

Arizona Motorcycle Safety Advisory Council (AMSAC)
Meeting Minutes
October 2, 2012

A public meeting of the Arizona Motorcycle Safety Advisory Council was convened on October 2, 2012 at 3030 North Central Avenue, Suite 1550, Phoenix, Arizona, 85012, in the GOHS Conference Room.

CALL TO ORDER AND ROLL CALL:

The meeting was called to order by Mr. Dick Studdard, AMSAC Chairman, at 10:04a.m.

COUNCIL MEMBERS PRESENT:

Mr. Dick Studdard, Chairman
Mr. Mick Degn, Vice-Chairman
Mr. Don Borland, Member
Mr. Jeffrey Rice, Member
Debe Campos-Fleenor, Member (telephonically)

Quorum with 5 present.

LEGAL COUNSEL:

Assistant Attorney General Brian Schneider is out of the office; however Mr. Schneider is available by phone if AMSAC Council has legal questions during the AMSAC meeting.

MEETING MINUTES:

Minutes from February 16, 2012 motioned to be approved, minutes seconded. Minutes approved.

WELCOME & UPDATE & LEGISLATIVE ISSUES:

GOHS Director Alberto Gutier provides updates on legislative bills.

Mr. Gutier provides AMSAC Council with Arizona fatal statistics; which have increased within the past couple of years.

BUDGET UPDATE:

GOHS Director Alberto Gutier discusses details regarding *SFY 2013 Motorcycle Safety Fund Budget* hand-out provided to AMSAC Members.

Mr. Gutier, GOHS Director provides Mr. Dick Studdard, AMSAC Chairman, with the grand total budget of the Motorcycle Safety Fund.

STOCK ITEMS INVENTORY:

GOHS Director Alberto Gutier discusses *Approximate AMSAC Inventory* spreadsheet; which itemizes current AMSAC inventory and materials.

GOHS has placed an order for additional materials due to upcoming GOHS Safety Days at the Arizona State Fair. Ms. Mari Hembeck, GOHS Executive Assistant, advises AMSAC Council

that she will email a copy of the items ordered and that these materials should arrive before the opening of the GOHS Safety Days.

ADVERTISING – RADIO AND SOCIAL MEDIA:

GOHS Director Alberto Gutier discusses media advertisement and radio media buys. Advises AMSAC Council that radio media is currently the best avenue to provide Motorcycle Safety Awareness to the public.

Mr. Gutier provides overview of the *Radio Media Plan* hand-out provided to the AMSAC Council.

MOTORCYCLE RIDER EDUCATION RECOMMENDATIONS:

Mr. Dick Studdard, AMSAC Chairman, provides copies of the *Model National Administrative Standards for Motorcycle Rider Training Programs – 4th draft (dated August 24, 2012)*.

GOHS Director Alberto Gutier discusses enforcement of Motorcycle Rider Training Programs for new motorcycle riders within the State of Arizona.

Mr. Dick Studdard, AMSAC Chairman, discusses constraints and current limitations in implementing the Motorcycle Rider Training Programs. Mr. Studdard requests that AMSAC Members review the 4th Draft and provide feedback at the next AMSAC Council meeting. Also, Mr. Studdard advises AMSAC Council that current training does not comply with national standards certification criteria.

SAFETY DAYS SCHEDULING:

GOHS Director Alberto Gutier reminds AMSAC Council that the GOHS Safety Days provides an excellent opportunity to bring Motorcycle Safety Awareness to the State of Arizona and engage the public of the importance of Motorcycle Safety.

GOHS Safety Days will be held at the Arizona State Fair on October 27th and 28th, 2012, from 9:00a.m. – 5:00p.m.

AMSAC Council discusses utilizing current AMSAC inventory and materials to set-up GOHS Safety Days booth. Ms. Mari Hembeck, GOHS Executive Assistant, will email AMSAC Council a copy of materials ordered to be used at the AMSAC booth and materials will arrive in time for Safety Days.

Ms. Hembeck, GOHS Executive Assistant, provides copies of the *GOHS Safety Day Schedule* to the AMSAC Members. AMSAC Council discusses Safety Days schedule for the AMSAC booth, and AMSAC Members finalize schedule for their volunteers.

Ms. Hembeck, GOHS Executive Assistant, provides details to AMSAC Council regarding Safety Days set-up of AMSAC booth, lay-out of entire booth area, plus transportation and parking.

SET TIME, PLACE AND AGENDA FOR NEXT AMSAC MEETING:

AMSAC Council recommends holding next meeting in 6 weeks. Upon discussion of AMSAC Members and GOHS Director Alberto Gutier, it has been decided to schedule the next AMSAC meeting on **Tuesday, November 13th, 2012, at 10:00a.m.**; and the AMSAC Meeting will be held at GOHS Conference Room, 3030 N. Central Ave, Ste. 1550. Phoenix, Arizona, 85012.

Suggested Agenda for next AMSAC meeting are as follows:

- Mr. Dick Studdard, AMSAC Chairman requests AMSAC Members review 4th Draft of the *Model National Administrative Standards for Motorcycle Rider Training Programs*, dated August 24, 2012; furthermore, provide input and revisions at next AMSAC meeting.

CALL TO PUBLIC:

No public members in attendance.

CALL TO ADJOURN:

Motion to adjourn meeting, and motion seconded. Meeting adjourned at 10:42a.m.