

# Motorcycle Safety Education Commission Meeting Minutes

March 11<sup>th</sup>, 2022 - 9:30am  
Zoom Meet - Virtual

## Commission Members Present:

Steve Hanlon, Jacob Renner, Marshall Johnson, Dave Newman, Mike Canchola

## Transportation Cabinet Representatives

Jay Huber, Brad Franklin, Ryan Fischer

## Guests:

Tim Jenne, Bill Meister, Krystal Elliot, Mark Carroll, John Sulser, Bobby White, Daryl Kanatzar, Kevin Morgan, Lila Payne, Olson Smith, Josh Bentley

## Executive Session:

Discussion of the RFP and contract terms for reimbursements and tuition caps. Decision was made to leave the reimbursement and caps in place as is.

Motion to accept the RFP language for the Site Providers by Mike Canchola seconded by Steve Hanlon. Motion passed.

Motion to accept the RFP language for the Train the Trainers by Mike Canchola seconded by Steve Hanlon. Motion passed.

Motion to adjourn Executive session by Jacob Renner. Seconded by Mike Canchola. Passed

## Open Session:

Meeting called to order by Steve Hanlon at 10:40am. Motion to accept the previous Meeting Minutes by Marshall Johnson, second by Dave Newman. Motion carries.

## Public Comment:

No comments offered

## Budget:

Report given by Jay Huber. Revenue and expenditure report given to the members. December and January income is combined on the report and listed in the January time frame. Cash in the program is just under \$2M as of the last report. Spent through January is a little over \$500K. Question by Dave Newman about the surplus properties. All those assets have been accounted for in the program except for one motorcycle waiting on the title to be cleared up.

The grant from NHTSA will help pay for about \$83K worth of expenses with regards to training and marketing. Waiting on the forms and contracts to have final approvals until we can start spending the dollars. The federal fiscal year runs from Sept. 30<sup>th</sup> to Oct. 1. The grant application for FY23 has been submitted for review and awaiting feedback.

### QA Program:

Report given by Bill Meister about the training of the new QA Team. We have 13 people certified. Site visits have begun to make sure ranges are ready to go coming out of the winter months. Training was conducted by MSF personnel. Was seen as a great learning tool and professional development tool. The message is that the QA team is there to be an asset for the other instructors and sites. We hope to have another class of instructors join the QA team over the winter months.

### Training:

Had to reschedule the planned RCP at Four Rivers and pushed it back to the August/September time frame. Total Control Training class is scheduled for April 18-24 with 9 people. RCP in Walton for May/June time frame. A 3WBRC is scheduled for the end of June. Need to stress the importance of getting candidates signed up for the various courses. John Sulser offered provide some extra rider coach guides to the program.

### Marketing:

Report of the marketing plans given by Mark Carroll of BCH. Plans are on hold until the final contracts with the NHTSA funds are signed and approved. The first item will be to develop the print materials that will sent to the licensing / testing branches. BCH will help produce the drafts while the transportation Cabinet print shop will be able to take care of the production side.

Discussion as to where and how to purchase the social media ads. A portion of the ads could be targeted to getting new instructors and minors. Mark predicted 4-6 weeks to get the videos produced and ready to run. John Sulser suggested using self-made Tik Tok videos which can be produced for less than professional style ads. Steve Hanlon suggested using the professional ads to focus on the instructor recruiting topic. Bill Meister stated that past students do make some of the best instructors.

Jay Huber discussed the purchase of other promotional items such as hats, shirts, kickstand plates, bandanas, tire gauges, etc.. These have been approved in the NHTSA budget and can be used at various public events such as fairs, bike shows, etc.. Dave Newman suggested sunscreen dispensers.

### Other:

No Comments

### Future Meeting:

Next meeting would be June 10<sup>th</sup>, at 10am either virtual or in person at the KYTC offices.

Motion to adjourn by Dave Newman, seconded by Marshall Johnson and approved.