



Arizona Motorcycle Safety Advisory Council • c/o Governor's Office of Highway Safety • 3030 North Central Avenue, Suite 1550

Phoenix, Arizona 85012 • 602-255-3216 • <http://www.azgohs.gov>

**Arizona Motorcycle Safety Advisory Council  
Meeting Minutes  
April 20, 2011**

A public meeting of the Arizona Motorcycle Safety Advisory Council was convened on April 20, 2011 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 Alberto Gutier, GOHS Director, at 11:02a.m.

Currently, there is no appointed Chairman or Vice-Chairman in these positions. Alberto Gutier, GOHS Director asks for nominations of Chairman. Mr. Dick Studdard nominated; then, approved by Alberto Gutier, GOHS Director, as New AMSAC Chairman. Alberto Gutier, asks for nominations for Vice-Chairman. Mr. Mick Degn nominated; then, approved by Alberto Gutier, GOHS Director, as New AMSAC Vice-Chairman.

**COUNCIL MEMBERS PRESENT:**

Mr. Dick Studdard, Newly Assigned Chairman  
Mr. Mick Degn, Newly Assigned Vice-Chairman  
Mr. Lou Borland, Member  
Mr. Jeffrey Rice, Member  
Ms. Debe Campos, Member (Telephonic Appearance)

Quorum with 5 present.

**LEGAL COUNSEL:**

Assistant Attorney General Brian Schneider.

Minutes motioned to be approved, minutes seconded. Minutes passed.

**WELCOME & UPDATE:**

Alberto Gutier, GOHS Director, recaps updates on AMSAC's updated budget and provides all AMSAC members a copy of the fiscal spreadsheet for the AMSAC budget.

**BUDGET UPDATE:**

Mr. Dick Studdard, Chairman, requests additional information on how budget funding of AMSAC is spent. Alberto Gutier provides detailed process of how AMSAC budget is spent and all fiscal expenditures will have final approval by Alberto Gutier, GOHS Director. Alberto Gutier advises AMSAC there is about \$205,000.00 of appropriation in AMSAC budget.

**MEDIA BUYS:**

Alberto Gutier, GOHS Director, discusses media buy concepts.

AMSAC discussion on Motorcycle manuals and Motorcycle Commercials.

Motorcycle Commercials:

- Radio Advertisement
- Billboards
- Bumper stickers
- Television – too expensive
- Spring and Fall – best times for advertising

Alberto Gutier, GOHS Director, suggests new bumper sticker design.

**LEGISLATURE REPORT:**

Alberto Gutier, GOHS Director, advises that Legislation convened early this morning; then, he educates AMSAC on legislative process. Plus, suggests that AMSAC may want to attend legislative meetings in the future.

Mr. Dick Studdard, AMSAC Chairman, gives an example of Motorcycle legislation.

**DEFINITION OF THE AMSAC COUNCIL'S MISSION/PLAN:**

Alberto Gutier, GOHS Director, suggests a sub-committee for the AMSAC Mission Statement. Plus, requesting to keep mission statement simple. Mr. Dick Studdard solicits volunteers to prepare a draft of the AMSAC Mission Statement. Mr. Lou Borland, AMSAC Member, and Mr. Mick Degan, AMSAC Member, are assigned to prepare a draft of the AMSAC Mission Statement to review at the next meeting.

**STOCK ITEMS INVENTORY:**

Alberto Gutier, GOHS Director, advises AMSAC that recent order has been placed to re-stock inventory. Discussion on trinkets for AMSAC: bumper stickers, key chains, and pencils.

AMSAC wants to come up with additional concepts to get awareness out to public regarding Motorcycle Safety.

**CALL TO PUBLIC:**

Paul Price, APMC

1. Suggestion to use over-head signs on highways to remind drivers on motorcycle safety.
2. Agrees with reordering bumper stickers, key chains, and pencils for motorcycle awareness.

Carole O'Reilly, ABATE

1. Comment on concerns regarding partnering with Auto Insurance Company's – do not want motorcycle safety awareness message to get misrepresented or lost.

Alberto Gutier, GOHS Director, discusses the HAWK Pedestrian Signal System presentation mentioned at the Lifesavers Conference.

**SET TIME, PLACE AND AGENDA FOR NEXT AMSAC MEETING:**

Mr. Dick Studdard states that AMSAC meetings, at minimum, need to be conducted on a quarterly basis; however, Alberto Gutier, GOHS Director, reminds AMSAC that meetings are at his discretion. Also, Alberto Gutier, GOHS Director, suggests to move meeting time to 10:00am instead of 11:00am.

The next AMSAC meeting will be held on **Wednesday, August 3, 2011, at 10:00am**; and the location is at the GOHS Conference Room.

Suggested agenda for next AMSAC meeting are:

- Mission Statement Draft Review
- Any Future Legislation regarding Motorcycle Laws
- Budget Updates
- Inventory Updates
- Future Expenditure Recommendations

Alberto Gutier, GOHS Director, reminds AMSAC members to bring “recommendations” for future expenditures; and all expenditures are at his discretion.

**CALL TO ADJOURN:**

Motion to adjourn meeting, and motion seconded. Meeting adjourned at 12:45pm