

# TEXAS MOTORCYCLE SAFETY COALITION (TMSC)

## Meeting Minutes

### MEMORANDUM

**TO:** Attendees

**FROM:** Patricia Turner, TTI

**SUBJECT:** Notes from meeting held July 15, 2010.

**Place:** Meeting was held at the Texas Transportation Institute (TTI), Gibb Gilchrist Building, Texas A&M University, College Station, Texas.

**Present:** See attached list.

**Summary:** The following summarizes the results of the meeting.

The purpose of this meeting was to bring together members of the Texas Motorcycle Safety Coalition (TMSC) to gather input for a state motorcycle safety strategic plan; share information about the TMSC Standing Committees' goals and activities; discuss the launch of the impaired riding campaign; introduce the "I Ride for Tomorrow" Initiative; and share information about motorcycle safety and awareness campaigns (see Attachment A for agenda).

The meeting was attended by 8 Board members and 20 volunteer participants (see Attachment B for list of attendees).

David Die, TMSC chair, opened the meeting with a moment of silence in memory of Sputnik. After offering opening remarks, David introduced the chairmen of the TMSC Standing Committees who provided updates on committee activities and goals. Committee updates were presented by Jude Schexnyder (Education Standing Committee), Terri Williams (Legislative Standing Committee), David Die (Roadway Design & Engineering Standing Committee), Cathy Bochat-Duross (Safety Awareness Standing Committee), and Jeff Kaufman (Research Standing Committee).

Patricia Turner discussed the launch of the Drink.Ride.Lose. impaired riding campaign and revealed the artwork that will be used on various promotional items. She shared that it had been difficult to find people willing to offer testimonials on the impact of drinking and riding, and stated that she may opt to use riders and law enforcement officers to talk about the effects of drinking and riding.

TxDOT Program Manager Gonzalo Ponce briefly reviewed the preliminary crash statistics for 2009 revealing that both motorcycle fatalities and injuries decreased from the previous year. He reiterated that these numbers were not yet finalized.

Keith Rovell introduced the I Ride for Tomorrow Initiative. Developed by members of the TMSC, the initiative aims to remind riders of their responsibility to exercise good judgment and act responsibly while operating a motorcycle. By signing the initiative, which will be posted on LookLearnLive.org, riders commit to Ride Responsibly, Ride Sober, Ride Smart, and Ride Safe.

Patricia Turner and Quinn Brackett led the discussion regarding development of a statewide motorcycle safety strategic plan. This comprehensive plan will identify goals, strategies, and action steps in 11 emphasis areas all intended to improve motorcycle safety in Texas and serve as a framework for future TMSC activities and initiatives. Strategies and action steps recommended by members were compiled and will be added to LookLearnLive.org for review. Coalition members will have the opportunity to comment on the proposed strategic plan on the website as well as offer additional strategies and action steps for consideration.

The meeting was adjourned at 2:30 pm.

# ATTACHMENT A TMSC MEETING AGENDA

## meeting agenda

### TEXAS MOTORCYCLE SAFETY COALITION

**When:** Thursday July 15, 2010  
10:00 AM to 2:30 PM

**Where:** Texas Transportation Institute  
Gibb Gilchrist Building, Room 103  
2929 Research Parkway  
College Station, Texas

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10 a.m. – 10:05 a.m.	<b>Introduction</b> Welcome: Patricia Turner	
10:10 a.m. – 10:20 a.m.	<b>Opening Remarks</b> TMSC Chairman: David. Die	
10:20a.m. -11:20a.m.	<b>TMSC Standing Committee Reports</b> Committee 1: Legislative Committee 2 Education Committee 3: Research Committee 4: Safety & Awareness Committee 5: Roadway Design & Engineering	Terri Williams Jude Schexnyder Jeff Kaufman Cathy Bochat-Duross David Die
11:25a.m. -11:35a.m.	<b>“I Ride for Tomorrow” Initiative</b>	Keith Rovell
11:40a.m. – 11:50a.m.	<b>Drink.Ride.Lose. Impaired Riding Campaign</b>	Patricia Turner
11:50a.m. – 12p.m.	<b>Motorcycle Safety &amp; Awareness Campaign Update</b>	Gonzalo Ponce
Noon – 1p.m.	<b>Lunch</b>	
1:10p.m.- 2:15p.m	<b>Texas Motorcycle Safety Strategic Plan</b>	Quinn Brackett Patricia Turner
2:15p.m. 2:30p.m.	<b>Open Forum / Closing Remarks</b>	David Die

**ATTACHMENT B**  
**TMSC MEETING ATTENDEES**  
**JULY 15, 2010**

<b>First Name</b>	<b>Last Name</b>	<b>E-Mail</b>
*Cathy	Bochat-Duross	Pegasussatx@yahoo.com
*Ray	Brockie	rayb@moto-ed.com
*David	Die	gump69@gt.rr.com
*Jeff	Kaufman	Jeff.kaufman@h-gac.com
*Michael	Kellett	mkellett@mac.com
*Keith	Rovell	krovell@mancuso-hd.com
*Jude	Schexnyder	Jude55@suddenlink.net
*Terri	Williams	secretary@tmra2.org
Robin	Berryhill	robinberryhill@yahoo.com
Quinn	Brackett	q-brackett@tamu.edu
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Roy	Wright	<a href="mailto:rwright@dot.state.tx.us">rwright@dot.state.tx.us</a>

\*denotes Board member