

**Arizona Motorcycle Safety Advisory Council (AMSAC)
Meeting Minutes
August 3, 2011**

A public meeting of the Arizona Motorcycle Safety Advisory Council was convened on August 3, 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 Mr. Dick Studdard, AMSAC Chairman, at 11:06a.m.

COUNCIL MEMBERS PRESENT:

Mr. Dick Studdard, Chairman
Mr. Mick Degen, Vice-Chairman
Mr. Lou Borland, Member
Ms. Debe Campos-Fleenor, Member
Mr. Jeffrey Rice, Member

Quorum with 5 present.

MEETING MINUTES:

Minutes from April 20, 2011 motioned to be approved, minutes seconded. Minutes approved.

LEGAL COUNSEL:

Assistant Attorney General Brian Schneider.

Alberto Gutier, GOHS Director, introduces Brian Schneider, Assistant Attorney General. Mr. Schneider discusses the roll of legal counsel pertaining to the AMSAC Council. Also, advising AMSAC Council of open meeting agenda laws, with primary focus on:

- AMSAC Council following agenda during meeting
- Public has right to request discussion items be placed on future meeting agenda

WELCOME & UPDATE:

Alberto Gutier, GOHS Director, calls to public attending AMSAC meeting for individual introductions; followed by introductions of GOHS staff.

Mr. Gutier briefly discusses legislative budget of AMSAC Council.

Mr. Gutier advises that ADOT possibly reprinting newer version of the Motorcycle Manual at their cost.

Primary highlights Mr. Gutier outlined are as follows:

1. Administrative Rules and State government rules
 - a. Adhering to adding discussion points to future agenda
2. Advising AMSAC Council of upcoming Safety Days Fair being held on October 29th and 30th, 2011.
 - a. GOHS will provide AMSAC Council a 10x10 tent for AMSAC to pass out motorcycle awareness literature to public.

- b. It is not mandated to participate; however, would provide an educational awareness opportunity for AMSAC Council. Mr. Gutier encouraging AMSAC Council to participate in manning AMSAC booth.
3. Providing survey findings regarding recent helmet survey
 - a. Providing stats
 - b. Major fatalities provided in survey for State of Arizona

BUDGET UPDATE:

Alberto Gutier, GOHS Director, briefly discusses legislative budget of AMSAC Council. Mr. Gutier informs AMSAC Council of AMSAC Inventory, as follows:

- As of 05/04/2011 – 3,000 Bumper Stickers Ordered
- As of 05/05/2011 – 4,000 Tri-Folds Ordered
- As of 05/09/2011 – 6,000 Pencils Ordered

STOCK ITEMS INVENTORY:

Alberto Gutier, GOHS Director, advises AMSAC that recent order has been placed to re-stock inventory:

- As of 05/04/2011 – 3,000 Bumper Stickers Ordered
- As of 05/05/2011 – 4,000 Tri-Folds Ordered
- As of 05/09/2011 – 6,000 Pencils Ordered

BUMPER STICKERS:

Mr. Studdard, AMSAC Chairman, discusses current bumper sticker for AMSAC Council; and suggesting possible change to current bumper sticker. AMSAC Council discusses bumper sticker issue in detail.

Mr. Studdard, AMSAC Chairman, motions to stay with current bumper sticker: 1) Mr. Degn, AMSAC Vice-Chairman approves, 2) Mr. Borland, AMSAC Member, approves, 3) Ms. Campos-Fleenor opposes, and 4) Mr. Rice opposes. Motion carries three (3) approvals and two (2) opposing – so noted by Mr. Studdard, AMSAC Chairman.

RIDER EDUCATION AND PREVENTABLE CRASHES:

Mr. Studdard, AMSAC Chairman, provides examples of motorcycle training. Extensive discussion occurs between AMSAC Council regarding motorcycle education/training and awareness to the public.

Mr. Studdard, AMSAC Chairman, suggests placing additional motorcycle educational material onto GOHS web site and Mr. Gutier, GOHS Director, agrees.

DEFINITION OF THE AMSAC COUNCIL'S MISSION/PLAN:

Mr. Studdard, AMSAC Chairman, requests status from AMSAC Council pertaining to AMSAC Mission Statement. Mr. Degn, AMSAC Member, and Mr. Borland, AMSAC Member, advise that AMSAC Mission Statement and Plan were approved at previous meeting and all revisions have been completed.

CALL TO PUBLIC:

Public in Attendance:

1. Bob Johnson, Gold Wing Road Riders Association (GWRRA)
2. John Lenio, Gold Wing Road Riders Association (GWRRA)
3. Harry “Bud” Kapp, Gold Wing Road Riders Association (GWRRA)
4. William Trask, Gold Wing Road Riders Association (GWRRA)
5. Eugene Ellsworth, Gold Wing Road Riders Association (GWRRA)
6. Harley Funk, Gold Wing Road Riders Association (GWRRA)

Public Discussion highlights were as follows:

- AMSAC Bumper Stickers
- Newsletter to Motorcycle Clubs
- Motorcycle ticketing regarding motorcycle courses
 - Certified teachers and/or trainers
- Motorcycle Rally being held in Tucson
 - Requesting key chains and bumper stickers
- Street strategies for awareness
- Helmet use
 - Advantages of temperature controlled helmets
- Advertising
 - Utilizing today’s technology to get awareness out to public
- Website – provide articles of safety

SET TIME, PLACE AND AGENDA FOR NEXT AMSAC MEETING:

Mr. Studdard, suggests October 5, 2011 for next AMSAC meeting, prefers to meet prior to GOHS Safety Days Fair. AMSAC Council members and Mr. Gutier agree with proposed date.

The next AMSAC meeting will be held on **Wednesday, October 5, 2011, at 11:00am**; and the location is at the GOHS Conference Room, 3030 North Central Avenue, Suite1550, Phoenix, Arizona, 85012.

Suggested agenda for next AMSAC meeting are as follows:

- Inventory
- Other option to bumper stickers – window decals
- Rider Education
- Advertising
 - Radio
 - Social Media Sites
- Database to send newsletters to all insurance agency’s within Arizona
- Resources to inform Motorcycle Clubs of future AMSAC meetings

CALL TO ADJOURN:

Motion to adjourn meeting, and motion seconded. Meeting adjourned at 12:25pm