

**Arizona Motorcycle Safety Advisory Council  
Meeting Minutes  
November 13, 2009**

A public meeting of the Arizona Motorcycle Safety Advisory Council was convened on November 13, 2009, at 3030 North Central Avenue, Suite 1550, Phoenix, Arizona 85012.

**Call to Order and Roll Call:**

The meeting was called to order by Bobbi Hartman, AMSAC Chair, at 10:38 a.m. Roll was taken and a quorum was declared present. New Council member Matt Morales introduced himself as a newly appointed Motorcycle Safety Advisory Council member.

**Council Members Present:**

Ms. Bobbi Hartmann, Mr. Dave Novitt, Mr. Dick Studdard, Mr. Sky Pilot and Mr. Matt Morales.

**Legal Counsel:**

Mr. Brian Schneider, Assistant Attorney General

**Approval of the October 1, 2009 Meeting Minutes:**

A motion was made to accept the minutes as written. Skypilot asked that a correction be made that he was not in favor of the \$100,000 for billboards on the media campaign, because the options that AMSAC really wanted were not offered. Dave Novitt voted to second that decision. Dick Studdard made the motion to accept the minutes with the modification noted. All Council members were in favor of the motion.

**3. Line Item Budget Form – Any Additional Budgeting:**

Alberto Gutier presented on the Motorcycle Safety Fund budget's original \$205,000.00 appropriation. Director Gutier advised members of the Council that there will be another \$56,000.00 sweep due to the 15% budget reduction, leaving the current appropriation at \$149,000.00. Alberto advised the Council members that \$27,104.75 of the \$30,000 approved Council to purchase promotional items was already spent. If the Council approves of the Moses Anshell \$100,000.00 proposal, this will leave the Motorcycle Safety Fund Budget at a balance of \$12.31.

**4. Media Campaign – Billboards/Ads/Etc.**

Bobbi Hartmann advised the Council that they voted to make a decision on advertising at the November 13, 2009 meeting. Ms. Hartman asked the Council how they felt about Billboards. Dick Studdard asked Ms. Hartmann how many Billboards can be set up for \$100,000.00 and how long will the Billboards be set up? Ms. Hartmann responded with 18 Billboards, that will include bonus boards. Mr. Novitt and Ms. Hartmann calculated that this will cost \$55,000.00 per Billboard for 3 months. Mr. Novitt went on to formally vote against spending any money with Moses Anshell due to the current budget situation. Mr. Studdard agreed with Mr. Novitt's statement.

Director Gutier presented to the council that radio advertising could be a more affordable solution to advertising.

**5. Permanent Motorcycle Awareness Arizona Road Signs:**

Bobbi Hartman and James Gonzales of the MMA presented on the effectiveness of permanent road signs. Before a road sign can be looked at, research would have to be done to see if the sign would be

something that would have an effect on the public. Ms. Hartmann advised the Council that this process is very costly and time consuming because of the research that needs to be done before a permanent road sign can be placed. Mr. Gonzales added that research has shown that drivers tend to ignore signs if left for a longer period of time and could also constitute a hazard. Ms. Hartmann advised that this presentation is for informational purposes only.

#### **6. Electronic Overhead Boards – Awareness Messages:**

Bobbi Hartmann presented a map of all electronic overhead boards in rural Arizona and the Phoenix Metropolitan areas. Ms. Hartmann also provided the Council with a possible plan that would cost \$65,000.00. Ms. Hartmann advised the cost of each sign is \$10.00 per hour per sign, for a total of three lines of 18 characters per line. This would require a letter from the Director of the Governor's Office of Highway Safety. It was suggested that the council members return to the next meeting with alternatives to the plan presented. Mr. Morales made the motion to table item 6 until the next session. Mr. Studdard seconded the motion. All Council members were in favor of the motion.

#### **7. AMSAC Speakers Bureau:**

Ms. Hartmann asked the Council members to bring back information about the feasibility of the Speaker Bureau, Mr. Studdard responded that there are many clubs that are ready to promote and speak in regards to motorcycle safety and impaired driving. It was discussed amongst Council members as to what exactly the role of the Speakers Bureau would be. Mr. Novitt advised that if the Council decided to go out and speak on behalf of AMSAC, that there be a standardized message. A call to the Public was made by Ms. Hartmann. Public member Mr. Ariele asked the Council to please choose qualified speakers and explained the necessity for the same. Legal Counsel Brian Schneider advised the Council to please keep their Attorney abreast as to the role of the Speakers Bureau. Sky Pilot voted to close this item without any action. Mr. Studdard seconded the motion. All council members voted in favor of the motion.

#### **8. Line Item # 4:**

Ms. Hartmann asked Alberto Gutier for suggestions or ideas on advertising after the 2010 funds Budget is set. Radio was discussed as a possibility. Mr. Studdard and Ms. Hartmann both informed the council that they had provided Mr. Gutier with slogans available for this purpose. Along with radio, the Council members discussed the possibility of the electronic overhead boards. This will be an agenda item for the next session. A call to the public was done related specifically to item #4.

#### **9. Call to the Public:**

Mr. Joe Tassinari spoke in favor of magazine Ads. Mr. Tassinari believes that AMSAC should increase the \$1.00 now going into Motorcycle Safety Fund to \$5.00 and charge rider schools \$1.00 for the Motorcycle Operators Manual. Mr. Tassinari gave Dick Studdard magazines that were free at the airport. Mr. Tassinari stated that the \$65,000 would be better spent on ADOT Electronic signs, rather than billboards.

Mr. Ron Kool stated that the total sweep so far is \$156,000 and by canceling media campaign you may be handing another \$100,000 to the sweep. Mr. Kool commented that it is obvious we shouldn't commit time and resources to permanent awareness signs, but financially help municipalities that are already doing this. Mr. Kool believes he overhead signs are great idea and that he can raise and spend \$5,000 by year end. Mr. Kool added that the Council does not need to promote itself. There are several MAP programs being presented. Also, in deciding whether to buy t-shirts, the unit cost should not be

considered. Mr. Kool has seen the t-shirts worn all the time in Tucson by both adults and kids and that anyone that says they don't see the shirts worn did a poor job of distributing them in the first place.

**10. Set Time, Place and Agenda for next AMSAC Meeting:**

The next AMSAC Meeting has been set for December 3<sup>rd</sup>, 2009 at 10:30 a.m.

**11. Call to Adjourn:**

Mr. Morales made a motion to adjourn the meeting. Mr. Studdard seconded the motion. The meeting was adjourned at 12:38 p.m.