

Motorcycle Safety Education Commission Meeting Minutes

June 6th, 2025 – 10:00am

KYTC Offices Frankfort Rm 109 and Teams Meet - Virtual

Commission Members Present:

Jacob Renner, Mike Canchola, Chris Baker, Monty Heim

Transportation Cabinet Representatives

Jay Huber, Brandie Craft, Erika Taylor, Ryan Fischer

Guests:

Dinah Meister, Bill Meister, Carol Olson-Smith, Geno Offett, Tim Jenne, Ashley Recktenwald, Christine Meyer, Shayla Lohman, Herb Pelham, Kevin Morgan, Chelsea Watson

Open Session:

Meeting called to order by Jacob Renner at 10:03 am. A quorum was not present at the start of the meeting but was present later on. Motion to accept the previous Meeting Minutes by Jacob Renner, second by Mike Canchola. Motion carries.

Public Comment:

None

Marketing:

BCH – Report on the ads running on META given by Ashley Recktenwald our new account manager. Click through rate is up from 0.60 to 0.86 compared to last year. Number of impressions is expected to exceed last year as well. The best ad is the “Life is a Journey – Enjoy the Ride” one.

C2 – This group is working on the photoshoot, videos and website designs. An interactive map was added to the “Get Training” tab on the website. Shayla Lohman gave a report on the website design ideas. Jacob Renner asked about how the web changes will look on mobile devices? Shayla said they have been working with Tyler Technologies to insure that mobile devices are accounted for. The videos that C2 had created were shared with the understanding that some editing was still being done.

Budget:

Report was given by Jay with numbers through May 12th. Currently we are about 4,300 students for the year with some sites not yet reporting in May and June. We have a few sites that have hit their caps for the fiscal year already. The current budget is \$1,000,000 per year with a request in for \$1,250,000. Still waiting to hear if an increase has been approved for FY26.

Reminder to the site managers to get all invoices in as soon as possible for June to get things in on the FY25 reporting.

Training:

RCP in Walton had 12 signups and 3 dropped prior to the course with 9 new instructors completing the course.

ARC coming up at SYNC with 10 instructors signed up for that course.

RCP at Bowling Green is in the works with 12 more instructors signed up.

3WBRC certification in mid-September at Walton which is mostly full.

State Police / Licensing News:

KSP is working on capacity to open more time slots for testing opportunities across the state. Jay asked about the changes coming to the reporting system that officers use/ Chris stated there are changes in the works, but he was not aware of anything that has rolled out just yet.

KOHS

Personnel changes occurring with Barb Schulte joining the group again with processing invoices. Leslie Kennedy from the accounting side of things left the office as well as Bill Bell going to work for the City of Louisville in a similar capacity. Ryan Fisher is taking on Bill's role in the interim.

Future Meeting:

Next meeting would be September 5th, at 10am either virtual and/or in person at the KYTC offices.

Motion to adjourn at 10:41am by Jacob Renner, seconded by Mike Canchola and approved.