

MINUTES

**Louisiana Automobile Theft and Insurance Fraud Prevention Authority
(LATIFPA)**

March 16, 2011
Poydras Building
1702 North Third Street
Baton Rouge, LA 70802

CALL TO ORDER

Chairman Warren Byrd called the meeting of the **Louisiana Automobile Theft and Insurance Fraud Prevention Authority (LATIFPA)** to order at 10:10 a.m. The meeting was properly noticed. Director Denise Cassano called the roll.

ROLL CALL

Members Present

Warren E. Byrd, Esq., Chairman
Executive Counsel
Louisiana Department of Insurance

Honorable John Kennedy
By Mr. Willard Hamilton, Designee

Mr. Richard Soileau, General Manager
Safeway Insurance Company of Louisiana

Mr. Terrance "Terry" Apple
Insurance Fraud Investigator
Department of Justice, State of Louisiana

Honorable Dan Morrish
By Mr. Don "Tuffy" Resweber, Designee

Mr. Larry Hinton, Esq.
General Counsel
GEICO Insurance Company

Staff Members Present

Ms. Denise Cassano
Mr. Kevin Smith
Ms. Virginia G. Benoist, Assistant Attorney General
and Legal Counsel to the Louisiana Department of Insurance

Members Absent

Honorable A. B. Franklin
Louisiana State Representative

Mr. Ryan Marine
Regions Insurance

Lieutenant Trevor J. Smith, Supervisor
Insurance Fraud & Auto Theft Unit
Louisiana State Police

Mr. Thomas McCormick, Esq.
Assistant Attorney General
Department of Justice, State of Louisiana

Staff Members Absent

None

Mr. Paul Boudreaux, Jr., Esq.
Ms. Clara Couvillon
Ms. Lori Cherry

Public Attendees

Mr. Charlie Peters, National Insurance Crime Bureau

Chairman Byrd declared that a quorum was present.

The minutes of the December 8, 2010 Board meeting were presented for review and approval. A motion was made by Mr. Don "Tuffy" Resweber to adopt the minutes as presented. Mr. Richard Soileau seconded the motion. Prior to the vote Chairman Byrd opened the floor for any public comment, but there was none. The minutes of the December 8, 2010 meeting were approved and adopted by unanimous vote.

Chairman Byrd introduced Mr. Willard Hamilton, designee of Honorable John Kennedy, State Treasurer who replaced exiting Board member Jason Stagg

Director Cassano discussed rescinding a prior motion, which had previously been adopted by the Board at its December 8, 2010 meeting. The previous motion was "to approve expenditures of no more than \$9,000 from the Allstate grant for the redevelopment of the education program by an appropriate vendor or source". A motion was made by Mr. Larry Hinton to rescind the December 8, 2010 motion adopted by the Board which had been "to approve expenditures of no more than \$9,000 from the Allstate grant for the redevelopment of the education program by an appropriate vendor or source". Mr. Resweber seconded the motion. Prior to the vote Chairman Byrd opened the floor for any public comment, but there was none. The motion was approved by unanimous vote.

Director Cassano reported on **LATIFPA** income, expenditures and donations. The report was accepted as given. Director Cassano advised that State Farm Insurance Company has agreed to fund a grant application made by **LATIFPA** in the amount of \$10,000. Director Cassano also advised that by March 30, 2011 over 700 fundraising letters will be sent out soliciting industry funding.

Ms. Lori Cherry, Deputy Commissioner of Public Affairs, Louisiana Department of Insurance, presented a brief PowerPoint presentation on the newly designed **LATIFPA** website.

Ms. Cherry also presented a PowerPoint presentation on **LATIFPA**'s revised advertising campaign for 2010/2011. Ms. Cherry stated that the goal of the campaign is to target an overall statewide audience using a variety of mediums to reach the desired demographics. Ms. Cherry advised that while cinema advertising had previously been discussed and approved, she recommended at this time that this advertising venue be replaced with an extended billboard campaign that targets a larger market and costs approximately the same. Ms. Cherry stated that, in her professional opinion, **LATIFPA**'s 2010/2011 advertising campaign should be further advanced through billboard advertising, radio advertising, mall advertising, and printed

materials. Ms. Cherry further recommended that a 12 week extended billboard campaign utilizing both digital billboards and regional billboards with a total cost of \$50,300 for both; statewide radio advertising campaign to begin airing on March 21, 2011 on the LA Radio Network at a cost of \$50,000 for six weeks of frequent play and six weeks of mall advertising in both the Mall of Louisiana in Baton Rouge and the Mall of Acadiana in Lafayette at a cost of \$10,000. Ms. Cherry advised that the total cost of the 2010/2011 **LATIFPA** advertising campaign would be \$185,452 and that any amount remaining from the \$187,000 allocated under statute would be used in a public awareness and educational campaign to be spent towards public awareness and educational items.

Mr. Resweber made a motion to approve the revised advertising campaign expenditures totaling \$187,000 as described by Ms. Cherry. The motion was seconded by Mr. Hinton. Prior to the vote Chairman Byrd opened the floor for any public comment, but there was none. The motion was adopted by unanimous vote.

Director Cassano discussed purchasing promotional items for **LATIFPA**'s public awareness and education program. It was suggested by Director Cassano that lanyards and poly hang tags be purchased for distribution at **LATIFPA** educational events. It was also suggested by Director Cassano that table skirts and a carrying case bearing the **LATIFPA** logo be purchased to be used at **LATIFPA** educational and public awareness events. Director Cassano advised that the total cost of purchasing the lanyards, poly hang tags, table skirts and carrying case would be approximately \$6,780.00.

Mr. Hinton made a motion to approve the purchase of public awareness and educational items as presented totaling \$6,780, to pay for those items from the balance remaining in the Fraud Assessment Fund and to use additional funds as needed from the Allstate public awareness and education money granted to **LATIFPA**. The motion was seconded by Mr. Terrance "Terry" Apple. Prior to the vote Chairman Byrd opened the floor for any public comment, but there was none. The motion was adopted with unanimous vote.

Mr. Resweber suggested that Mr. Kevin Smith contact him to discuss potential public awareness and educational opportunities for **LATIFPA** in addition to the middle and high school educational program. Mr. Resweber stated that he believes the public education program should be expanded to other venues around the state. Mr. Hinton also agreed that the public education campaign should be expanded to other venues in addition to the middle and high school educational program.

Mr. Resweber also requested that Board members be sent samples of the public awareness and educational items purchased by **LATIFPA**.

Mr. Charlie Peters, National Insurance Crime Bureau, gave his report on the License Plate Recognition (LPR) program and the Vehicle Investigation Prevention Enforcement Response (VIPER), a bait vehicle program. He advised that the LPR system that had previously been operational in Lafayette was moved to Baton Rouge and was exceeding its reading requirements and recoveries. Mr. Peters further advised that the bait vehicles assigned to Baton Rouge and Shreveport would be moved, transferring the vehicle currently operational in Baton Rouge to

Shreveport, and the vehicle currently operational in Shreveport to Baton Rouge for a one-year period. Mr. Peters advised that this transfer was necessary because of the lack of success with the bait vehicle presently in Shreveport. He further stated that the Baton Rouge bait vehicle has more incidences of theft of items from the bait vehicle as compared to the actual theft of the bait vehicle itself and that a change in vehicles may assist in improving the outcomes in Shreveport.

Mr. Peters advised the Board members that he is in the process of trying to locate a tracking device that can be installed on the motorcycle that GEICO Insurance Companies has donated to **LATIFPA** for use in its bait vehicle program.

Lastly, Mr. Peters stated that the LPR system currently operational in Calcasieu Parish is having some technical problems and it is being serviced to determine the specific cause of the problem.

Mr. Smith gave a report on the middle and high school curriculum presentations and scheduled educational events. His report was accepted as given.

Chairman Byrd reviewed prior action by the Board regarding preset dates for the 2011 Board meetings. After discussion, Mr. Resweber made a motion to convert the preset dates for future Board meetings (June 8, 2011, September 14, 2011 and December 14, 2011) to now be tentative dates, subject to confirmation of a quorum and only if a quorum cannot be in attendance, will the Chairman canvas for another date to reschedule the Board meeting. The motion was seconded by Mr. Hinton. Prior to the vote Chairman Byrd opened the floor for any public comment, but there was none. The motion was adopted by unanimous vote.

There being no further business, Mr. Soileau made a motion to adjourn. The motion was seconded by Mr. Resweber. Prior to the vote Chairman Byrd opened the floor for any public comment, but there was none. The motion was approved and adopted by unanimous vote.

The meeting was adjourned at 11:54 a.m.