

MINUTES

Louisiana Automobile Theft and Insurance Fraud Prevention Authority (LATIFPA)

July 28, 2010
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. Chairman Byrd introduced Mr. Don “Tuffy” Resweber, a new member of the **LATIFPA** Board of Directors, designated by Senator Troy Hebert.

ROLL CALL

Members Present

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

Honorable John Kennedy
State Treasurer, State of Louisiana
By Jason Stagg, Designee

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

Mr. Ryan Marine
Regions Insurance

Mr. Richard Soileau, General Manager
Safeway Insurance

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

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

Members Absent

Honorable A. B. Franklin
Louisiana State Representative

Mr. Larry Hinton, Esq.
General Counsel
GEICO Companies

Honorable Troy Hebert
Louisiana State Senator
by Don "Tuffy" Resweber, Designee

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
Mr. Paul Boudreaux, Jr.

Staff Members Absent

Public Attendees

Mr. Charlie Peters, National Insurance Crime Bureau
Mr. Cleve Franklin, GEICO Companies

Chairman Byrd declared that a quorum was present. The minutes of the March 24, 2010 Board meeting were presented for review and approval. A motion was made by Mr. Terrance Apple to adopt the minutes as presented. Mr. Thomas McCormick seconded that motion. The minutes of the March 24, 2010 meeting were approved and adopted by unanimous consent. There was no public comment.

Director Denise Cassano gave a report on income, expenditures and donations to the **LATIFPA**. Chairman Byrd reported on fraud related and **LATIFPA** related legislation passed during the 2010 Regular Session of the Louisiana Legislature. The reports were accepted as given.

Director Cassano and Dr. Colin Beech gave a report on grant applications completed and submitted under contract with Academy Software. Director Cassano requested that the Board adopt a Resolution to be submitted to the Powell Group Fund, as outlined in the grant application guidelines, authorizing Denise Cassano, as Director of **LATIFPA**, to apply for a grant from the Powell Group Fund for the development and implementation of an information and awareness campaign concerning fraud committed against senior citizens. Director Cassano further requested that the Board adopt a Resolution to be submitted to the E. J. and Marjory B. Ourso Foundation, as outlined in the grant application guidelines, authorizing Denise Cassano, as Director of **LATIFPA**, to apply for a grant from the E. J. and Marjory B. Ourso Foundation to facilitate the redevelopment and implementation of an insurance fraud and automobile theft education program designed for at-risk youth and middle and high school students. A motion was made by Mr. Apple to adopt both Resolutions as presented. Mr. Don Resweber seconded that motion. The motion was adopted by unanimous consent. There was no public comment.

Director Cassano gave a report on an advertising opportunity in "Next" magazine, a comprehensive source of statewide information and guidance for high school students in

Louisiana, and requested Board approval to spend an amount not to exceed \$3,200 for the purchase of an advertisement in the “Next” magazine. Director Cassano also presented the Board with a draft advertisement layout, for use in this advertisement, that contained tips for preventing vehicle theft and information on scheduling a **LATIFPA** sponsored vehicle theft prevention program for middle and high school students. A motion was made by Mr. McCormick to adopt the advertisement layout as presented and approve expenditures in an amount not to exceed \$3,200 from **LATIFPA** monies as they become available under Acts 2010, No. 1013 of the Regular Session of the Louisiana Legislature for the purchase of an advertisement in “Next” magazine. Mr. Apple seconded the motion. The motion was adopted by unanimous consent. Mr. Cleve Franklin, GEICO Companies, was present and added public comments to the discussion.

Director Cassano requested that the Board approve expenditures in an amount not to exceed \$75,000 from **LATIFPA** monies as they become available under Acts 2010, No. 1013 of the Regular Session of the Louisiana Legislature for the purchase of a statewide billboard advertising campaign on insurance fraud and vehicle theft prevention and awareness. Mr. McCormick made a motion to accept Director Cassano’s request for approval to spend up to \$75,000 for a statewide advertising campaign. His motion included further that the billboard panels used for advertisement be approved not only by Director Cassano but also by Chairman Byrd and Mr. Paul Boudreaux. Mr. Apple seconded the motion. The motion was adopted by unanimous consent. Mr. Franklin added public comments to the discussion.

Director Cassano presented to Board members a new fraud brochure developed by staff and requested that the Board approve expenditures in an amount not to exceed \$2,000 for the printing of this brochure. Mr. McCormick made a motion to approve expenditures in an amount not to exceed \$2,000 from the **LATIFPA** monies as they become available under Act 2010, No. 1013 of the Regular Session of the Louisiana Legislature. Mr. Apple seconded the motion. The motion was adopted by unanimous consent. Mr. Cleve Franklin added public comments to the discussion.

Director Cassano gave a report on the redevelopment of the School Education Program with updated materials, web-based and accessible to school administrators and personnel. Director Cassano requested that the board approve expenditures in an amount not to exceed \$9,000 for the redevelopment of the education program through contract with Academy Software. Mr. McCormick made a motion to approve expenditures from **LATIFPA** monies as they become available under Acts 2010, No. 1013 of the Regular Session of the Louisiana Legislature in an amount not to exceed \$9,000 under contract with Academy Software for the redevelopment of the School Education Program. Mr. Resweber seconded the motion. The motion was adopted by unanimous consent. Mr. Franklin added public comments to the discussion.

The Board also requested that staff get several quotes for the reproduction of the middle school video that accompanies the middle school education program.

Chairman Byrd gave an updated report on the ATHENA project. The report was accepted as given. Mr. Cleve Franklin added public comments to the discussion.

Lieutenant Trevor Smith, Chairman of the Steering Committee on Equipment Purchases, gave a report on the July 22, 2010 meeting of this committee and made a motion that the board approve the placement of the Elsig license plate reader, owned by the National Insurance Crime Bureau and donated to the **LATIFPA** License Plate Reader Program, that is presently with the Tangipahoa Police Department and offer it, first to the Livingston Parish Sheriff's Office and, second, to the St. Landry Parish Sheriff's Office according to the grant selection applications. Mr. McCormick seconded the motion. The motion was adopted by unanimous consent. There was no public comment.

Mr. Charlie Peters, Special Agent with the National Insurance Crime Bureau (NICB) reported on the activity of the **LATIFPA/NICB** License Plate Reader and Bait Vehicle Programs. The report was accepted as given.

Director Cassano reported on the middle school and high school curriculum presentations and scheduled education events. The report was accepted as given. Mr. Franklin commented that insurance industry personnel were available to accompany and participate in the **LATIFPA** middle and high school presentations.

Director Cassano announced that the Louisiana Department of Insurance sponsored 2010 Conference on Insurance Fraud and Vehicle Theft, hosted by **LATIFPA**, would be held on October 13, 2010 in Baton Rouge at The Crowne Plaza.

Chairman Byrd asked if there were any other public comments and there were none.

There being no further business, Chairman Byrd made a motion to adjourn. The motion was seconded by Mr. Jason Stagg. The motion was approved and adopted by unanimous consent. The meeting was adjourned at 11:45 a.m.