



**Who Dat Safe Community Coalition & GNO Traffic Safety Committee
(LHSC Grant / NHTSA Model)
Meeting Minutes
Wednesday, July 21, 2010**

The meeting was held at the Regional Transportation Management Center, New Orleans, LA. The meeting was called to order by Mr. Steve Strength at 11:55 a.m. Self introductions were held and the following were present:

Dean Behrens, LSP Troop B, dean.behrens@dps.la.gov
Norma Broussard, JP District Attorney's Office, nbroussard@jpd.a.us
Mauria Caldwell, DOTD, mauria.caldwell@la.gov
Randy Fandal, LSP/HQ, rfandal@dsp.state.la.us
Bambi Hall, DOTD, bambi.hall@la.gov
Beth Inbau, National Safety Council, South Louisiana Chapter, beth@metrosafety.org
Michelle Killian, MAC, michelle.killian@clearchannel.com
Sean Kirkpatrick, CellControl, skirkpatrick@cellcontrol.com
Chris Laborde, Regional Planning Commission, claborde@norpc.org
Claude Maher, National Safety Council, claudio@metrosafety.org
Rene Nieto, National Safety Council, rene@metrosafety.org
Judith Otto, Touro, judy.otto@touro.com
Brian Picou, Hahnville Fire Dept, mbpicou@msn.com
Dean Powery, WHNOTV, dpowery@lesea.com
Don Redman, AAA, dredman@aaamissouri.com
April Renard, LA DOTD, april.renard@la.gov
Don Robinson, AARP, donmargaret@bellsouth.net
Karla Sibille, LA DOTD, karla.sibille@la.gov
Luke Strack, EJGH EMS, lstrack@ejgh.org
Steve Strength, LA DOTD, steve.strength@la.gov
William Triay, Transportation Research Institute, bt@actionpress.com
Ron Whitaker, LA DOTD, rwhitaker@live.com

Mr. Laborde led the group in prayer. Mr. Whitaker led the group in the Pledge of Allegiance.

Ms. Inbau presented a draft of the minutes from last month's meeting in which, after review, Mr. Stack made a motion to accept, second by Mr. Laborde.

Ms. Inbau gave an overview of the Traffic Safety Summit held on 6/16/10. She asked the Coalition for feedback/suggestions to assist with the planning the next event. Ms. Broussard suggested we allow more time for those presenters who would like/need more time to cover their topics. Ms. Killian agreed. It was also suggested that we send a survey to the attendees asking their opinions and suggestions for topics and speakers. Next time, critiques should be on the tables so each attendee could leave their comments before they left that day. The presenters also asked for a signal or sign when their time is up, such as a Yield sign for 2 minutes left and a Stop sign for end time. Ms. Inbau also stated that we may be able to



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host 2 summits once we have the final approved 2010-2011 grant from the Louisiana Highway Safety Commission.

Ms. Inbau reported that Dr. Ron Harris' sub-grant to print the Parent Guides initially included 500 copies. However, since LHSC grant money is available, he agreed to print 1000.

Ms. Sibille said that the DOTD is designing a "Destination Zero Deaths" web site that should be ready by the end of August which will allow the Safe Community Coalitions to share information. She informed us that the DOTD portion of the 2010-2011 LHSC grant to the National Safety Council will be reserved for Occupant Restraining Devices.

Mr. Strength distributed a copy of the LADOTD Agency Report for the month of June for all to review. He informed the group of 2 task forces that have been established under the Strategic Highway Safety Plan (SHSP) initiative: 1) Aggressive Driving/Speeding and 2) Distracted Driving. He would like for the Coalition to develop action plans to assist in the implementation. Also, a Regional Incident Management Team is being established and that we may utilize that resource for assistance in obtaining training data. He also suggested that Ms. Marie Walsh be asked to present information about the state-wide effort to increase safety belt usage at an upcoming Who Dat meeting.

Mr. Maher gave an update on the "School Safety Day" which has been postponed until the fall semester. Ms. Killian agreed to contact the Orleans Parish School Board to determine their interest in holding a "School Safety Day."

Ms. Broussard volunteered to be the liaison between local DWI Task Force (SELA) and the Who Dat Coalition. SELA meets on the 2nd Friday at 10 am at the LA State Troop B station in Kenner. The next meeting will be 8/13/10. SELA sent a letter to NOPD Superintendent Ronal Serpas, to encourage their participation in SELA. Ms. Inbau requested that the SELA minutes be sent electronically with the notices. (Now, they are distributed at the meetings only.)

The Coalition asked Ms. Inbau to send an invitation to Chief Serpas to attend the next Who Dat meeting and to address the 4 emphasis areas (increasing safety belt usage, decreasing impaired driving, decreasing teen crashes and improving infrastructure). Mr. Triay agreed to speak to his contact at NOPD also.

Ms. Broussard invited any/all who are interested in participating in the J.P. Alliance of Concerned Citizens Family Day to be held on Saturday, 9/18/10 at the Manhattan Athletic Club. This is an anti-drug coalition that educates families on underage drinking, drug use and the affects of tobacco. Ms. Broussard also stated that Jefferson Parish will conduct another "No Refusal" weekend on Labor Day Weekend, September 3rd-6th. She is working with the LHSC to implement the program statewide.

Mr. Laborde asked if parking behind a driveway is legal, to which Ms. Broussard responded that is was not and she would send the statute. Mr. Laborde also advised that school is about to begin and that we should air some PSA's. However, media is prohibited under the LHSC grant. He agreed to check with the



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Press Club. Mr. Powery also agreed to check into it with his channel and Ms. Killian agreed to check with her station.

Ms. Killian announced the upcoming "Safety Night" at the N.O. Zephyrs game on Friday, 7/30/10. All interested parties can participate at no charge. Mr. Maher agreed to investigate having a booth to distribute impaired driving information.

Mr. Whitaker updated information on the possible formation of a North Shore Coalition utilizing a multi-disciplinary approach which will be data driven and will utilize existing strategies.

Mr. Redman informed us of the 76th Annual School Opening Awareness Program. He also said that a new web site will be available 8/10/10 will cover laws for new drivers, geared to parents. He also reported that the state contra-flow maps are available. He agreed to pick up several boxes for Coalition members. He also agreed to research the AAA Foundation about the availability of community outreach funding opportunities.

Mr. Picou asked for volunteers to help at the "Back to School Fair" which will be hosted by the St. Charles Fire Department and will concentrate on child safety seats. Since SCFD does not receive funding from LHSC, he was encouraged to submit a sub-grant to the Who Dat Coalition to fund the purchase of child safety seats for the event.

Mr. Nieto stated that St. Charles Parish has teamed with the National Safety Council to provide continuing education for teen age drivers. The 4-hour Alive at 25 and the 4-hour Defensive Driving Course will be offered.

Action Items:

Ms. Broussard – Request SELA minutes be distributed electronically with the meeting notices.

Ms. Inbau – Send critique to all Summit attendees; invite Chief Serpas to be guest speaker for August meeting.

Ms. Killian – Check for radio spots for PSA's; contact Orleans Parish schools for Safety Day.

Mr. Laborde – Write PSA's to remind schools are back in session.

Mr. Maher – Plan School Safety Day and order commodities before 9/30/10 (end of LHSC grant year).

Mr. Powery – Check for TV spots for PSA's.

Mr. Redman - Provide Contra Flow Maps; check with AAA Safety for community involvement.

Mr. Strength – Ask Ms. Walsh to speak at upcoming meeting (for August if Chief Serpas cannot attend).

Mr. Triay – Ask NOPD contacts to encourage Chief Serpas to speak at upcoming meeting.

All – Submit Agency Report forms for next meeting.

The meeting adjourned at about 1:30 am. The next meeting will be the on **Wednesday, August 18, 2010 at 11:30 am at the RTMC Building located at #10 Veterans Blvd, New Orleans. \$10 lunch RSVP required.** Mark your calendars now for future meetings: 9/15/10, 10/20/10, 11/17/10, no December meeting.

Respectfully submitted by Claude D. Maher, National Safety Council.



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