

Arizona Motorcycle Safety Advisory Council (AMSAC)
Meeting Minutes
October 5, 2011

A public meeting of the Arizona Motorcycle Safety Advisory Council was convened on October 5, 2011 at 3030 N. Central Ave, Ste.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 11:17a.m.

COUNCIL MEMBERS PRESENT:

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

Quorum with 5 present.

LEGAL COUNSEL:

Assistant Attorney General Brian Schneider.

MEETING MINUTES:

Minutes from August 3, 2011 motioned to be approved, minutes seconded. Minutes approved.

WELCOME & UPDATE:

Alberto Gutier, GOHS Director, provides welcome and update.

Mr. Gutier, invites AMSAC members to the DUI Task Force News Conference to be held Tuesday, November 29, 2011, at 11:00a.m., located at the State Capital in Phoenix. Then on Wednesday, November 30, 2011, at 11:00a.m., located at the Tucson Convention Center in Tucson.

BUDGET UPDATE:

Alberto Gutier, GOHS Director, provides Budget update. Motorcycle Safety funding has been added into AMSAC budget. Discussion on how to utilize funding for Motorcycle Awareness is as follows:

- Radio
- Theatre
- Electronic Billboards
- Standard Billboards
- Overhead Signs
- Brochures/Pamphlets
- Display Trailers (to be placed on next meeting's agenda)

ADVERTISING–RADIO AND SOCIAL MEDIA:

Motion to appoint Mr. Jeffrey Rice, AMSAC Member, as administer to Social Media pertaining to creating an AMSAC Facebook page, motion seconded. Motion approved.

AMSAC Facebook page to be included in the next AMSAC Meeting, announcements, upcoming events, photos, statistical reports and information regarding AMSAC Council.

STOCK ITEMS INVENTORY:

Mr. Alberto Gutier, GOHS Director, notifies AMSAC Council that GOHS has been getting an increase of Motorcycle Inventory requests. The inventory will become low after AMSAC attends the 2011 Public Safety Days.

2011 PUBLIC SAFETY DAYS:

Mr. Alberto Gutier, GOHS Director, advises AMSAC Council that the GOHS 2011 Public Safety Days will be held October 29th and 30th. GOHS will provide AMSAC Council a 10x10 booth. Set-up time on October 29th will be from 6:00a.m. – 9:00a.m.

Ms. Debe Campos Fleenor, Member, asks if it is possible to get AMSAC Name Tags to utilize at AMSAC events. GOHS will research purchasing Name Tags and business cards for AMSAC Members.

SMSA UPDATE:

Mr. Dick Studdard, AMSAC Chairman, reports on recent SMSA Conference. Concerns that were addressed at the conference were as follows:

1. Impaired Motorist Driving
2. Rider Education
3. License Endorsement
4. Motorist Awareness

Mr. Studdard brought back samples of bumper stickers that other states are utilizing for Motorcycle Awareness.

BUMPER STICKER ALTERNATIVES:

AMSAC Council discusses alternatives to bumper stickers, providing examples of possibly changing the current layout. Furthermore, AMSAC Council wants to research costs of other types of bumper stickers and bring back research to next meeting for another discussion of alternatives.

DATABASE FOR NEWSLETTER TO INSURANCE AGENCIES:

Ms. Debe Campos Fleenor, AMSAC Member, presented information pertaining to AMSAC Newsletter. Motion to appoint Ms. Debe Campos Fleenor, AMSAC Member, to administer and create AMSAC Newsletter, motion seconded. Motion approved. AMSAC Newsletter to include announcements, events, educational material, and information pertaining to AMSAC Council.

SET TIME, PLACE AND AGENDA FOR NEXT AMSAC MEETING:

The next AMSAC meeting will be held on **Monday, November 21, 2011, at 11:00am**; and the location is at the GOHS Conference Room, 3030 N. Central Ave, Ste.1550, Phoenix, Arizona, 85012.

Suggested Agenda for next AMSAC meeting are as follows:

- Discussion on helmets
- Message Boards
- Billboards
- Display Trailers

CALL TO PUBLIC:

No public members in attendance.

CALL TO ADJOURN:

Motion to adjourn meeting, and motion seconded. Meeting adjourned at 12:56p.m.