

**Arizona Motorcycle Safety Advisory Council  
Meeting Minutes  
March 10, 2010**

A public meeting of the Arizona Motorcycle Safety Advisory Council was convened on March 10, 2010 at 3030 North Central Avenue, Suite 1550, Phoenix, Arizona 85012.

**CALL TO ORDER AND ROLL CALL:**

The meeting was called to order by Alberto Gutier, GOHS Director at 10:35 a.m.

**COUNCIL MEMBERS PRESENT:**

Matt Morales, Chairman  
Paul Price, Member  
Lou Borland, Member  
Mick Degn, Member

**COUNCIL MEMBERS ABSENT:**

Dick Studdard, Vice-Chairman

**LEGAL COUNSEL:**

Mr. Brian Schneider, Assistant Attorney General

**APPROVAL OF THE FEBRUARY 3, 2010 MEETING MINUTES:**

Paul Price made a motion to approve the meeting minutes. Mick Degn seconded it. All in favor, with a vote 4 to 0, 1 not present. Minutes passed.

**WELCOME:**

Alberto Gutier, GOHS Director, mentioned that he is in the process of getting some issues done at the legislature and with the Arizona Centennial Project. Brian Schneider handed out the Arizona open meeting law booklet to all the members of the council, so they understood all of the issues in an open meeting structure and follow the rules by the book. Alberto mentioned that GOHS failed to post the meeting minutes on the website because GOHS has been busy the last few days with other issues and stated that GOHS will have the next meeting minutes posted, along with the agenda ahead of time.

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

The council reviewed the original statutory language on AMSAC. Alberto Gutier asked the council to come up with a mission and objectives of the council. Matt Morales would like to review and reprint the AMSAC council mission/plan with all 5 members of the council present. Matt Morales asked the council to review the statutory language, so that it can be discussed at the next meeting.

**BUDGET UPDATE/INVENTORY:**

Alberto Gutier, GOHS Director, advised the council on how much was spent on AMSAC materials to date. Mick Degn suggested that the council understand what their needs are for any upcoming events and their locations before ordering materials. Matt Morales referred the council to the motorcycle safety budget page to review inventory and budget. Matt Morales will add this item to the next meeting agenda and plans to calculate how long it took to expend the current inventory. Paul Price mentioned

that the tri-folds are not listed on the inventory list. Paul Price stated that the tri-folds are used at motorcycle awareness events and schools. Matt Morales stated that he would like the Governor's name printed on the tri-fold, if the board chooses to reprint it. Matt Morales moved that during the April meeting the Council post discussion of AMSAC budget as one item and Tri-Fold Campaign as a second item. Mick Degn seconded it. No discussion. All in favor, 1 not present 4-0. Motion passed.

### **MOTORCYCLE AWARENESS MONTH (MAY):**

Matt Morales was looking into what things can be done to participate in motorcycle awareness month – not just local but national.

#### **IDEAS:**

1. NHTSA has an entire piece coming out – press kit/package with online posters, videos, a lot of different things to help get the message out.
2. AMA kickoff along with the NHTSA – Matt Morales is making sure council is in connection with them.
3. Capital Day kickoffs – AMSAC will seek a proclamation from the Governor and join the other states.
4. Social Media Campaign – outlet for bringing riders to a free website to review videos from AMA, NHTSA, etc.

Paul Price advised that a previous council member has prior proclamation. Matt Morales asked Paul Price check to see what cities will be interested in coming on board with proclamations of their own. Matt Morales will make sure a proclamation is drafted for the Governor. The Council will also need to look at what financial things go with this. This item will be added on the next agenda meeting minutes. Paul Price brought up other events done in the past. Bobbi Hartmann of ABATE of AZ brought up events, Matt Morales asked Bobbi to send listing of events to Director Alberto Gutier to give to the council.

### **MEDIA CAMPAIGN:**

Alberto Gutier, GOHS Director – provided a sample media buy to council. He needs the message, and approval to purchase from the council. Matt Morales hopes for the council to make authorization for buy. Matt Morales move the council approves the copy dated December 15, 2006 for both its message and intent to be used alongside their radio campaign. Mick Degn seconded it. End of discussion. All in favor, 1 not present 4-0. Copy is approved for use in their radio ad both for message and intent. Paul Price made a motion that they accept the proposal for the radio media plan. Paul Price withdrew his motion. Matt Morales made a motion to have the Arizona Motorcycle Safety Advisory Council authorize the Governor's Office of Highway Safety to expend \$50,000.00 of the Arizona Motorcycle Safety Advisory Council budget for the use of radio based ad campaign beginning as of April 15<sup>th</sup>. Mick Degn seconded it. No discussion. All in favor, 4-0 and 1 not present. Motion passed.

### **IMPAIRED DRIVER:**

Matt Morales moved this item be moved to the April agenda. Mick Degn seconded it. No discussion. All in favor, 4-0 and 1 not present. Motion passed, Impaired Driver has been moved to April agenda.

### **CENTENNIAL CELEBRATION:**

Alberto Gutier, GOHS Director – Using AMSAC funds to promote the “Copper Chopper” tour, exhibit and advertising. Alberto met with Representative Jerry Weirs and a couple other Legislators about getting involved, and their idea was to use AMSAC funds to build a motorcycle and then promote

motorcycle. Alberto feels there is a problem using funds for this, because the motorcycle will be raffled and would be a violation of the gift clause. The proposal was revised – this time using AMSAC funds amounting to \$100,000.00 for advertising of motorcycle safety (promotions, marketing and displays of the “Copper Chopper”). Mick Degn thinks this is a good investment for motorcycle awareness. Matt Morales expressed concern about the math (funds). Matt Morales moves that the Arizona Motorcycle Safety Advisory Council authorize the Governor’s Office of Highway Safety to expend \$100,000.00 of their funds to the Arizona Centennial Copper Chopper Project being requested by the Arizona Centennial Commission for the use of the promoting and marketing and the motorcycle exhibit campaign that accompanies this project. Mick Degn seconded it. No discussion. All in favor, 4-0 and 1 not present, the motion passed.

**\*\*MOVED BACK TO ITEM #4 – AMSAC COUNCIL’S MISSION/PLAN:**

Matt Morales would like to direct the council to review the document given to them entitled, “Rules of the Board - Arizona Motorcycle Safety Advisory Council”. The members of the Council will review each piece, and have amendments and suggestions ready for the April meeting. Members of the Council will bring any comments or concerns of the document, and any changes they would like to make at that time. Matt Morales moves that the definition of the AMSAC council’s mission/plan be moved to the next April meeting. Lou Borland seconded it. No discussion. All in favor, 1 not present. Motion passed.

**CALL TO THE PUBLIC:**

Bobbi Hartmann, ABATE of AZ – will forward copy of the latest version P & P to Director and Mari.

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

The next AMSAC Meeting has been set for April 8, 2010 at 10:30 a.m.

**BOARD FORUM:**

Council discussed the items for the next meeting. They will include definition of the AMSAC council’s mission/plan, motorcycle awareness proclamation, printing of the tri-fold, impaired driver, AMSAC budget and MVD manuals.

**CALL TO ADJOURN:**

Matt Morales made a motion to adjourn the meeting. Lou Borland seconded the motion. All in favor, 4-0 and 1 not present. The meeting was adjourned at 12:30 p.m.