**MINUTES**

**Louisiana Automobile Theft and Insurance Fraud Prevention Authority**

**(LATIFPA)**

September 28, 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 10:05 a.m. The meeting was properly noticed. Director Denise Cassano called the roll.

**ROLL CALL**

Members Present Members Absent

Warren E. Byrd, Esq., Chairman Mr. Ryan Marine

Executive Counsel Regions Insurance

Louisiana Department of Insurance

Mr. Willard Hamilton Lieutenant Trevor J. Smith, Supervisor

Internal Auditor Insurance Fraud & Auto Theft Unit

Louisiana Department of the Treasury Louisiana State Police

Mr. Thomas McCormick, Esq. Mr. Richard Soileau, General Manager

Assistant Attorney General Safeway Insurance Company of Louisiana

Department of Justice, State of Louisiana

Mr. Larry Hinton, Esq. Honorable A. B. Franklin

General Counsel Louisiana State Representative

GEICO Insurance Company

Mr. Terrance “Terry” Apple

Insurance Fraud Investigator

Department of Justice, State of Louisiana

Honorable Dan Morrish

By Mr. Don “Tuffy” Resweber, Designee

Staff Members Present Staff Members Absent

Ms. Denise Cassano, Director

Ms. Virginia G. Benoist, Assistant Attorney General

and Legal Counsel to the Louisiana Department of Insurance

Mr. Kevin Smith, Assistant Director

Mr. Paul Boudreaux, Jr., Esq., Director

Fraud Section

Ms. Lori Cherry, Deputy Commissioner

Public Affairs Division

Mr. Shane O’Quin

IT Division

Mr. Lonnie Richardson

IT Division

**There were seven attendees from the public at this meeting.**

Chairman Byrd declared that a quorum was present. **Prior to action on each agenda item for which a vote was taken, there was a public comment period as required under LRS 42:14(D).**

The minutes of the July 13, 2011 Board meeting were presented for review and approval. A motion was made by Mr. Terrance Apple to adopt the minutes as presented. Mr. Tom McCormick seconded the motion. Prior to the vote Chairman Byrd opened the floor for any public comment, but there was none. The minutes of the July 13, 2011 meeting were adopted by unanimous vote.

Director Cassano reported on **LATIFPA** income, expenditures and donations. The report was accepted as given.

Ms. Lori Cherry gave a presentation on the **LATIFPA** public awareness and education proposed expenditures for FY 2011/2012. Director Cassano presented a video of the Pennsylvania web-based school education program, which is similar to what **LATIFPA** staff was proposing to the board for approval. Mr. Larry Hinton suggested that the staff also take a look at the school-education program administered by the Texas Auto Theft Prevention Authority. Mr. Hinton further commented that the Pennsylvania education program is also incorporated into the Pennsylvania Department of Public Safety driver’s license guidelines whereby all newly licensed teenage drivers are required to view the web-based education program prior to receiving a driver’s license. After discussion on Ms. Cherry’s presentation and discussion on the Pennsylvania program, Mr. McCormick made a motion to approve expenditures in an amount not to exceed $48,980 for the purchase of a statewide radio campaign in FY 2011/2012 under contract with Louisiana Network. Mr. Apple seconded the motion. Prior to the vote Chairman Byrd opened the floor for any comment, but there was none. The motion was adopted by unanimous vote.

Mr. McCormick made a second motion to approve expenditures in an amount not to exceed $64,675 for the purchase of a statewide billboard campaign through Lamar Advertising. Mr. Apple seconded the motion. 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 gave a report on a staff request to create a new program under **LATIFPA** to be called the Senior Education Program. Under this program, **LATIFPA** would raise awareness among senior citizens about vehicle theft and insurance fraud. Director Cassano also requested board approval to contract with Wilkinson, Foy LLC for assistance in developing a strategic plan to implement this program. Mr. Hinton made a motion to approve the creation of the Senior Education Program under **LATIFPA** and to approve expenditures in an amount not to exceed $1,900, to contract with Wilkinson, Foy LLC, for the development of a strategic plan to implement the Senior Education Program. Mr. Apple seconded the motion. 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 and Mr. Lonnie Richardson entertained any further discussion and questions about the development of a web-based school education program. Mr. Hinton made a motion to approve a contract with andCulture in an amount not to exceed $44,000 for the development of a **LATIFPA** web-based education program for middle and high school students under the **LATIFPA** School Education Program. Mr. Apple seconded the motion. Prior to the vote Chairman Byrd opened the floor for any public comment, but there was none. The motion was adopted by unanimous vote.

Mr. McCormick made a motion to approve a contract with Idea Development for the development of an educational short film, to be incorporated into the **LATIFPA**’s web-based educational course, in an amount not to exceed $13,400. Mr. Hinton seconded the motion. Prior to the vote Chairman Byrd opened the floor for any public comment, but there was none. The motion was adopted by unanimous vote.

In the absence of Lt. Trevor Smith, Chairman of the **LATIFPA** Steering Committee on Equipment Purchases, Director Cassano gave the report of the committee’s September 6, 2011 meeting. After Director Cassano’s report the following motions were made and adopted:

* Mr. Apple made a motion to award grants, in both the **LATIFPA** License Plate Reader (LPR) and Bait Vehicle programs, to those applicants in a current grant application period until all qualified applicants in that application period are exhausted. Mr. Resweber seconded the motion. Chairman Byrd opened the floor for any public comment, but there was none. The motion was adopted by unanimous vote.

* Mr. Resweber made a motion to remove the bait vehicle and the BSM equipment that is presently located with the New Orleans Police Department, under the **LATIFPA/NICB** bait vehicle program, and offer it for placement with the Quachita Parish Sheriff’s Office, the next qualifying agency to receive a bait vehicle on the list of applications that were received during the 2009 Bait Vehicle Grant Application period, the most recent grant period under this program. Mr. Hinton seconded the motion. Chairman Byrd opened the floor for any public comment, but there was none. The motion was adopted by unanimous vote.
* Mr. Hinton made a motion requesting the Chairman of the **LATIFPA** Board of Directors to send a letter to the New Orleans Police Department advising them that they must meet the minimum deployment requirements for their License Plate Reader, under the **LATIFPA/NICB** License Plate Reader Program, within the next 90 days or **LATIFPA/NICB** will be required to remove the LPR from their agency. Mr. Resweber seconded the motion. Chairman Byrd opened the floor for any public comment, but there was none. The motion was adopted by unanimous vote.
* Mr. Resweber made a motion to approve the placement of a new LaTech (PIPS) 3-camera license plate reader, under the **LATIFPA/NICB** License Plate Reader Program, with the Lake Charles Police Department. Mr. Apple seconded the motion. Chairman Byrd opened the floor for any public comment, but there was none. The motion was adopted by unanimous vote.
* Mr. McCormick made a motion to constitute any grant of a motorcycle tracking device as part of the **LATIFPA/NICB** Bait Vehicle Program. Mr. Resweber seconded the motion. Chairman Byrd opened the floor for any public comment, but there was none. The motion was adopted by unanimous vote.
* Mr. McCormick made a motion to award a Cobham ST 820 tracking device, and the motorcycle donated by GEICO, to the Baton Rouge Police Department, which has a current application under the **LATIFPA/NICB** Bait Vehicle Program. Mr. Resweber seconded the motion. Chairman Byrd opened the floor for any public comment, but there was none. The motion was adopted by unanimous vote.

Chairman Byrd turned the meeting over to Vice-Chairman Larry Hinton.

Mr. Charlie Peters, National Insurance Crime Bureau, gave his quarterly report on the License Plate Recognition (LPR) program and the Vehicle Investigation Prevention Enforcement Response (VIPER), a bait vehicle program. The report was accepted as given.

Assistant Director Kevin Smith gave a report on the middle and high school curriculum presentations and other educational events conducted by **LATIFPA**. The report was accepted as given.

Director Cassano announced that the next scheduled Board meeting of the LATIFPA Board of Directors would be held on December 14, 2011 at 10:00 a.m., Poydras Building, 1702 North Third Street, Baton Rouge, Louisiana.

There being no further business, Mr. McCormick made a motion to adjourn. Mr. Apple seconded the motion. Prior to the vote Vice-Chairman Hinton opened the floor for any public comment, but there was none. The motion was adopted by unanimous vote.

The meeting was adjourned at 11:40 a.m.