

SMSA Minutes
Executive Committee Meeting
Columbus, Ohio
March 24-25, 2010

I. CALL TO ORDER

Carol Thurn called the meeting to order at 8:05 am on Wednesday, March 24, 2010

II. ROLL CALL – RAY PIERCE

A quorum was established with the following members present:

Executive Committee

Carol Thurn, Chair
Andrew Krajewski, Vice-Chair
Ray Pierce, Secretary
Ken Kiphart, Treasurer
Joan Rasmussen
Robert Secrest
Joseph Tyree

Guests

Melissa Armstrong, Motorcycle Ohio (3/24/10)
Diane Wigle, NHTSA (3/25/10)

Ron Thompson, SMSA Project Manager
Ruth Wilson, SMSA Business Manager

III. APPROVAL OF AGENDA

Committee agreed to add discussion of nylon bags and Russell Coyne email to the agenda.

- ***Andy Krajewski moved to accept the agenda with noted additions, Joan Rasmussen seconded. The motion carried unanimously.***

IV. APPROVAL OF MINUTES OF JANUARY 2010 CONFERENCE CALL MEETING

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

V. CHAIRPERSON'S REPORT – CAROL THURN

1. Action Items Keeper – assigned Ray Pierce
2. Time Keeper – assigned Bob Secrest
3. Reviewed Introductory Remarks
4. No confidentiality agreements needed
5. Task Master – assigned Joan Rasmussen

VI. BUSINESS MANAGER'S REPORT – RUTH WILSON

- Reported SMSA files are now being stored on Dropbox. These files can be accessed from any computer.
- Reported on Love My Charity. SMSA has been signed up free for one-year. If anyone visiting makes a purchase, they can choose to apply a portion of their sales price to the charity of their choice. This is a no risk venture for SMSA. If any funding is received, the committee can determine if they want to continue in future years.
- Have received one-proof of the motorcycle jersey. The plant is currently working on the logo and we should be receiving a second proof soon.
- Have new contact information for Washington. Determined this was official and will be posted on the SMSA website.

VII. PROJECT MANAGER'S REPORT – RON THOMPSON

- Self Assessment – Andy and Ron are working on finalizing this project
- Thumb Drives – Showed thumb drives being ordered. Has been sent back to have a file removed. When received, the thumb drives are being sent to all State Administrators and NHTSA.
- SMSA Business Plan – Discussed status of the business plan and answered questions so Ron can complete the project. Ron will update and send final copy to the committee. Progress will be posted on the website by way of Chair Chat. Joe Tyree recommended we add a place on the website called “your board at work” and post progress of activities there.
- Membership Solicitation – 4G Enterprises has joined as a corporate member. Ron has sent out 30 letters soliciting memberships and will be sending another 30 soon. Ron will follow-up on letters sent with phone calls. Ron will also contact GHSA in regard to becoming a member.
- Project Manager's Work Plan – reviewed plan which will be finalized later during this meeting. Ron is reviewing SMSA policies and procedures. Ruth will send notes she already has for some updates to be made.
- Biker's Betterment Conference – Ron will be attending this conference March 26-27, 2010 and will report back to the committee. Reviewed list of speakers to be at the conference.

VIII. TREASURER'S REPORT – KEN KIPHART

- Reported SMSA is in the black
- Have created new cost categories for conference committee related expenses

IX. COMMITTEE REPORTS

GOVERNMENT AND INDUSTRY AFFAIRS – RON THOMPSON

- See project manager's report (above)

COMMUNICATIONS COMMITTEE – CAROL THURN REPORTING FOR TIM BECKER

- Tim Becker is resigning from Harley Davidson and will no longer be able to work as the Communications Committee Chair for SMSA
- Carol Thurn will contact Tim to find out who SMSA's contact will be from Harley-Davidson

- Tim recommended Pat Hahn fill the communications chair position
- One recommendation is to keep someone from Harley-Davidson as a representative
- Discussed ways to contact AAMVA and introduce the SMSA and the follow-up with activities SMSA is planning and working on. Andy will contact Pat to draft a week in review article for AAMVA to be followed up by a more formal article introducing SMSA and what the organization does.

CONFERENCE PLANNING – RUTH WILSON, BOB SECREST AND MELISSA ARMSTRONG

- Friday Instructor Appreciation – Have contracted with Mike Albert, Elvis impersonator. Will check into popcorn, peanuts and cash bar.
- Saturday Harley-Davidson sponsored event – Have commitment to hold the event at the AMA museum. Will have a disc jockey who will supply 3 hours of music and a free lighting package. Price is \$575 however; Bob has a \$100 gift certificate we can use towards those fees. Discussed catering for the event. Bob and Melissa will send ideas to Ruth. Will order buffet food and ask it be served to attendees rather than attendees helping themselves. This can control portions so everyone gets the opportunity to eat.
- Conference Registration – Will be in the front of the hotel across from hotel registration. Cindy Aber will assist with registration.
- Vendor Security – Will have to hire someone to secure the vendor area
- Have invited the following to participate in the conference opening session:
 - Ted Strickland, Governor
 - George Mayer
 - Ohio State Color Guard
- National Anthem – currently looking for someone to sing
- DUI Testing – Looking for someone from the patrol to demonstrate during the conference
- Keynote Speaker – Have contracted with Bruce Boguski
- Mobile Trailers and Side Cars – Checking into having on display outside. Could possibly run as a breakout session and run all day
- Range Area – Bob will check into using part of the hotel parking lot for range activities
- Conference Bags – Ruth will work with 4G Enterprises and order 1,000 conference bags in blue. Extra bags will be used at future conferences.
- Conference Name Badges – Ruth will work with 4G Enterprises and order 1,000 name badges with string lanyards.
- Conference Planning Guidelines – Have been re-written. By request, Ruth will send copies to Andy, Joan and Joe. Committee agreed this should be posted on the website.
- Elvis Table Raffle – Discussed selling raffle tickets for \$1.00 each and the winner and 7 or 9 of their closest friends (depends on if tables seat 8 or 10) get a reserved table in the front for the Elvis show on Friday night.
- State Tables – Email was sent to voting members on March 22, 2010 to see if they want to man a table at the 2010 conference. Requested responses by April 30, 2010
- Sponsor Solicitation – Letters were mailed to SMSA Corporate, Professional and Supporting Associate members March 9, 2010. Awaiting list from Ohio for sending letters to local contacts
- Future Conferences

- Iowa is interested in hosting a future conference. Carol and Ruth will be visiting possible conference sites in April 2010. The Iowa Convention and Visitors Bureau wants to be involved and put money towards the conference. They are willing to assist in pulling the conference together.

CHAIRPERSONS' AWARD COMMITTEE – KEN KIPHART

- Nomination request has gone out and nominations are due April 30, 2010.
- Discussed giving the award to a state vs. an individual. Committee thought it would be good to keep the individual award and next year look at adding a new award for states. Discussed announcing new award category during the 2010 conference.
- ✓ *Bob Secrest moved SMSA consider having a Chairpersons' Award that includes an individual and/or a state beginning in 2011, Joan Rasmussen seconded.*
- ✓ *Andy Krajewski asked to amend the motion to include SMSA new award for the states to be voted on by the SMSA Executive Committee.*
- ✓ *Amended motion – Bob Secrest moved to continue with the Chairpersons' Award and an SMSA State Award voted on by the SMSA Executive Committee beginning in 2011, Ray Pierce seconded. The motion carried unanimously.*

NHTSA QUARTERLY MEETINGS – ANDY KRAJEWSKI

- The next quarterly meeting is March 31, 2010. Andy suggested SMSA prepare a one page announcement about the conference, something about the self-assessment and report on the thumb drives SMSA will be distributing.
- Andy is working with AAMVA for revision of MOM (Motorcycle Operators Manual) and licensing laws questions.
- Next week, Andy will be representing SMSA at the National Standards for Entry Level Rider Training

FHWA'S MOTORCYCLE ADVISORY COUNCIL – KEN KIPHART

- Next meeting is May 13, 2010
- At the last meeting it was decided a letter will be written to GHSA about doing a session on three-wheel motorcycle testing. Ken and Jeff Hennie are writing that letter.

X. UNFINISHED BUSINESS

1. Leading Edge Articles – Carol Thurn - Articles are written when the organization has a specific item to report on
2. MOVE Magazine Articles – Carol Thurn - Articles are written when the organization has a specific item to report on
3. PDW Development – Carol Thurn - Two PDWs will be offered for 2010. One for State Administrators and one for Instructors/RiderCoaches. PDW for State Administrators will be on a standard curriculum NHTSA is putting together. Information will be sent to the attendees prior to the PDW to review and answer questions. Invitations for this working PDW will be sent to all State Administrators. Letter will be a combined effort with NHTSA and SMSA. NHTSA will provide information to be put on the website to

describe the State Administrators PDW. Letters need to be followed up with phone calls by SMSA regional representatives. Instructor/RiderCoach PDW ideas were discussed. After discussion, phone calls will be made for possible presenters to do something on Instructor Professionalism.

4. SMSA Survey – Joan Rasmussen – Joan and Pat Hahn have been working on the survey. Joan provided handouts and committee discussed options. After discussion, committee agreed to have questions regarding the state survey completed by State Administrators during the 2010 SMSA Business Meeting.
5. SMSA Website – Ruth Wilson – Discussed possible new looks for the website. After discussion it was decided Ruth will contact a local University or College and see if they have a graphic or design student that could assist with the website design.
6. Website Advertising – Ruth will check with Frank Hurt on some guidelines for website advertising
7. Military – Ron Thompson – The Military approached SMSA with questions regarding membership. Ron will try and re-contact these individuals and let them know individual branches of the military can join as Supporting members. If they want to be a voting member they have to be from the Department of Defense.
8. SMSA Conference Schedules – Ray Pierce and Joan Rasmussen – Tabled until next meeting
9. Helms Brisco Conference Planning – Ruth Wilson – After discussion, committee agreed SMSA does not need these services at this time
10. Bylaws – Carol Thurn – Carol will be sending sections of the bylaws to regional representatives for review. Need to address Department of Defense memberships on the bylaws.
11. Other – AAMVA Webinar – Ron is attending and will report back to the committee

XI. NEW BUSINESS

1. Ruth's contract renewal – discussed in executive session
2. Ron's contract renewal – discussed in executive session
3. Lifesavers – Joe will be attending and will report back to the committee
4. NHTSA – Diane Wigle – Discussed National Standards for Entry Level Rider Training. NHTSA is very close to having a draft out for review. Ken represented SMSA at the stakeholders meetings to discuss if national standards needed to be developed. Section 2010 is the section of DOT authorization that established the grant program and says the money can be used and spent on curriculum development. The military approached NHTSA and they need assistance with curriculum cards. If every state adopted the national standards you would know each program met the baseline standards. Standards would provide a statutory reference. Talked about education systems not basing their education on curriculum. NHTSA agreed to hire a contractor (Winwalker) to facilitate the development of the standards. Brett and Alan Robinson were sub-contractors. They put together a group of experts to develop the national standards. The final draft of the national standards will be out in about 3 weeks. It will be reviewed by others at NHTSA and then released to the State Administrators sometime in June of 2010. It will be sent out via. email. State Administrators will be asked to review, in August, NHTSA will be holding a four hour session on Friday afternoon (PDW session for State Administrators) and only State Administrators will be allowed to attend this session. The expert working group will also be invited to attend this four hour session to help answer questions. NHTSA will ask the State Administrators to send any additional comments to NHTSA within one month. State Administrators would compile all comments from others in their states and submit to NHTSA as one response for that state. A joint SMSA/NHTSA letter will go out to State Administrators inviting them to attend and stressing the importance of the session. If they can't come they will still have the opportunity to comment on the draft. Discussed questions below:

Q – How do you guarantee the curriculum standards are met?

A – Third party

Q – Do you need a certifying body and if so, who should that be?

A – Asked SMSA to think about this. If you agree there should be a certifying body discuss who and how. Committee agreed SMSA should hold the standards. Will probably need a standing committee to look at the curriculum if someone wants it certified/accredited, the committee would ensure everything in the standards was included in the curriculum being reviewed. Could charge the curriculum developer for the review of their curriculum. If SMSA takes on the task, NHTSA would expect SMSA to look at curriculums fairly to make sure they meet the standards as well as working with NHTSA to let them know when the standards need to be revised.

Q – How do we get states to adopt and incorporate the national standards?

A – NHTSA would expect every state to adopt it. It may require legislative changes.

Q – Driver Education did educational and administrative standards, should NHTSA go to phase two and include administrative standards?

A – SMSA needs to consider this and let Diane know their thoughts

NHTSA will allow one month for comments (end of September 2010) and anticipates by the beginning of November (2010) there should be a final document that will go out for agency review. Should be done and published by the beginning of 2011. Diane suggested SMSA poll their members to see what they would have to do to adopt the national standards. For the PDW on Friday during the 2010 conference, Diane envisions a quick review of what and why the national standards were developed. It would be beneficial for the SMSA board to sit in different groups and get people to discuss. NHTSA will have an overall facilitator for the session. SMSA needs to obtain contact information for states that are not SMSA members and provide to Diane.

✓ ***Ray Pierce moved SMSA be the keeper of the National Standards, Joe Tyree seconded. Bob Secrest suggested the document be a NHTSA/SMSA document, the committee agreed. SMSA would not certify accreditation to states but to curriculum developers. After discussion, the motion carried unanimously.***

Carol asked Diane to provide information that can be posted on the SMSA website. Once standards have been reviewed they can announce to the membership as they see fit. After SMSA takes over, they would be able to make updates as the document would become an SMSA document, with a thank you to NHTSA for the development. It would be up to the committee to determine when the document needed updates.

Other

Russell Coyne email – Will respond once we develop advertising policies

Federal Register Reclassification of Motorcycles – comments are due 90 days after March 8, 2010. Carol emailed the link for the document to committee members.

Instructor/RiderCoach PDW – Stacey Axmaker agreed to send Sunshine Gillette to present. Formal proposal will be reviewed before a decision is made.

Ruth will make hotel reservations for executive committee

XII. NEXT MEETING DATES

Executive Committee Meeting on-site, August 18 & 19, 2010

Business Meeting, August 20, 2010

National Motorcycle Safety Conference, August 21 & 22, 2010

Carol will send out meeting wizard notice to select conference call dates

XIII. REVIEW ACTION ITEMS AND NECESSARY FOLLOW-UP

Ray will email action items list to committee

XIV. ADJOURNMENT

Ray Pierce moved to adjourn, Joan Rasmussen seconded. The motion carried unanimously.

Meeting adjourned at 12:05 pm on Thursday March 25, 2010