order: Theresa Adams, CUTC secretary
  - a. Bob Plymale
  - b. Pietrucha
  - c. Clark Grays
  - d. Dock Burke
  - e. Peter Haas
  - f. Theresa Adams
  - g. Nancy Nihan
  - h. Andrew Farkas
  - i. Larry Sutter
2. Minutes Approval: minutes approved
3. Standing Committee Report
  - a. Treasurer's Report
    - i. We are \$7,812.08 in the red.
    - ii. If we collect sponsorships and outstanding dues we will be \$700 in black
    - iii. Martin Pietrucha will call AECOM for \$5,000 sponsorship for next year.
    - iv. \$7,000 in outstanding dues and sponsorships from 2009
    - v. Even though we made payment for ARTBA Research and education, now it is in budget as line item. That is only significant change.
    - vi. ARTBA calls all centers once a year to make sure they are getting membership benefits.
    - vii. Inflation costs for banquet-we can try and cut some costs there since we have cut out a lot over the last few years.
    - viii. New budget for 2010-2011 adopted.
    - ix. We must increase sponsorships by \$10,000 for banquet to make a profit. This equals two extra sponsorships
    - x. Bob Plymale agreed to help increase sponsorships. Budget very dependent upon them.
  - b. Federally Sponsored Centers: defer to other individuals since will be addressed later in agenda.
  - c. Membership-no new applications
4. CUTC Position on Reauthorization: move down and wait for Steve to call in.
5. Strategic Partners Liaisons
  - a. ARTBA RED
    - i. Reauthorization and how ARTBA can help CUTC
      1. Sit down with ARTBA's Dave Bauer to take positions to the hill.
      2. Make sure CUTC is getting benefit from ARTBA

- ii. UTCs need more money for research-This is a point that should be emphasized in all talks, etc.
        - 1. Quote from TRB special report 295
    - b. AASHTO, RAC, SCOR
      - i. MOU that should be approved by the executive committee at the next meeting
      - ii. Steve already has filtered it and gone through with Sandra Larson
      - iii. CUTC AASHTO RAC will have a MOU that will be sent to EC to be approved
      - iv. RAC Conference call October 22, 2010 for people who are on the RAC CUTC Liaison committee.
        - 1. RAC task forces are now allowing people who are not part of the task forces to be a part of the meeting. Now on quarterly phone calls and working on projects.
        - 2. Anyone can join.
      - v. AASHTO meeting went well-7 CUTC members there
    - c. International CUTC
      - i. Rod was going to push ahead.
      - ii. Survey again? Make survey simpler?
      - iii. No report at this time.
    - d. APTA-No report
      - i. Make a connection with APTA
        - 1. Joel has been connected to APTA and CUTC
        - 2. possible liaison?
        - 3. For next meeting, get him to come or call in
      - ii. One problem is that there annual meeting is at the same time as ARTBA's
6. Ad Hoc Committees
  - a. Annual Banquet
    - i. Sponsorships are key to financial health of CUTC
    - ii. List of targets we have routinely reached out to emailed to all.
    - iii. New sponsor benefit this year: Allow companies to do table top exhibits at the banquet and to bring literature to have information about company if they choose to do so.
    - iv. Rod unable to help as much this year with sponsorships
    - v. Many people on contact list have sponsored for several years-built relationship so other CUTC members could reach out.
    - vi. Other executive members or people with contacts that might sponsor banquet
      - 1. Marty will speak again at P&D division to try and recruit
        - a. CUTC and ARTBA P&D have natural symmetry
        - b. Gannett Fleming will possibly be sponsoring-Alison Black to talk to John Derr at that company to get commitment
        - c. If we talk to them now companies might be able to recruit for next year. Try to start earlier next year.

2. Marty has more visits from industry people-target recruiting.
    - a. Goal is to emphasize to companies that sponsoring will allow them to get a buzz in student community
  - vii. Use these contacts and make them feel a little more like partners in CUTC. Reach out throughout the year.
    1. Webinars through RED to offer PDHs.
  - viii. Try by the end of the month to have sponsorship commitments
    1. Ask Rod to make a few contacts.
    2. Alison talk to Jay Lindly about Alabama.
    3. Marty can do URS and Penn State
    4. Bob has many contacts.
    5. Talk to LTAP TTAP to see if they wish to sponsor
    6. Cambridge Systematics-Theresa Adams
    7. Wilbur Smith contacts?
    8. Alison follow up with John Derr-Gannett Fleming
    9. Marty to contact Jacobs
    10. Marty to contact AECOM
    11. Let ARTBA know if there are other people exec willing to target.
  - ix. Going to have a larger space this year-Blue room.
  - x. If you have ideas for tweaking next year's banquet let ARTBA know.
- b. Awards
- i. Lifetime Nominees:
    1. Buzz Paaswell preferred candidate-nominated
    2. Changed to Distinguished nomination
    3. Clarified criteria for the two awards
    4. Lifetime to attract speaker
    5. Mica might be easier to get as a Lifetime Nominee
    6. Steven Baucus?
    7. Schedule a conference call and decide Lifetime by conference call
- c. Newsletter
- i. Article suggestions or volunteers?
    1. Already suggested topics:
      - a. Analysis funding of UTs,
      - b. Workforce development activities,
      - c. collaborations across UTCs,
      - d. Award Winners
  - ii. Create a task force for the creation of the newsletter
    1. Marty volunteers to investigate forming a task force
    2. Will write email asking for volunteers to be part of Newsletter task force to go out to membership
    3. Task force on newsletter is a way to get other people involved other than Vice President. Committee put together that can be searching for articles from existing UTC newsletters
    4. Task force can put together contact list of UTC newsletter editors

- a. How do we create that list?
  - b. Writing a letter to all the members to solicit task force members.
  - c. Give idea of contacting editors.
  - d. Set up structure first.
  - e. Get a cover letter soliciting volunteers to be on a committee-Marty
  - f. ARTBA can help facilitate communication
  - g. Would like to see someone else in executive committee be on task force.
5. Marty will write a note for an action plan-seeking people to do heavy lifting.
- iii. How do we contact membership to ask them what they would like to hear about?
- iv. Two main reasons to do newsletter:
  1. outreach to potential sponsors
  2. promote UTC program to legislators
  3. Exec wants to make sure the articles are tied to the goals and now just “newsy” for the sake of existing.
  4. Audience:
    - a. those who sponsor banquet
    - b. those who decide things about UTC
    - c. Those who promote education of students
- v. Suggestions on newsletter improvements:
  1. We can do newsletters more than twice a year and do smaller newsletters.
  2. When we have something that is worthy send it out to the world-just sent it
  3. Develop some mechanism where people provide articles
  4. UTCs already produce newsletters
    - a. Ask for volunteer articles from UTC newsletters and republish best articles from UTCs around the country
  5. Spotlight centers
  6. Other suggestions for content:
    - a. Tickler: regular web-based “coming up at CUTC”
    - b. What do you have that you have produced and how can we show that these are things going on in the industry.
- vi. By next executive committee, come back with recommendation on how to move forward for future newsletters.
- vii. Content for January newsletter:
  1. Bob Plymale will contact Diana Long to do Workforce article for upcoming January newsletter
  2. Curt and Lydia can do an article together.
  3. Rob Fertini and Peter Appell might work on article

4. Executive committee to look at own centers newsletters and send to Laura
    5. Marty to write international activity
    6. Marty to write communications filler
    7. Spotlight on UTC
    8. Award Winners
    9. Focus on workforce development?
    10. Exec will get material and send to Laura
  - viii. Featured topic for each newsletter?
    1. Anything you know that others should know to make it relevant.
    2. Audience: sponsors and decision makers
    3. Spotlight and workforce contributions
7. Update on ARTBA activities
  - a. Updated work plan
  - b. Website
8. New Business
  - a. Sponsorships for CUTC Awards Banquet
  - b. Awards
    - i. Professional staff award?
      1. Kim Baker-volunteered every year would make a good candidate
      2. Best awarded during the administrative portion of CUTC meeting
      3. Summer meeting best time to award
      4. Vote on it in January and come up for a way to do it for the summer meeting.
      5. Larry will head committee-One page proposal
      6. Put on agenda for January.
  - c. Space for Workforce at D.C. meeting on agenda-meeting with Lydia, Rob and Peter will talk about workforce on agenda in January at TRB.
  - d. Summer meeting proposals
  - e. Staff Awards
9. Future Meetings
  - a. January 22, 2011 in Washington, D.C.-Executive Committee meeting and banquet
  - b. June 13-15 in Portland, OR-Summer meeting
  - c. 2012 summer meeting Michigan tech.
10. Adjournment