This Meeting for: Kansas Operation Lifesaver, Board of Directors and Committee Meeting

Tour of the Facility from 1:00-2:00pm

Date: Friday, February 9, 2018 - - From 1:00 p.m. to 5:00 p.m.

JCCC, NARS BNSF Training Center Room 44
12345 College Blvd.
Overland Park, Kansas

Present: President, Matt Vogt (Valley Center Police Department, KPOA & Volunteer); Candice Breshears (KHP & Volunteer); Norbert Angell (Volunteer); Adrian Hertog (Volunteer) Mitch Sothers(KDOT & Volunteer); Mike Foster(Topeka Rescue Mission); Tara Mays, Executive Director.


Tour of the NARS BNSF provided by Bob Bowling.

1. Meeting was called to order by President Vogt at 1:55 p.m. Members signified their attendance on the KS OL sign-in-sheet.

2. Karen Turner BNSF gave the safety briefing.

3. Introductions around the room were made.

4. Denise Gauthier BNSF and OLV coordinator and on the committee that approves new OLI videos and PSA’s (MRC-material review committee) provided us with an explanation as to the work and approval process. She also provided us with a viewing of several new PSA’s, one that came out of the death of Sarah Jones, filmmaker and a new driver PSA. She also explained the working of the funding distribution which will remain the same for the upcoming year. She encouraged us to promote the OLI.org. site following the Drivesafe portion aimed at 16-18 year olds.

5. Mike Foster moved to approve the November KS OL Board meeting minutes. Mitch Sothers seconded. Motion carried.

   Adrian Hertog moved to approve the November KS OL Committee meeting minutes. Darlene Osterhaus seconded. Motion carried.
6. Treasurer Report:
Adrian presented the 2017 (see attachment) treasurer's report along with a Profit & Loss sheet, Balance sheet, Financial analysis, Reconciliation sheet. Adrian Hertog provided explanation of financial reports while assuring us of the ease at which we will be able to better provide all interested parties with a current reporting and analysis of our fiduciary responsibilities. Adrian thanked both Jessica and Tara Mays for their adoption of the Quickbooks program. The capabilities are much more advanced and enhanced over the antiquated system we were using in the past. Norbert Angell made a Motion to accept the Budget, with Mitch Sothers seconded. Motion carried.

7. Tara Mays-Executive Director's report
Tara provided a slide presentation regarding the Executive Director's report (hours). She is hopeful that the hours will decrease. Tara turned the floor over to Jessica Mays, The Mays Group, to provide us with a slide show & overview the new Quickbooks system. Jessica provided us with a comprehensive explanation of the ease at which the new program will better provide information and ease of discovery in order to support our fiduciary responsibilities. Of interest is the ability to have information available on a daily, monthly and yearly basis and better quantify just exactly where our expenses lie.

Tara Mays reviewed upcoming events:

April 11-12, 2018, Highway Rail-Safety Conference, Council Bluffs, Ia. Register by //iowadot.gov/highway RSC.

April 17-18, 2018 KDOT Safety Conference

May 10, 2018, BofD and Committee meeting, Emporia, Kansas.

September 23-29, 2018, Rail-Safety Week.

8. Old Business
Ms. Mays provided us with a recommendation to adjust the budget proposal to move towards social media marketing. Ms. Mays recommended adding a total outreach budget of the previously approved $2,000, but with $500 for volunteer recruitment and $1,500 for outreach with $1,000 for social media activities. Darlene Osterhaus asked for an explanation of social media outreach? Tara went to introduce us to the idea of Instagram & Snapchat, and targeted marketing. Both Lindsay Douglas and Trooper Breshears supported the idea of the large numbers we could reach. Mike Foster made a Motion to adopt the approach. Adrian Hertog seconded. Motion carried.

Tara reminded us of the suggestion by Jennifer Duffy regarding her advice on the future of our CD. Tara researched the CD with our banking concerns and they advised we should leave it where it is at this point and perhaps make a change at the maturity date. That date is August 2, 2019. As we approach this date we will again research the possibilities.
9. New Business
A discussion ensued regarding the KS OL Activity goals (based on OLI state recommended activity plan): see attachment.
Dense Gauthier, BNSF, had concerns over the wording in the First recommendation. It appears that the goal had left in concerns expressed in 2017 regarding a video that KS OL found offensive. Ms. Gauthier and the group determined that this could be easily rectified by lining through the last sentence beginning with "...with the exception of the...."

The group seemed to agree that we should pursue the offer from David Harper, KS Dept. of Revenue, to “partner” with his group seeing that we have common goals for transportation safety. (item3).

It was agreed that in order to gain the 5% increase as stated, we would combine #’s 4&7. We stated that we would increase activities for #6 by: Positive Lane events, activities during Rail-Safety week, and social media.
Mike Foster made a Motion to adopt the changes. Mitch Sothers seconded. Motion carried.

Darlene Osterhaus suggested that our “GOALS” be added to the website.

Website: the drop-dead date for inclusion to the National website and leaving our present form is 2021. With the lead time available, it was decided that the Board would go out and explore other state sites. We need to consider the cost saving. It will be determined in the future how we will handle the KS OL website.

Election of Officers: Tara Mays queried the room for nominations to the existing Board. There were no nominations made for any of the open positions. Mike Foster made a Motion to accept the current Board. Adrian Hertog seconded. Motion carried.

A discussion of the “open Position” vacated by John Simpson’s retirement (UPRR). A Motion was made by Mike Foster to accept Lindsey Douglas as the interim representative to the vacant position. Mitch Sothers seconded. Motion carried.

A Motion was made by Norbert Angell to adjourn the Board meeting, Mitch Sothers seconded. The Motion carried.

Time: 3:32pm. Board Adjourned.

..........after a 10 minute recess

1. Committee called to order at 3:42 pm, by Matt Vogt, President.

2. Committee Information and New Business

A. National statistical overview of FRA tool (slide)
Howard Gillespie, Mitch Sothers, and Darlene Osterhaus agreed that the web site provided an excellent breakdown of the statistical analysis regarding incidents. A good drilldown.

B. Activities
Web site (slide)
Social Media (slide)

It was noted that the reporting of Special Events may have had a negative effect (decrease) in the overall number of outreach efforts.

3. General Remarks

Deb Romine reminded everyone that Kids Safe Day at the Topeka Zoo will be on April 14, 2018. Anyone interested in helping should contact Deb. Norbert Angell had been helping for a number of years.

Matt Vogt talked about significant signal changes around the Cherryvale, Kansas area and how we need to make an attempt to provide as much education as possible in this part of Kansas.

Mitch Sothers spoke of a need to education in the Belle Plaine, Kansas are account of the adoption of Quiet Zones.

A general discussion regarding Bus Drivers as an area of focus was had by Howard Gillespie, Matt Vogt, and Mitch Sothers.

4. Committee Adjournment: A Motion was made by Darlene Osterhaus, seconded by Deb Romine to adjourn the meeting of the Committee.

Motion carried to adjourn, 4:11 pm.
Minutes respectfully submitted by Norbert A. Angell, III, Secretary, edited by Tara Mays, State Coordinator
| Approved: utilize the new OLI-created PSA materials including a video PSA aimed at new drivers and materials developed as part of a new youth trespass prevention ambassador pilot program. |
| Approved: During National Rail Safety Week, participate by using new “See Tracks? Think Train!” materials in advertising opportunities with vendors and partners; holding special events, media, enforcement or training activities; or other public education or outreach events to amplify rail safety messages to new target audiences. |
| Approved: The State Program should consider expanding the state’s safety partnerships by at least one new organization; target Kansas Department of Revenue. |
| Approved: consider adopting the objective of increasing by 5% the number of people reached through presentations; social media; or special events in 2018, compared to 2017. Further, regularly post on at least two forms of social media, following OLI guidelines to increase overall reach. |
| Approved: send out a press release and proactively contact local media with State specific railroad crossing and trespasser safety statistics when FRA releases the 2018 safety data. |
| Approved: State Coordinator and OLAV Coaches in a State Program could set a goal of at least three major education, enforcement, or outreach events held in a county or region of the State with higher numbers of crossing collisions or trespass incidents. |
| Approved: Distribute Operation Lifesaver Membership Benefits and Standards document to all state board members or other state member program leadership. |
| Approved: Utilize one or all four of OLI’s “Get Legal, Stay Legal” webinar video series at a state program board meeting. |