

# Motorcycle Safety Education Commission Meeting Minutes

June 7<sup>th</sup>, 2024 – 10:00am

KYTC Offices Frankfort Rm 109 and Zoom Meet - Virtual

## Commission Members Present:

Jacob Renner, Tina Ferguson, Chris Baker, Mike Canchola, Dave Newman

## Transportation Cabinet Representatives

Jay Huber, Brandie Craft, Bill Bell, Ed Harding, Ryan Fisher, John Roberts, Brad Franklin

## Guests:

Brad Day, Herb Pelham, JR Lambert, Bill Meister, Eric Guy, Daryl Kanatzar, Lila Payne, Casandra Simpson, Deb Eyre, Tim Cody, Tom Simpson, Mike Crawford, Krystal English, Gene Offett, Tim Cody

## Open Session:

Meeting called to order by Jacob Renner at 10:06 am. Motion to accept the previous Meeting Minutes by Jacob Renner, second by Mike Canchola. Motion carries.

## Public Comment:

None

## Marketing:

New Facebook ads are running starting with the “Life is a Journey” ad. Brandie Craft said she has seen them and likes them. Waiting to get info on their effectiveness.

Jay will be sending out emails to past customer to take a BRC2 / ARC course.

Keep posting items on the page to keep interest.

## Budget:

FY25 is getting ready to start July 1, 2024. 4,230 students as of the date of the meeting with a projected number of students around 4,500 to 4,600. Through the month of May the program took in about \$884,000 and spent just over \$500,000. With just under \$2.7 million in the rainy-day fund.

Review of some of the demographics info from the student surveys. Jacob Renner asked about promotions to past students about taking advanced courses. Jay explained that this has been done in the past when a site begins offering one of the courses. He will email past students about the new course offering. This can also be done by the site provider themselves. There are some legal concerns over sharing student info directly with our marketing folks at BCH that limit some things that can be done at that level. In the past the Commission has worked with KYTC licensing to send information to permit holders to help drive them to the program.

SYNC and Wildcat HD have already hit their budget caps for the fiscal year contracts. This means that classes will not be run at those locations the last bit of this fiscal year. There are other sites which are very close to their caps as well. Bill Bell discussed that he was meeting soon with the budget director, and he would bring this up to her and find out what can be done.

Discussion on the changes to EMARS and the billing process. Brandie appreciates everyone's patience with this transition and explained some of the difficulties she has been having. If sites have not seen payment in the next week or two, please let Jay know so it can be tracked down.

Reminder that the end of the fiscal is coming so please submit the PSC and invoice as soon as possible after your last classes in June.

### Training:

RCP held in March at Wildcat HD. Candidates were very well prepared and had done lots of job shadowing.

QA Training held in Bowling Green also in March.

RCP #2 is running currently at Bluegrass HD. 8 people signed up and one dropped prior to the course. Candidates were all very well prepared and all passed the pre-course assignment.

The job shadowing is really helping to prepare candidates for the program. Thanks to all site providers and instructors for helping in that process.

3WBRC certification course will be in September for existing instructors.

Krystal at Four Rivers HD asked about hosting an RCP next time around and will investigate potential dates.

Slotted for next year would be a certification course for the ARC. Looking to schedule.

### KYTC Licensing:

Opening new offices in Bardstown and Lietchfield to help with the volume. Legislation added a mandatory vision screening to take effect July 1, 2024 for renewals. This was moved back to January 2025. So for any renewals after January 2025 will require a vision screening or a note from a person's eye doctor. Getting the word out about it is a main concern. All offices will be getting TVs installed to run this and other informational messages. For online renewals a person will need to get the vision screening form from their eye-doctor.

### Commission Members:

Dave Newman asked about the process of renewal of terms for Commission members. Jay Huber explained that it was done through the Governor's office of Boards and Commissions.

### Future Meeting:

Next meeting would be Sept 6<sup>th</sup>, at 10am either virtual and/or in person at the KYTC offices.

Motion to adjourn by Jacob Renner, seconded by Mike Canchola and approved.