

Arizona Motorcycle Safety Advisory Council
Minutes
January 15, 2009, at 10:30 a.m.

A public meeting of the Arizona Motorcycle Advisory Council was convened on January 15, 2009, at 3030 North Central Avenue, Suite 1550, Phoenix, Arizona 85007.

Call to Order and Roll Call:

The meeting was called to order by Chairman, P. J. Janik at 10:30 a.m. Roll was taken and a quorum was declared present.

Council Members Present:

P. J. Janik, Bobbi Hartmann, Dave Novitt and Sky Pilot

Members of the Public Present:

Cathy Rimm, MSF, John Kohnke, Riders Edge, Mark Weiss, MSF/Rider's Edge, Carole O'Reilly, ABATE, Jim De Young, ABATE, Gary Tone, MVD, Betty McDonald, Joe Tassingri, MMA, Ron Kool, ABATE, R. L. Ticer, AZ DPS, Todd Pelkard, MMA, Michael Hegarty, GOHS, Joe Tuiteleapaga, GOHS

Legal Counsel:

Anni Foster, Assistant Attorney General, was present in place of Brian Schneider.

At this time, P. J. Janik elected to go into executive session for the purpose of getting legal advice through the Attorney General's office regarding a quorum. A brief intermission was held for about 10 to 15 minutes after which the meeting reconvened at 10:41 a.m.

Approval of Minutes for October 2, 2008:

Dave Novitt reviewed the minutes and found them to be accurate. He made a motion to accept the minutes which was passed. There was no further discussion. Bobbi second it and all were in favor.

Annual Report

Richard Fimbres, GOHS Director, presented a copy of the Annual AMSAC Report to the Council. He informed the Council that Bobbi Hartmann would be taking 100 packets containing this report, to the state legislature and Governor's office in the near future.

Sound / Federal Grant

Joe Tuiteleapaga, Fiscal Manager, GOHS, handed out copies of the Budget for FY 2008 and gave an overview of the budget. Director Fimbres asked what portion of the excess (Shortage) of Revenues over Expenditures in the amount of \$91,408.89 is the Federal portion. Joe will do a breakdown.

2008 - Media Campaign Overview - Update

Michael Hegarty, Deputy Director, GOHS, gave an overview update of the media campaign. Over the last year we did 1,000 television ads that ran from April through October on Cox Cable statewide. There were 17 billboards around the state with different motorcycle messages. Michael informed the Council of the bonus boards and the success of the Cox media portion as well as the billboards and ads in motorcycle magazines. Bobbi stated we had allocated \$100,000 for the billboards and ads and stayed within that budget. For Cox media, \$110,000 was allocated. Dave Novitt thanks Michael Hegarty and Bobbi Hartmann for their efforts in this successful campaign. Bobbi Hartmann complimented GOHS on their efforts to address those things that the riders wanted changed such as messages for motorcyclists being placed in motorcycle magazines rather than on billboards.

2009 - Media Campaign

Michael Hegarty discussed some potential for 2009. Bobbi Hartmann asked if they would have to go through a bidding process in the same manner. P.J. Janik's recommendation is that the Council works hard at getting more exposure to Southern Arizona. Dave Novitt made a motion to table this item for the next council meeting. Motion was seconded and all were in favor.

Legislative Issues - Update

Commander Bob Ticer, the legislative liaison for DPS, gave an update on legislative issues. He mentioned that one of their lieutenants saw a legislative proposal which was presented to Senator Linda Gray to introduce to the state senate. There is a Statute 28-381.1 which allows police officers to impound vehicles for 30 days when certain driver's license violations occur during traffic stops that officers encounter such as if the driver's license is revoked or suspended for extreme DUI or if they never had a driver's license in the past. Previous studies over the years throughout the country shows, where by doing this type of enforcement, reductions in serious injury crashes and fatalities have occurred. Since the State of Washington started this program a couple of years ago, there has been a significant number of fatalities dropping on the highways and city streets. The Washington State Patrol began looking at their traffic fatalities with motorcycles and introduced a bill in the state senate in 2007 to add similar statutes to what we have here and since then they have seen a decline in their motorcycle fatalities by 70%.

Bobbi Hartman mentioned a bill the motorcycle lobbyists are running to extend the Council and Motorcycle Safety Funds Sunset from 2010 to 2016. She was under the impression that there would be a sunset committee hearing that would allow us to continue if we brought the right presentation to them but because they are considered a program and not a state agency, a bill has to actually be run to extend the sunset. The sponsor is Representative Jerry Weirs.

Cable One

Jim Shipp was not available, but Michael Hegarty spoke about this potential partnership. Basically, Cable One is a rural cable company that provides services to the areas outside of the Phoenix and Tucson area. They approached us and have seen our ads and would like to

utilize our campaign materials. They have had some interest from other dealers and motorcycle partners to help us spread the word.

Rider Training Schools – QA

A discussion on the importance and benefits of the Motorcycle Safety Foundations Quality Assurance Program was given by Cathy Rim. The discussion went into great detail on how the program might work here in Arizona in regards to the existing 3rd party licensed Rider Education Schools. A representative of Arizona's MVD joined the discussion as well. After much discussion of details of the QA Program, it was decided that Dave Novitt, a member of the Council, would represent the Council on a working committee made up of representatives of the MVD and MSF QA Program.

Call to the Public

Joe Tossing, MMA AZ, made a comment about the media coverage. He would like more of the DUI commercials on more public channels. He also mentioned the interlock devices on motorcycles, the impound issues coming up on the new bill, the need for quality control in schools and supports the MSF for their input. Jim De Young, ABATE, is concerned about having more visible signs that the public can see relating to "Watch Out for Motorcycles" instead of gearing more toward the motorcyclist themselves. Ron Cool, ABATE, stated that the PSA programs were good, and Dave Novitt complimented the Council and GOHS for doing a great job.

Board Forum

Members discussed agenda items for the next meeting. The new member, Sky Pilot, was introduced and welcomed to the Council. Dave Novitt mentioned the Council functions and made a motion to continue to have P.J. Janik as Chair and Bobbi Hartmann as Vice-Chair. He also mentioned the Call to the Public form which is not being used, but Richard Fimbres said the form was moved and approved and would be in place soon. Bobbi Hartmann stated that the Council and GOHS are invited to a legislative luncheon on February 18, 2009, at the State Capitol. She also mentioned the revisions with updated data be made to the GOHS website, the annual elections, the allocation of monies for the 2009 campaign and making the responsibilities clear of the QA subcommittee.

Next Meeting Date

The next meeting is set for February 26, 2009, at 10:30 a.m. at GOHS.

Call to Adjourn

Dave Novitt made a motion to adjourn the meeting and Bobbi Hartmann second it. Meeting adjourned at 11:55 a.m.