



YPT Houston Chapter Board Meeting

Texas A&M Transportation Institute, 701 N Post Oak Road, Houston, TX 77024 (others via conference call) April 25, 2014, 9:00 AM – 9:47 AM

In Attendance: Jonathon Brooks, Phil Lasley, Katherine Kortum, Nick Norboge, Lauren Cochran, Lisa Minjares, Todd Hansen

Chapter Board Meeting Agenda

- a. Call to Order, [Nick] 9:03
- b. Approval of Meeting Minutes – No previous minutes
 - a. ACTION REQUESTED: Approved
- c. Chair's Report, [Nick]
 - a. Great job with coordination!
 - b. Working with Jon on 2-pager for overall YPT goals
 - i. Will submit to TTI to renew \$1000 funding.
 - ii. Working with Austin Chapter to target certain organizations for additional sponsorship.
 - c. Membership VC selected: Anita Hollmann (See Notes)
 - i. Will help add private engineers
 - ii. Will create a membership strategic plan
 - d. Finance VC: Todd Hansen
 - e. October APTA Conference
 - i. YPT Joint Event: Jonathan, Nick, Todd, and Lauren to serve on APTA Conference planning
 - ii. Send publicity blurbs to Nationals so they can advertise on all their venues nationally.
 - iii. Lauren reached out to Metro's COO to ask about volunteer opportunities to ease registration costs.
 - 1. Also reached out to contact from APTA for volunteer opportunities; need to follow up with her.
- d. Board Report, [Board Members]
 - a. State of SEC Filing Update [Jon]
 - i. Have not heard from the state Comptroller's Office...twice.
 - 1. Assuming the ball is in their court.
 - ii. YPT-Houston isn't liable for any tax anyway—may not be an issue.
 - iii. Need to change YPT address to TTI Houston address.

- b. Programs Update [Lauren Cochran]
 - i. Future Events
 - 1. TranStar Technical Tour
 - 2. City of Houston Talk
 - 3. Shawn Turner from TTI to talk about improving biking/walking in Houston
 - ii. All information is available on YPT Blog and Facebook page.
 - iii. Any ideas for speakers, topics, or tours, let Lauren know.
 - 1. NASA tour?
 - iv. Joint Event with YPT Austin (YPT Camping Trip?)
 - 1. Fall or Spring?
 - c. Communications Update [Lisa Minjares]
 - i. Still trying to learn the National's system
 - ii. Blog needs a diverse set of authors
 - 1. Highlight what members are doing on current projects.
 - 2. Short and simple...2 Paragraphs.
 - 3. Assign months to each board member.
 - iii. Photo album now on website, Facebook, and Flickr (for Nationals)
 - 1. Upload yourself or send folder to Lisa
 - iv. If anyone finds suitable content for the Facebook page, send it along.
 - d. Thank-you letter to Christopf Spieler [Nick]
 - e. Nationals Perspective [Katherine]
 - i. How can Nationals help out?
 - 1. Will there be a Dallas/North Texas Chapter? (Nick)
 - a. Waiting for someone from the area to reach out.
 - ii. Should begin thinking about who will take our places (for continuity)
 - iii. Could Katherine help get the word out about the October event (Nick)
 - 1. APTA board member is really interested in helping out with YPT (Nick to follow up on to come speak).
- e. Adjourn (9:47)

Email From Anita:

Hi all. My apologies. I have been in training all week and have spotted internet access. My calendar apparently forgot to remind me of this meeting.

Sorry sorry.

In terms of member, please note the following updates:

Website:

Nick and I have been discussing a few alternations to the website. Namely, our personal website is great, but when a simple “YPT, Houston” search is query in Google, the first result is the YPT National Portal. Our page there is a bit confusing, and the idea of having the page more closely reflect Austin’s was discussed.

<http://yptransportation.org/chapters/ypt-houston/>

<http://yptransportation.org/chapters/yptaustin/>

Biggest Differences:

- 1) Logo
- 2) Hyperlinks to topics
 - a. Board of Directors – currently this topic is the main emphasis on the Houston Page. For non-member’s why does this matter?
 - b. Join our Mailing List – Hyperlink – let’s make it easy
 - c. Facebook and Twitter – Hyperlink
- 3) Want to learn more information and keep up with upcoming events and meetings? Visit our official webpage at
 - a. Recommend moving this to the bottom of the page. The human eye naturally travels from the upper left-hand side of the page to the lower right hand side.
 - b. The most important information should be placed on the lower right-hand side. It’s the last thing people will look at. In fact, when I was talking to Nick about linking this site to our official webpage, I hadn’t even noticed that I simply glossed over it! As in, it was there the whole time, and as a user, I failed to notice it.

Member Sign-up Sheet

We proposed having a member sign-in sheet at each meeting where users would check off, Member or Non Member. If non-member, we would add a third column indicating request for contact information where I could follow up regarding benefits of membership.

Benefits of Membership

This is still something I’m grappling with, and over the last serveral weeks (when time permits) trying to assemble a “Membership Strategic Plan”. Essentially, I am looking at:

- 1) Who is currently part of our organization – from what I can tell, we are mainly private
- 2) Why? What do we offer people in our organization to stay? Join?
 - a. Elevator speech

Nick has given me access to the member portal which I'm still exploring so I can give you some numbers as to who has joined, what they paid, etc. However, one idea generated that the Board might find of interest is:

- 1) Board Member Sign-up: As **Board members**, we commit to successfully **recruit X members a year**.

Thoughts?

Sorry, again for missing the call this month.

Best,

Anita