

Arizona Motorcycle Safety Advisory Council (AMSAC)
Meeting Minutes
Monday, September 30, 2013

A public meeting of the Arizona Motorcycle Safety Advisory Council was convened on September 30, 2013 at 3030 North Central Avenue, Suite 1550, Phoenix, Arizona, 85012, in the GOHS Conference Room.

COUNCIL MEMBERS PRESENT:

Mr. Mick Degn, Chairman
Mr. Dick Studdard, Vice-Chairman
Mr. Don Borland, Member
Mr. Sherman A. Jennings, Member

Quorum with 4 present.

MEMBERS OF THE PUBLIC:

John Dreyfus (Arizona Confederation of Motorcycle Clubs - ACMC)
Bobbi Hartmann (Modified Motorcycle Association - MMA)
Jim Oliver (Gold Wing Road Rider's Association - GWRRA)
Charles Ivey (Gold Wing Road Rider's Association - GWRRA)

LEGAL COUNSEL:

Assistant Attorney General Brian Schneider was present.

CALL TO ORDER AND ROLL CALL:

The meeting was called to order by Mr. Mick Degn, AMSAC Chairman, at 10:32 a.m.

MEETING MINUTES:

Mr. Dick Studdard motioned to approve the August 19, 2013 meeting minutes, Mr. Don Borland seconded and all in favor, minutes approved.

WELCOME, UPDATE & LEGISLATIVE ISSUES:

GOHS Director Alberto Gutier had no legislative issues to report. Director Gutier mentioned that the Arizona Department of Transportation (ADOT) would like to make changes to the current process of obtaining a motorcycle endorsement.

BUDGET UPDATE:

Lori Boncoskey updated the Council with the State Fiscal Year 2014 Motorcycle Safety Budget. Director Gutier spoke about past motorcycle budgets. Director Gutier proposed using carry forward funding for motorcycle training. Mr. Dick Studdard motioned to accept the budget, Mr. Don Borland seconded and all in favor.

STOCK ITEMS INVENTORY:

Director Gutier advised Council that all supply items ordered have been received.

ADVERTISING – RADIO AND SOCIAL MEDIA:

Director Gutier asked Mr. Sherman Jennings to present on calendar of events, as requested at the August 19, 2013 meeting. Mr. Jennings presented. Mr. Dick Studdard motioned to allow \$60,000.00 for media campaign in November, Mr. Don Borland seconded and all in favor. Director Gutier asked what Mr. Jennings expectations at these events are. Mr. Jennings would like to see educational materials and supplies at these events. Director Gutier suggested to the Council to purchase a tent to be used at public motorcycle events to showcase motorcycle awareness, Council agrees. Mr. Studdard expressed interest in forming a subcommittee to educate motorcycle riders. The Chairman asked for volunteers from the board. Mr. Studdard suggested forming a subcommittee to make motorcyclists more responsible when riding, Mr. Jennings seconded and all in favor. Mr. Jennings and Mr. Studdard will address the board at the next board meeting.

ARIZONA PUBLIC SAFETY DAYS AT THE FAIR:

Director Gutier discussed logistics for the AMSAC booth. The Council established dates and times they will attend Safety Days. Mr. Jennings volunteered to bring his motorcycle.

POSSIBLE MOTORCYCLE TRAINING FUNDING – GOHS 2010 CARRY FORWARD FUNDING:

Director Gutier would like to bring this topic to the State Highway Safety Plan Task Force. Director Gutier and members of the board had some concerns with funding for training. After further discussion the board decided to wait to see what ADOT will be proposing/changing to it's current requirements before they make suggestions.

STATE HIGHWAY SAFETY PLAN UPDATE:

Mr. Mick Degen briefed the Council on the SHSP Cycle Traffic Task Force progress and its purpose. The State Highway Safety Plan purpose statement is to create a safer Arizona for all motorcyclists and bicyclist through education, training and to promote accountability and responsible attitudes of all road users. Concerns in regards to the TAR Strips were addressed. There were 23 Stakeholders. Education is their top priority. The next SHSP summit is scheduled for November 6th, 2013.

MOTORCYCLE AWARENESS MONTH STATEWIDE KICK-OFF:

The Board discussed the motorcycle awareness month statewide kick-off and advised they will provide supplies and informational tri-folds to event organizers.

SET TIME, PLACE AND AGENDA FOR NEXT AMSAC MEETING:

Next AMSAC meeting will be held on **Monday, November 4th, 2013, at 10:30a.m.;** at the GOHS Conference Room, 3030 N. Central Avenue, Ste. 1550. Phoenix, Arizona, 85012.

CALL TO PUBLIC:

Public discussion highlights are as follows:

- John Dreyfus (ACMC) is encouraged by the Council's focus to direct attention towards motorcycle training. Mr. Dreyfus recommends partnership with motorcycle dealerships during events to set up educational booths. Mr. Dreyfus suggested that one reason motorcycle drivers are not getting their endorsement is because there is only one Motor Vehicle Department office that offers this service in Arizona. Director Gutier suggested a proposal be made to the Motor Vehicle Department to work together with the Council to extend the service hours and locations. Mr. Dreyfus asked what stations we have advertised within the past.

Director Gutier presented Mr. Dreyfus with the last two media buys for his review.

- Bobbi Hartmann (MMA) reviewed the Council's possible legislation recommendation for mandatory training to be set for all ages. About 1000 stock items will be requested yearly in March to be handed to students during the Institute of Technology event.
- Jim Oliver (GWRRA) agrees with comments regarding the testing locations MVD offers and the limited service hours. An inventory request form will be submitted for the GWRRA district convention that is scheduled in October in Tucson.

CALL TO ADJOURN:

Mr. Dick Studdard motioned to adjourn meeting, and Mr. Don Borland seconded. Meeting adjourned at 12:52 p.m.

DRAFT