



EXECUTIVE BOARD MEETING - MEETING MINUTES

January 11, 2019 @ 10 AM

B&L Syracuse Office

Attendees:	Position	Voting Member
Christina Doughney	Director	Yes
Kash Revalli	Past President	Yes
Jennifer Yonkoski	President	Yes
Tom Polech	Vice President	Yes
Dan Rourke	Secretary	Yes
Courtney Bentley	Treasurer	Yes
Jennifer Michniewicz	Buffalo Local Activities Chair (via Phone)	No
Alex Kerr	Syracuse Local Activities Chair	Yes
Paul Pfleuger	Charter & Bylaws Chair (via Phone)	Yes
Sarah Bowman	Technical Committee Chair	Yes
Tom Miller	Membership Chair	Yes
Adam Frosino	Rochester Local Activities Chair (via Phone)	No
Mark Budosh	Member	No

Absent:	Position	Voting Member
Mike Salatti	International Director	No
Shelly Johnston	Albany Local Activities Chair	No
Mark Nadolny	Communications Chair	Yes
Jeff Lebsack	District Chair	Yes

- I. Call to Order – Kash Revalli called the meeting to order at 10:14 AM
- II. Affirmation of Elected Officers
 - a. Introductions of Committee and Courtney Bentley as the 2019 Treasurer
 - b. Oath of Office - All Executive Board members in attendance stood and took the oath of office.
- III. Approval of Meeting Agenda – No comments on the meeting agenda. Motion to approve was made by Tom Polech, seconded by Kash Revalli, passed unanimously.
- IV. 2019 Calendar Review – Jennifer Yonkoski reviewed the proposed 2019 calendar.
 - a. All newsletter related items have been removed from the 2019 calendar
 - b. Annual Report to District by Past President is due on April 1st. The audit of 2018 Treasurers report will be completed by Jennifer Yonkoski in electronic format.
 - c. There is a conflict with the April 5th Executive Board Meeting. It was suggested to move the meeting to the following week, the date was not decided on at this time.



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- d. The Award Submission Deadline was moved up to August 9th from August 23rd.
- e. Motion to approve was made by Courtney Bentley, seconded by Alex Kerr, passed unanimously.

V. Reading and Approval of October 16th, 2018 Minutes –Kash Revalli made a motion to forego reading of the October 16th, 2018 meeting minutes, seconded by Dan Rourke, passed unanimously.

Kash Revalli made a motion to approve the October 16th, 2018 meeting minutes, seconded by Jennifer Yonkoski passed unanimously.

VI. Reports from District/International Officers

- a. International Director – Mike Salatti (not present) - No report.
- b. District Chairperson – Jeff Lebsack (not present) - No report.

VII. Reports from Section Past Officers (Past)

- a. Immediate Past President – Christina Doughney – No Report.
- b. President – Kash Revalli – No Report.

Jennifer Yonkoski presented Kash Revalli with the David Bulman Leadership Award plaque.

- c. Vice-President – Jennifer Yonkoski – No Report.
- d. Secretary – Tom Polech – No Report.
- e. Treasurer – Dan Rourke

2018 fourth quarter and final report review:

1. \$235.02 was expended for local activities in the 4th quarter
2. \$5,107.99 was expended for the annual meeting in the 4th quarter
3. Two \$500 Future City sponsorships were delivered in the 4th quarter
4. \$871.05 was received in the 4th quarter for the NE District Dues Distribution
5. Christina Doughney pointed out a discrepancy between the total income amount and the Annual Meeting Revenue. The discrepancy appears to be related to the timing of the Paypal deposit transfers that were completed in 2019.

2019 Budget Review and list of revisions made:

1. Increase the scholarship amount? Due to the unknown cost for the potential website, leave the scholarship at \$1,000 for 2019.
2. Certificates and Plaques leave at \$400. Aim for \$75 Max for each one ordered in 2019.
3. Insurance – Is this needed? Leave at \$0 for now
4. Remove Binghamton Bridge & Pedal from “other” and include in Local Activities
5. New Member Outreach changed to \$100
6. Other changed to \$50
7. Change Line 21 from Newsletter Advertisement to Advertisement (Website/Newsletter) and the budgeted amount was reduced from \$900 to \$0.
8. Moved the \$2,200 2018 carryover from Meeting income to Other income
9. Set Line #20 Annual Meeting Income to \$10,000 to match Line #9.



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10. After revisions were made, the treasurer's report spreadsheet was transferred to Courtney Bentley.

The 2019 budget was not approved at this meeting, pending the results of the new website proposals and the information from the One ITE initiative. The budget will be approved at the April 2019 meeting.

VIII. Reports from Section Committees

a. Local Activities - Alex Kerr

- i. Buffalo – Jennifer Michniewicz – Joint holiday party with ASCE was held with 30 – 40 people in attendance. Kash Revalli presented the idea of having vendors or other presentations at events to increase attendance. Jennifer Yonkoski presented Jennifer Michniewicz with her plaque remotely, the plaque will be delivered.
- ii. Rochester – Adam Frosino – Rochester holiday party was held with 8 ITE members attending, although there were 80-90 attendees total. For 2019 plan to hold the same events with a Summer outing and a holiday social.
- iii. Syracuse – Alex Kerr – Holiday Social was well attended as a joint venture with ASHE, NYSATE, and SWE. The other organizations expressed interested in more joint events in the future. Alex is looking for a PDH eligible event in February in the Syracuse area.
- iv. Albany – Shelly Johnston (not present) – No report.
- v. Southern Tier – Jennifer Yonkoski – No report.

b. Membership - Tom Miller (New Chair)

- i. General – Jennifer introduced Tom as the new Chair to the committee.
- ii. Student - Jeff Lebsack (Not Present)

Kash Revalli is planning to meet with the ASCE coordinator at UB to improve the ITE visibility to students. Courtney Bentley mentioned that previously the engineering department had ITE posters and flyers with the ITE logo displayed. Courtney Bentley mentioned that she is on the UB Alumni Board which provides student/alumni connections. ITE is no longer listed on the student association listed of affiliated associations.

c. Communications – Mark Nadolny (Chair, not present)

- i. Communications/Newsletter Editor - Mark Nadolny (not present)

Jennifer Yonkoski mentioned that we need to find a new communications chair. There were continued discussions from the October meeting where the benefits of social media (Facebook, Twitter, Linkdin) were evaluated. The discussion was continued with the discussions of the potential new website.



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- ii. Webmaster - Paul Pfleuger – See the website discussion under the Old Business section.

Dan Rourke will update Section Officers list and e-mail to Paul to upload to the current Website.

- d. Charters & Bylaws - Paul Pfleuger (Chair)

Paul Pfleuger mentioned that the New York Upstate Section's charters and bylaws have some outdated language regarding affiliates; affiliates have been phased out as part of the OneITE initiative.

- e. Technical - Sarah Bowman (Chair) - No report.

- f. Meetings

- i. 2018 Section Annual Meeting – Scotia, NY
Christina Doughney mentioned that there were 43 attendees registered for the meeting, 1 bronze sponsor, and 10 silver sponsors. The One day format was well received by the attendees. Suggestion was made to move the executive board meeting to the night before the meeting to allow more travel time.
- ii. 2019 Section Annual Meeting – Buffalo, NY
Kash Revalli is anticipating holding the meeting in the Fall of 2019. He will be reaching out for volunteers prior to the next board meeting in April.

VIII. Old Business

- a. Bylaws Section 4.6 (electronic voting conditions)

Subject on hold until guidance from the OneITE initiative is received.

- b. Recruitment

We should be presenting ourselves and ITE information to the administration of local colleges with civil engineering departments.

We should be promoting ITE at career fairs that we are already attending with our companies. Bring ITE information to the fairs and hand out.

Tom Polech mentioned that Jim Pond is currently teaching at RIT and could be an advocate for student involvement there for ITE.

Tom Miller asked if there were ITE marketing materials such as "Why ITE". There is information on the website that could be pushed out to potential candidates.

- c. ITE NY Upstate Section website update/revamp



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Jennifer Yonkoski presented the proposal received by FreshySites – Website Design on 1/10/19 and compared it to the proposal received from ingenious inc. on 8/3/18. A summary of the discussion is below and the proposals are attached to these minutes:

FreshySites

1. \$2,249 for the Website Design & Development
2. \$650 for On Page Search Engine Optimization
3. There is a recurring \$45/month Website Hosting fee
4. There is a recurring \$15/month SSL Certificate Management fee
5. Includes up to 12 pages
6. We could potentially dedicate one page to the conference

Ingenious inc.

1. Total cost of \$5952
2. This is a one-time only fee, no recurring fees

Paul Pfleuger will contact FreshySites directly in order to discuss their proposal in more detail and provide a better comparison between the proposals. It was also agreed that we should receive two more quotes by February 1st. Decide on proposal and updated budget at the April meeting.

For the current website, the hosting service is paid through 6/4/19, Domain to 7/10/19, need to make the decision at the April meeting to decide on the renewal of the hosting service or forego for new website design service. The domain will continue on regardless of the decision.

Possibility that OneITE could be providing guidance on website and might be a better idea to hold off on the website for the upstate section until we hear the OneITE decision. Our efforts could be better served updating and keeping social media active.

Advertisements are currently \$100/year for newsletter advertisement. This profit will be lost with the elimination of the newsletter. It was discussed that this advertisement revenue could be incorporated into the new website through the display of logos, business card advertisement, or side bar posting. This will be discussed further following the website decision.

d. OneITE Initiative

The initiative will be discussed at future meetings

e. STEM Outreach

Christina Doughney suggested that the Section should submit an entry in the STEM Outreach Competition for next year. The current date was missed but could be met next year. Award was around \$500.



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IX. New Business

a. Administration

- i. Have one person maintain the administrator role to write checks for a full term
- ii. Make each check signed by two
- iii. Before an invoice is paid, the check is sent around to the board members. This could be completed with a confirmation e-mail with all involved. It was suggested to put an outlook group together and make sure to reply to all on these requests.
- iv. Due to issues encountered over the years with updating the Bank account, Tom Polech volunteered to fill the section administrator role for 2019.
- v. Courtney Bentley will still maintain the sections financial records for the year.

X. Adjournment

Kash Revalli made a motion to adjourn, seconded by Courtney Bentley, passed unanimously. The meeting adjourned at 1:16 PM



FreshySites - Website Design

34 Front Street
Binghamton, NY 13905
(607) 238-2789

Institute of Transportation Engineers

January 10, 2019

Overview

Thank you for the opportunity to present this proposal and for considering FreshySites to support your website and website development needs.

FreshySites specializes in providing businesses and organizations with professional and powerful digital marketing services. We utilize unique concepts, high-end talent and fresh online tools to make sure our client projects exceed expectation.

Please find attached our proposed approach, scope of work, estimated fees and payment schedule. Please take your time in reviewing this proposal and contact us with any questions or concerns. We look forward to working with you.



Specifications

Website Project Briefing, Website Design Mockups, Mockup Revisions, Website Development & Coding, Website Revisions, Launch, & Optimization

Scope of Work: Setup

1. Website Design & Development

\$2,249

Project Overview Meeting & Project Briefing Form

Home Page Mockups and Layout Design

Development and Presentation Home Page Mockups

Three Revision Rounds - Not to Exceed 6 Hours

Website Content Management System and Framework

Installation of the WordPress Content Management System

Customization of the CMS to Fit Project Needs

Website Framework Installation

Content Integration and Layout - Up to 12 Pages

Fully Responsive Mobile-First Design

Website style sheets customization for multi-device usage

Website file set customization for multi-device usage

Mobile-First Navigation Layout and UX

Website Presentation Phase

Present Fully Working Website on Development Domain

Up to Three Revision Rounds - Not to Exceed 6 Hours

Finalized Website Presentation & Launch



2. On Page Search Engine Optimization \$650

Total On-Page Website Optimization

Client Briefing and Keyword Development

Custom Title Tags & Meta Descriptions

Photo Titles & Alt Tags Based on Image Titles

Optimize Social Media Default Image

Structure Optimization, Permalink Optimization, & Sitemap Optimization

Google Analytics Integration & Setup



Scope of Work: Ongoing

1. Website Hosting, Backup, & Security

\$45/Mo

Secure File and Database Hosting

Dedicated Hardware

Unlimited Data Transfer

Advanced Firewall

CMS Security Update Management

Managed Automatic Security Upgrades

WordPress Minor Upgrades

WordPress Major Upgrades

Nightly Full Data Backup and Storage and Malware Security Monitoring

One-Click Daily Restore Points for Files and Database

Full Backups Redundantly Stored on Amazon S3

4x/Day File and Database Malware Scanning

External Penetration Testing via SecTheory and Sucuri

2. SSL Certificate Management

\$15/Mo

SSL Certificate on Server for Google Compliance

<https://freshysites.com/ssl/>



Project Process

Kickoff Meeting & Project Briefing: We schedule and conduct a kickoff meeting and full project briefing session. This is where we spend time to fully understand the project goals, objectives, design requirements and layout specifics.

Mock Ups: We work with our design team to create three flat (non-interactive) photoshop mockups of potential homepage designs & layouts. Client provides valuable insight and feedback in terms of likes, dislikes, changes, modifications, etc. We enter into a series of revision rounds to ensure complete client satisfaction.

Sitemap & Content: We ask all clients to provide their desired sitemap and website content. Clients is responsible for writing and outlining content as necessary. FreshySites is happy to help client with sitemap and content outlining/completion at an additional fee.

Website Development: We take direction from the mockup phase as well as the content outline and sitemap that has been approved, and build out a working version of the website on our development server using the latest version of WordPress and our premium theme framework.

Quality Control & Review: The team will go through internal review, quality control, and revisions process before delivering a working link to the client for their review. At FreshySites every site goes through a full responsive design testing regimen as well as peer and project manager review cycles.

Revision Rounds: We present a working version of the website on the development server for client review. Client provides FreshySites with a list of updates, changes, revisions, etc. We make the required changes and then re-submit an updated link to client for next revision round.

Website Launch: Fully approved development website is published to FreshySites Live Server and made live via primary domain name. We provide our basic training and support any ongoing needs or requirements.



Important Notes

Client Owns Website & All Assets/Content: All content is solely owned by client upon project completion and final payment. This proposal does include initial configuration and setup. However, it does not include ongoing website management, ongoing support management, or ongoing management of any kind. FreshySites is proposing the above with the understanding that the client will be maintaining and managing the content, updates, changes, ongoing marketing efforts, etc. Any items outside of the initial setup will be subject to FreshySites' hourly rate of \$125/hr.

Development Notes: FreshySites cannot move forward with the build process without content. A revision round at any phase requires an approximate one week turn around. Any additional revisions may add to the estimated timeline. Expedited website development and revisions can be procured at an increased rate.

DNS Management: At FreshySites, we utilize Cloudflare (<https://www.cloudflare.com/>) to manage our client DNS records. This allows us to make the technical changes as needed and fully leverage the Cloudflare CDN and DDOS Mitigation systems.

Basic Training Included - Advanced Training Available: Training available upon request if not otherwise line-itemed in the proposal. Basic training cap at 20 minutes. All other requests will be billed/invoiced accordingly.

Post Launch Support: All support requests that exceed a total of 15 minutes within a 30 day period are subject to our standard hourly rate which will be billed along with your monthly recurring payments.



Rough Estimate

August 3, 2018

Website Redevelopment for the Institute of Transportation Engineers - New York Upstate Section

Paul -

Thank you once again for giving Ingenious, Inc. the opportunity to propose our services for website development. We reviewed the requirements for the ITENYUPSTATE.org website project, and we are looking at the following set of tasks: Design of site graphical user interface (home/internal page templates), technical implementation (PHP/JavaScript/CSS coding), database (mySQL) development for site content management system (CMS). The overall site code-base will be established with future enhancements in mind.

Based on information in-hand—I anticipate the following range of time (and corresponding fees) to complete the project. We have applied an existing customer (Watts) discount to the project investment.

estimated hours:	48.0
normal rate fee:	\$7440
20% discount:	-\$1488
project investment:	\$5952
3 installments of:	\$1984

As per our discussion, this document is merely a rough estimate to provide you with a price—if the estimated fee is acceptable, I will create a more comprehensive project proposal that will outline the specifics of the engagement.

If you have any questions or comments, please feel free to contact me directly.

Thank you,

Joseph P. Murphy
murphy@ingenious.org
716.855.8550