

KENTUCKY MOTORCYCLE SAFETY EDUCATION COMMISSION

**Kentucky Justice and Public Safety Cabinet
1st Floor Conference Room
State Office Building Annex
125 Holmes Street
Frankfort, Kentucky 40601**

**June 14, 2010
10:00a.m. – 11:30 a.m.**

Commission Members Present: Steve Hanlon (Chair), Michael Scrivner, David Wiseman, Larry Cox, Tim Cody, Jay Huber

Justice and Public Safety Cabinet Staff Present: Tanya Dickinson and Emily Koyagi, Grants Management Branch

I. Greetings and Introductions

The June 14, 2010, meeting of the Kentucky Motorcycle Safety Education Commission (KMSEC) was called to order by Chairman Hanlon. An agenda and supporting materials were distributed for review and discussion.

II. Prior Meeting Minutes and Reports

The minutes for the KMSEC meetings on March 15, 2010, and April 12, 2010, were distributed. A motion was made by Mr. Wiseman to approve the April 12, 2010, meeting minutes. The motion was seconded by Mr. Cox and all were in favor.

The Commission reviewed the reports distributed by Ms. Dickinson. Reports included the special conditions for ECU's proposal, ECU's expenditures to date for the first quarter and April 2010, and the Kentucky Motorcycle Program (KMP) training totals through May 2010. Ms. Dickinson reported that the Commission should have the annual report statistics by the next quarterly meeting. Chairman Hanlon noted that the training totals are down from last year. Mr. Cody reported that he has not yet had a full class this year.

An email from Dr. Kline was also distributed to the Commission. Chairman Hanlon suggested that the number of licensed motorcycle operators cited in the email for 2008 might be incorrect. The number was much lower than he and other Commission members expected and the decrease is not consistent with the number of registrations. Mr. Scrivner agreed to check on this and report back to the Commission.

Mr. Cox shared with the Commission that he had received an email from former Commission member Tim Lucas stating that motorcycle fatalities are down significantly.

III. EKU FY2010 Award Review and Discussion

Ms. Dickinson reported that the special award conditions were reviewed by EKU's legal department and some modifications were made. The Cabinet has reviewed and accepted these modifications and the conditions have been returned to EKU for signatures. Ms. Dickinson will request changes to the budget including the removal of reference to expansion plans and gift card reimbursement.

Ms. Dickinson directed the Commission to a letter in their packets that was sent by EKU to the KMP site providers inviting them to an upcoming meeting. The meeting will be held on June 29, 2010, at the Justice and Public Safety Cabinet in Frankfort. EKU is expecting 25 to 30 people. Commission members are invited to attend as well. Chairman Hanlon stated that he will try to attend the meeting.

IV. Rider Rebates/Gift Cards Issues

Ms. Dickinson announced that EKU reported to the Cabinet that they will be able to issue gift cards. EKU has approval from their legal department to send a letter directly to a participant through registered mail that includes the \$50 gift card and the KMP completion card. EKU can then provide the Cabinet with registered mail receipts.

Ms. Dickinson reported that the Finance Cabinet will approve the purchase of gift cards but they will not authorize generic gift cards that could be used to purchase alcohol. Ms. Dickinson stated that she could get an opinion on the gift cards from the Cabinet's General Counsel, Ms. Vickie Wise. If Ms. Wise supports the purchase of generic gift cards, that opinion could be reported back to the Finance Cabinet. Ms. Dickinson stated that the other option would be to explore alternatives to the gift cards.

Mr. Huber suggested that the tuition reimbursement be delivered via site providers advertising \$50 off the price of training. EKU could then reimburse the site providers. Mr. Cody stated that he does not think this would be a problem for EKU. The problem only comes in if EKU is responsible for directly reimbursing individuals with a cash or check. The question was raised about giving students a discounted price even if they don't complete or pass the course. Mr. Cox pointed out that if this is the worst case scenario, it will not be that great of a loss. There are only a few people who don't pass the class and even if that happens, they will still have benefited from the class. Mr. Cody pointed out that if the Commission's first priority is cash reduction for training, more money would actually be saved by discounting the tuition fee rather than issuing gift cards via certified mail. The Commission was in agreement that the tuition price reduction is the method they will pursue. Ms. Dickinson stated that she will discuss this with EKU to see if this will work for them.

Chairman Hanlon asked the Commission to consider how the program should be promoted. The Commission discussed the use of a Public Service Announcement (PSA) that could be run on radio stations statewide. Mr. Scrivner suggested that the Commission draft a press release that can be distributed to motorcycle dealers around the

state. Ms. Dickinson stated that the Cabinet PIO could help with the distribution. Mr. Scrivner agreed to compose a draft of the letter.

The Commission discussed sending a postcard announcing the tuition price reduction to permit holders. Mr. Huber reminded the Commission that it will cost \$600 to get the list of names and addresses of registered motorcyclists (permits and regular license holders) from the Department of Transportation (DOT). The database contains contact information for approximately 167,000 license holders and 67,000 permit holders. Mr. Huber also reminded the Commission that DOT requires an official letter of request before the database will be released.

Mr. Huber made a motion to approve \$600 for the purchase of the list from DOT and the drafting of a formal letter of request for acquiring the registered motorcyclist list database from DOT. Mr. Cox seconded the motion and all were in favor.

Mr. Huber agreed to draft the text for the postcard. Mr. Scrivner pointed out that the wording for the letter to the dealers and the postcard can only be drafted once a final decision has been reached regarding how the rebate money will be distributed. It was advised that the decision be made before the June 29th meeting with the KMP site providers so the promotion can be discussed at the meeting.

Mr. Huber made a motion to allocate \$50,000 for promoting the tuition reduction program. Mr. Cody seconded the motion and all were in favor.

The Commission noted that Major Cross was planning to check with IDMS and other potential vendors about providing a central registration site for KMP. Chairman Hanlon suggested that this can be discussed at the next meeting of the Commission.

Mr. Huber provided Ms. Dickinson with edits he made to EKU's KMP brochure. Ms. Dickinson will share his feedback with Dr. Kline.

V. KSP Safety Day

Mr. Scrivner reported that he attended KSP's Motorcycle Safety Day. There were approximately 52 motorcyclists in attendance. Several Commission members suggested that holding the event towards the end of the week, on the weekend, or even in the early evening might improve attendance.

VI. Sub-Committee Reports

There were no sub-committee reports.

VII. Future Meeting Dates

Chairman Hanlon asked the Commission if they had any feedback regarding meeting dates and times. The Commission set the dates for FY 2011. The dates are as follows:

- September 13, 2010
- December 13, 2010
- March 14, 2011

- June 13, 2011

Mr. Cox made a motion to approve the meeting schedule. Mr. Scrivner seconded the motion and all were in favor.

There are several pending issues but the Commission intends to resolve them via phone and email in the interim before the meeting in September. Chairman Hanlon stated that if the issues cannot be resolved, a special meeting will be called.

VIII. Public Comment Opportunity

There were no comments from the public.

IX. Adjourn

Mr. Cox made a motion to adjourn the meeting. The motion was seconded by Mr. Huber and all were in favor.