



Louisiana Trucking Research and Education Council

JOINT MEETING MINUTES LOUISIANA TRUCKING RESEARCH AND EDUCATION COUNCIL AND LMTA FOUNDATION MEETING January 7, 2021 at 9:30 AM

Meeting Location:

Breazeale, Sasche & Wilson
24th Floor Boardroom
One American Place
301 Main Street
Baton Rouge, LA 70801

Teleconference:

225-244-6266
PIN: 4838

- 1) Call to Order by Chairman J Austin. and introduction of new LMTA Foundation Director Renee Amar.
- 2) Roll call (In-Person and by Tele-Conference)
 - a) LMTA Foundation:
 - o Foundation Director: Renee Amar – P
 - Mike Beck – P
 - Tom O'Neal – P
 - Larry Terrell – P
 - Ellis Vliet – P
 - Greg Stewart – A
 - b) Louisiana Sportation Research & Education Council:
 - John Austin – P
 - Kary Bryce – P
 - Bruce Busada – P
 - Gary Gobert – P
 - Glen Guillot – P
 - Andrew Guinn, Sr. – A
 - Patrick Hay – P
 - Stephen Holliday – P
 - Josh McAllister – A
 - Quintin Taylor – P
 - Charles Templeton – A
 - Jessica Vallelungo – P
 - Doug Williams – P
- 3) Review of minutes of October meeting
 - a) G. Gulliot: Amended to previous meeting minutes. Page 8 of current meeting packet, is as follows for “New Business.” **Changes suggested are in red.**



Louisiana Trucking Research and Education Council

(In addition) New Business

1. D. Williams: ethics and lawyer
 - a. Wants body to ask for lobbying question
 2. Motion- J. Austin
 - a. Second- T. O'Neal
 - b. Doug: Will write letter to ethics on behalf of council
 3. All vote to agree
 4. G. Guillot: chairman, wants to step down
 - a. P. Hays- Co-chair, differed offer
 5. J. Austin- (**Appointed as**) Chairman
 - a. Motion: B. Busada
 - b. Second: D. Williams
 - c. ~~Secretary treasure~~ (**G.Gobert appointed as Treasurer**)
 - i. Motion: P. Hays
 - ii. Second: B. Busada
- b. J. Austin asks for a motion for changes:
- i. Start motion: P. Hay
 - ii. Second: G. Gobert
 1. All in favor, none oppose. Motion passes.

4) "Goals and Priorities/Projects and Budget" Detailed overview by R. Amar:

PUBLIC EDUCATION AND AWARENESS CAMPAIGN	\$210,000
PUBLIC WORKFORCE PROGRAM ENHANCEMENTS	\$100,000
PRIVATE PROGRAM ENHANCEMENTS	\$ 91,600
SAFETY SEMINARS (4-5 ANNUALLY @ \$10,000 PER EACH)	\$50,000
LEGAL SEMINARS (2-3 ANNUALLY)	\$10,000
TRUCK DRIVING CHAMPIONSHIP AND LOUISIANA ROAD TEAM	\$79,500
LEGAL AND ADMINISTRATIVE SUPPORT	\$65,000
ATRI RESEARCH	\$51,750
HIGHWAY SAFETY CAMPAIGN	\$34,200
TRUCK DRIVER APPRECIATION WEEK	\$25,000
TOUCH A TRUCK SPONSORSHIP	\$15,000
MEETING EXPENSES	\$10,000

TOTAL

\$742,050*

*EXCLUDING COST FOR PUBLIC EDUCATION CENTER FOR TRUCKING

- a) J. Austin opens discussion:
- i) D. Williams: Public education & awareness campaign may need more funding, may need more.
 - (1) G. Guillot and B. Busada agree.
 - ii) K. Bryce: Questions with scope of public workforce program enhancements
 - (a) Q. Taylor discuss detailed funding and budgets will be presented in follow-up.
 - iii) Council discussion on various project points and definitions of programs is made by all present council members.



Louisiana Trucking Research and Education Council

- b) J. Austin sets motion for following budget amendments. The public awareness campaign budget will be reviewed AFTER media presentations from advisement agencies.
- 5) Review of fund balance. J. Austin will review this after media presentations due to time.
- 6) "Scope of Work" for agencies, presented by R. Amar. This was provided to each agency to prepare their presentation.
- 7) Agency backgrounds are presented to both the Council and Foundation members by R. Amar.
- 8) Agency proposal and pitches to Council and Foundation members.
 - a) 10:15 am LCTCS
 - b) 10:35 am WWL
 - c) 11:10 am Octagon Media/Louisiana Radio Network
 - d) 11:45 am Innovative Advertising
 - e) 12:20 pm Slate Media
- 9) Old businesses: (previously moved agenda items)
 - a) 5) Review of Fund Balance: Faulk and Winkler.
 - +\$843,165.00 Program revenue:
 - +\$4,453.00 Donations:
 - =\$847,618.00 Total Revenue:**
 - \$47,482.47 Total Expenses: (*management fees to LMTA from previous year*)
 - + \$1,060.24 Interest Income:
 - = \$801,195.55 Net Revenue:**
 - (1) Also presented statement of cash flows, and statement of activity by month.
 - b) 4) Allocate spending and budget to goals and priorities, will be done with New Business of allocate funding to campaign based on agencies' presentation information.
- 10) New Business:
 - a) Budget:

(Changes from previous budget are noted in red, motion notes are noted in black, green denotes updated numbers)

PUBLIC EDUCATION AND AWARENESS CAMPAIGN	\$210,000
(1) Discussion to increase Foundation budget. D. Williams starts motion to up budget to \$450,000 annual.	
(a) Second: G. Guillot	
(i) All in favor, none oppose. Motion passes.	\$450,000
PUBLIC WORKFORCE PROGRAM ENHANCEMENTS	\$100,000
PRIVATE PROGRAM ENHANCEMENTS	\$91,600
(1) B. Busada, starts motion to eliminate from budget.	
(a) Second: G. Gobert	
(i) All in favor, none oppose. Motion passes.	\$0.00
SAFETY SEMINARS (4-5 ANNUALLY @ \$10,000 PER EACH)	\$50,000
LEGAL SEMINARS (2-3 ANNUALLY)	\$10,000
TRUCK DRIVING CHAMPIONSHIP AND LOUISIANA ROAD TEAM	\$79,500
LEGAL AND ADMINISTRATIVE SUPPORT	\$65,000
ATRI RESEARCH	\$51,750
HIGHWAY SAFETY CAMPAIGN	\$34,200



Louisiana Trucking Research and Education Council

TRUCK DRIVER APPRECIATION WEEK	\$25,000
TOUCH A TRUCK SPONSORSHIP	\$15,000

(1) P. Hay, starts motion to eliminate from budget.

(a) Second: G. Gobert

(i) All in favor, none oppose. Motion passes.

\$0.00

MEETING EXPENSES	\$10,000
------------------	----------

TOTAL	\$875,450*
--------------	-------------------

**EXCLUDING COST FOR PUBLIC
EDUCATION CENTER FOR TRUCKING*

b) G. Gulliot: Brings up concern with cap on funding by the state on fiscal year status. R. Amar will follow up with OMV and appropriations.

c) New budget is as followed:

PUBLIC EDUCATION AND AWARENESS CAMPAIGN	\$450,000
PUBLIC WORKFORCE PROGRAM ENHANCEMENTS	\$100,000
PRIVATE PROGRAM ENHANCEMENTS	\$0.00
SAFETY SEMINARS (4-5 ANNUALLY @ \$10,000 PER EACH)	\$50,000
LEGAL SEMINARS (2-3 ANNUALLY)	\$10,000
TRUCK DRIVING CHAMPIONSHIP AND LOUISIANA ROAD TEAM	\$79,500
LEGAL AND ADMINISTRATIVE SUPPORT	\$65,000
ATRI RESEARCH	\$51,750
HIGHWAY SAFETY CAMPAIGN	\$34,200
TRUCK DRIVER APPRECIATION WEEK	\$25,000
TOUCH A TRUCK SPONSORSHIP	\$0.00
MEETING EXPENSES	\$10,000

TOTAL	\$875,450*
--------------	-------------------

**EXCLUDING COST FOR PUBLIC
EDUCATION CENTER FOR TRUCKING*

(1) G. Gobert motions to approve amended budget as seen above, removing funding from "PRIVATE PROGRAM ENHANCEMENTS AND TOUCH A TRUCK SPONSORSHIP" AND raising "PUBLIC EDUCATION AND AWARENESS CAMPAIGN" to \$450,000 annual. This will increase the presented budget but will stay within \$900,000 allocation from state.

(a) Second: P. Hay

(i) All in favor, none oppose. Motion passes.

11) Motion to Adjourn: J. Austin

a) Second: D. Williams, P. Hay, B. Busada.

(i) All in favor, none oppose. Motion passes.

b) Adjourn 2:13 PM