

**SMSA Minutes  
Executive Committee Meeting  
Columbus, Ohio  
October 14 & 15, 2009**

**I. CALL TO ORDER**

Carol Thurn called the meeting to order at 8:15 am on Wednesday, October 14, 2009.

**II. ROLL CALL**

A quorum was established with the following members present

Executive Committee

Carol Thurn, Chair

Andy Krajewski, Vice-Chair

Ken Kiphart, Treasurer

Louie Kyler

Joan Rasmussen

Excused

Ray Pierce, Secretary

Guests

Melissa Armstrong, Ohio (10/14)

Matt Gieling, 4G Enterprises (10/14)

Tim Becker, Communications Chair

Ron Thompson, SMSA Project Manager

Ruth Wilson, SMSA Business Manager

**III. APPROVAL OF AGENDA**

- ✓ *Andy Krajewski moved to accept the agenda as presented, Ken Kiphart seconded. The motion carried unanimously.*

**IV. APPROVAL OF MINUTES OF AUGUST 19 & 20, 2009 MEETING**

Approval was tabled until Thursday, October 15<sup>th</sup> to give the committee a chance to review the minutes as they were distributed late. No vote was taken on Thursday, October 15, 2009.

**V. CHAIRPERSONS' REPORT**

Assigned action items keeper – Tim Becker

Assigned timekeeper – Bob Secest

Assigned taskmaster – Andy Krajewski

Applicable confidentiality agreement completed by Tim Becker

**CHAIRPERSONS' ACTIVITIES:**

- Reported the duties of the Government and Industry Affairs Committee now fall under the duties of the SMSA Project Manager.
- Discussed project manager's contract including; payments, hours and duration. Current contract is for 6 months and will be adjusted as needed when re-written.
- Committee agreed there is a need to review current procedures for contractors.

- A sub-committee was formed consisting of Ken Kiphart and Bob Secret. They will review current contracting procedures and provide recommendations to the committee by November 23, 2009.
- SMSA has received a new letter of agreement from Harley-Davidson for sponsorship of the 2010 Saturday evening event in the amount of \$8,500.00.

## **VI. BUSINESS MANAGER'S REPORT**

- Discussed placing advertising on website. Ruth will draft a communication to be sent out via list serv in this regard for the committee's review. Draft will be provided to the committee by October 27, 2009.
- Discussed providing vendor discounts to Supporting Associate Members. After discussion committee agreed, no discounts will be provided for this membership category.
- Showed committee new supporting membership card and advised all supporting memberships activated or renewed on-site during the 2009 conference have been processed and confirmation letters and cards have been sent.
- Hand written thank you cards have been sent to all 2009 conference volunteers.

## **VII. TREASURER'S ACTIVITIES**

- Presented budget recommendations for 2010 budget.
- SMSA 2010 Budget recommendations approved.
- ✓ *Ken Kiphart moved to accept the proposed 2010 budget with penciled in changes, Andy Krajewski seconded. The motion carried unanimously.*
- Association receipts and expenditures for 2009 reviewed.

## **VIII. COMMITTEE REPORTS**

### **● Communications Committee, Tim Becker – Chair**

Report of activities:

- Tim has provided feedback for Chair Chat publication.
- Discussed designing new template for website.
- Tim indicated it would be nice to have a couple more members on the communications committee. Tim will talk to Pat Hahn and they will search for volunteers to assist them with communications committee projects.

Other

- Will provide quarterly summaries that will be posted on the website.
- Will talk to Pat Hahn about working with Ruth Wilson on a new look for the website. Recommendations will be sent to the committee for review and no major decisions will be made without checking with Tim.

### **● Conference Planning Committee, Ruth Wilson – Chair, Carol Thurn & Bob Secret**

August 2010 Conference – Columbus, OH

- Call for papers – Ruth Wilson will send these out in November 2009. No specific breakout sessions will be requested. Let potential speakers submit whatever they want.
- Grant funding – Bob has requested a \$50,000 grant for the 2010 conference and provided the committee with an estimate of budget items for those grant funds. Funds can be transferred from one budget line item to another as long as we have receipts. Estimate includes an event liaison for 40 hours @ \$30/hour for a total of \$1,200.00. Funds can be used by the SMSA business office to hire assistance if needed. Example, someone to help process conference registrations during crunch time. Final grant paperwork and contact information will be forwarded to the SMSA business office when finalized.

- Theme – Committee discussed and agreed future conferences will not have a “theme”. Conference titles will consist of the SMSA logo, location and year for all future conferences.
- ✓ *Joan Rasmussen moved to use “Columbus 2010” for the 2010 conference, Ken Kiphart seconded. The motion carried unanimously.*
- Ohio Administrative Assistant – Melissa Armstrong (Missy) will be working closely with the Conference Committee on 2010 conference planning activities.

Other

- Ohio State Patrol will do the presentation of colors.
- The Ohio State Director will talk for about 15 minutes during the opening session.
- Currently trying to obtain confirmation from Ohio governor to speak.
- Bruce Boguski will be the keynote speaker with a speech tailored to motorcycle safety training.
- AMA has been reserved for the Saturday evening event. Tim Becker from Harley-Davidson will need to provide final approval for event location. During discussion it was recommended we provide a dinner but no band. A PA system with background music would be acceptable.
- Committee took tour of Doubletree Columbus/Worthington hotel.
- **Chairpersons’ Award Committee, Ken Kiphart – Chair**
  - Report of activities – David Surgenor was awarded with the 2009 award. There are no additional activities to report at this time.

## IX. UNFINISHED BUSINESS

- Professional Development Workshops
  - Discussed providing an outdoor workshop for instructors.
  - Discussed having NHTSA or NTSB provide a workshop.
- Leading Edge articles
  - Andy Krajewski will provide information for article in regard to change in culture for Leading Edge. Tim Becker will summarize for final article.
  - Tim Becker will review conference evaluation results and create article for Leading Edge.
- NHTSA Grant
  - Grant has been extended until August 2010.
  - Ron Thompson is working on several projects under this grant that include:
    - Project to provide safety materials on a thumb drive to the membership. Committee agreed the new standards should be included on the thumb drive. Information provided on the final thumb drive should also be placed on the SMSA website if space allows.
    - Self-assessment program for states to use enabling them to answer questions that will let them know how they are doing in their program and what changes they may need to make improvements.
    - Recruiting new members.
    - Creating a formal 2-year business plan for the SMSA.
      - Committee reviewed 2009-2011 SMSA Strategic Goals and made recommendations for the business plan to ensure strategic goals are being accomplished. Recommendations included:
        - Quarterly contact to states should be personal contacts. i.e., phone call vs. email contact.
        - Tim Becker can send reminders to regional representatives for campaign materials obtained.

- Minor changes were made to the 2009-2011 SMSA Strategic Goals during discussion. These changes will be reflected on the SMSA website.
- Conference Evaluations
  - 2009 presenters will be provided with evaluation results of their presentation. Ruth Wilson will forward the appropriate evaluation results to each presenter. Conference evaluation results will not be placed on the SMSA website.
- Other
  - Discussed Government and Industry Affairs Committee. Committee agreed this sub-committee should remain. Ruth Wilson will place Government and Industry Affairs Committee back on the website.
  - Discussed article for AAMVA MOVE magazine. This was turned over to Tim Becker who will write an article for committee review.

## X. NEW BUSINESS

- 4G Enterprises
  - Matt Gieling from 4G Enterprises presented SMSA branded merchandise proposal to committee. A subcommittee consisting of Bob Secrest and Joan Rasmussen was formed to review the proposal. Subcommittee met following the executive committee meeting on Wednesday, October 14, 2009 and reported the following recommendation to the committee on Thursday, October 15, 2009:
    - Order 1,000 motorcycle jerseys. Order to include:
      - Big and tall sizes
      - Colors – blue, gray and white
    - Reflective stitching in gray suggested
    - Need mock up before placing final order
      - Photo of mock up will be emailed to committee for review
    - Give one jersey to each 2010 conference participant and sell remaining shirts on-site at conference.
  - ✓ ***Bob Secrest moved to accept proposal to provide each participant a shirt at the 2010 conference and also have them available on-site for sale and consider giving a shirt to each 2010 conference presenter, Andy Krajewski seconded. The motion carried unanimously.***
- New Strategic Goals and progress – See Unfinished Business/NHTSA Grant (page 3)
- Annual Survey – Committee Chair – Louie Kyler
  - The following have volunteered to assist with reviewing the annual survey:
    - Pat Hahn
    - Steve Garets
    - Jim McLaughlin
    - Dave Wendell
  - Louie Kyler will split the survey into sections and ask each of the volunteers to review a section and provide feedback and recommendations. Preliminary status of this task needs to be available for the December conference call along with a time line for project completion.
- Conference Plan

- Discussed changing the conference schedule due to attendees that need to leave early on Sunday to return to work. After discussion, committee agreed to keep schedule as is for 2010. Provide a listening session during the 2010 conference where attendees can be asked for input on the conference schedule and possible change recommendations. It was also recommended we place something in the 2010 conference evaluation regarding changes to future conference schedules.
- Mentor Program – Tim Becker
  - Communications committee will be developing a “mentor” packet that can be sent to new state administrators. Packet will include a list of mentors as well as other useful information.
- Military Membership – Ron Thompson
  - There has been interest from the Marines to become SMSA members. After discussion, committee agreed branch headquarters level would qualify for voting membership and status less than that could be considered for professional membership. Multiple professional memberships could be allowed for various branches. Andy Krajewski will provide Ron Thompson with contact information for the Department of Defense. After Ron has the opportunity to contact the DOD, committee will move forward.
- NTSB – Cultural Changes – Responses from States
  - Andy Krajewski sent out an email to the states in regard to cultural changes as discussed by NTSB. What needs to be done to change the culture? Once received, Andy will forward all responses to Tim Becker. Andy will also send a reminder to the states to respond to the email if they have not already done so. Tim Becker will summarize responses and provide in a future Leading Edge article.
- 2010 Conference – Bob Secrest – See Committee Reports (above)
- National Premium – Ruth Wilson
  - Discussed SMSA merchandise inventory from National Premium. Committee agreed inventory would be sold during the 2010 conference.
- Other
  - Carol Thurn reviewed letter from Robert King in Virginia regarding phone survey on motorcycle awareness and request for SMSA assistance with questions to be asked on the survey. Carol will email to Robert King and ask him to contact Louie Kyler and Bob Secrest for assistance.
  - Committee discussed and agreed to cut future committee meetings to a day and a half vs. two full days. Half day meeting will be the second day. Committee members who can get a flight out after noon on the last committee meeting day will fly home that day vs. the following morning.
  - California, Minnesota, Vermont and Rhode Island have shown interest in hosting the 2011 conference.
- ✓ ***Bob Secrest moved a condolence card be sent to Marilena Amoni who recently lost her father, Ken Kiphart seconded. The motion was unanimous.***
  - Ruth Wilson will send the card on behalf of the committee.

## **XI. REVIEW ACTION ITEMS AND NECESSARY FOLLOW-UP**

- Action items as a result of this meeting were printed and provided to each committee member. Ruth Wilson will provide a copy of the action items list to Ray Pierce who was unable to attend the meeting.

## **XII. NEXT MEETING DATES**

- a. Executive Committee Meeting, March 24-25, 2010. Meeting will end at noon on March 25<sup>th</sup>.
- b. Executive Committee Meeting, August 18-19, 2010
- c. Business Meeting, August 20, 2010
- d. National Motorcycle Safety Conference, August 21-22, 2010

Joan Rasmussen and Tim Becker are not available for the December 2, 2009 conference call. Carol Thurn will send out a meeting wizard request to see if the call can be re-scheduled.

## **XII. ADJOURNMENT**

✓ *Ken Kiphart moved to adjourn, Louie Kyler seconded. The motion carried unanimously.*

Meeting adjourned at 2:30 pm Thursday, October 15, 2009