

VHSA Board Meeting Minutes

Wednesday, April 12, 2023

9:00 – 10:30 AM



Attendees

Board Members: Lt. Kevin Geno, Lt. Al Fortin, Dan Goodman, Barbara Brody, Evelyn McFarlane, Anthony Facos, Mary-Catherine Graziano, Ann Gammell, Allison LaFlamme, Stephanie Busch, and Sheriff David Fox

Others: Abby Beerman, Rachel Noyes, Gabriella Netsch, Bill Jenkins, John Flannigan, Carol Plante, Joe Arduca, JamieLee Bedard, Paul White, Barbara Rizzuti, Beate Ankjaer-Jensen, Heather Rigney, Sidney Bradley, Roger Thompson, Lindsay Simpson, and Meredith Dolan

9:00 Welcome/Chair Updates

- Chair Geno called the meeting to order at 9:00 AM
- Lt. Al Fortin made a motion to accept the VHSA Board meeting minutes from October 12, 2022, December 14, 2022, and March 8, 2023. Dan Goodman seconded and the motion passed.

9:05 Presentation by Beate Ankjaer-Jensen and Heather Rigney of the VT Department of Health

Beate and Heather gave a presentation on a joint initiative between the Medical Reserve Corps program and the VDH Injury Prevention program on a pilot project focused on using reflectors to improve pedestrian safety.

9:20 Presentation by Lindsay Simpson from The Richards Group

Lindsay Simpson gave shared information on her work organizing wellness fairs for employers and discussed ways VHSA partners could coordinate their activities to bring highway safety information to the same employers.

9:35 Treasurer Report (as of 4/5/23)

Lt. Al Fortin provided the following Treasurer Report.

- Checking: \$1,903.58
- Savings: \$50.26
- Total: \$1,953.84
- All but \$953.84 +/- is committed
 - \$750 committed to website maintenance agreement
 - \$250 committed to PSA contest

Barb Brody made a motion to accept the Treasurer Report. Evelyn McFarlane seconded and the motion passed.

9:40 VHSA Executive Director Report

Meredith Dolan provided the Executive Director's Report.

March Activities

- PSA Contest
 - 39 Entries from 12 schools plus one homeschooler
 - Coordinated review of entries for compliance and recruitment of judges
 - Event donations
 - \$500 from AT&T
 - \$500 from Cooperative Insurance Group
 - \$250 from Yankee Driving School
 - \$300 from Vermont Driver & Traffic Safety Education Association
 - \$250 Gift Card – anonymous donation
 - Judging in first half of April then online Peoples' Choice voting and Sponsor's Choice winners
 - Awards Ceremony May 13th at the Distracted Driving Awareness Day & Walk in Burlington
- Consideration of 2023 Grant Amendment
 - Not anticipating using all of funding allocated to the Executive Director line item. \$40,000 in grant budget, but only anticipate a max of \$23,300 through 9/30/23, leaving \$16,700 to potentially shift to another line item.
 - Had discussions with SHSO regarding whether an amendment to shift funds from the Executive Director line item to another line item requires an amendment.
 - Considering potential other uses of the \$16,700.
- Learning VHSA Systems/Processes
 - GEARS training/learning and submitted February invoice
 - Learning website maintenance techniques

Upcoming Activities

- FFY24 Grant Application
 - Notice of Funding Opportunity released on 3/28 and grant applications are due by 2:00 PM on Thursday, May 4th
 - Allison LaFlamme noted that equity and community engagement should be included in grant applications.
 - Stephanie Busch mentioned the need for intentional professional development in the area of equity and consideration of what that looks like in Vermont.
- Evaluate Facebook options and re-start social media posting
 - Current Facebook page is not working properly
 - Reviewing options to transition to a business page, but do not want to lose followers or content we already have established.
- Review/Revise VHSA Bylaws
 - The current bylaws were most recently updated in December 2021 and can be found here [Documents — Vermont Highway Safety Alliance](#)
 - It is my understanding some revision is desired.
 - Seeking input from Board members on potential changes/updates.
 - Hoping to bring list of potential adjustments to the June Board meeting.

- Re-Start Monthly Newsletter
 - Planning to issue a newsletter in May or June.
 - Please send me any noteworthy news you or your organization would like to share!
- Vermont Electric Coop Community Fund
 - VEC offers grants ranging from \$100-1,000 to support Vermont non-profits
 - Brainstorming ideas to link VEC work to VHSA. I have been thinking about something related to EVs as electric utilities are encouraging their customers to purchase EVs. Is there a EV highway safety connection we could work on using VEC grant funds?
 - Upcoming application submission dates are June 30th and September 30th.

Upcoming Events

- AAA Distracted Driving Awareness Day – Saturday, May 13th on the Church Street Marketplace, Burlington
- Vermont Driver & Traffic Safety Education Association Conference – May 23rd at VTC
- National Night Out – Essex on August 1st as well as in other communities.
- Champlain Valley Fair (August 24-September 3) – Cost remains the same as 2022 (\$5,280) with a deposit of \$1,500 to reserve our place.

9:50 VHSA Annual Conference Planning

Meredith Dolan noted that the Department of Health has agreed to allow VHSA to co-host its annual conference at the EMS conference planned for October 2023. Meredith indicated she would send out an online survey to get Board and partner feedback on conference options.

10:00 Lake Monsters Sponsorship/Activities for 2023 Season

Meredith Dolan indicated the same program is available as last year for the same cost (\$3,000), which includes a 60-Second “Spot” at each home game and 3 concourse tabling opportunities. The Board indicated support for signing up for the same program as last year.

10:10 Accountant Engagement - 2022 VHSA Tax Preparation

Meredith Dolan Meredith Dolan indicated Associates in Accounting have prepared a proposal to complete VHSA’s 2022 tax filing. They anticipate filing an extension before the May 15th deadline due to their workload. Total cost is \$940 or \$921.20 with prepayment. Lt. Al Fortin made a motion to retain Associates in Accounting to prepare VHSA’s 2022 tax filing. Evelyn McFarlane seconded and the motion passed.

10:15 VHSA Mailing Address – Establish PO Box

Meredith Dolan

Meredith Dolan explained that VHSA needs to transition away from using State of Vermont addresses as its business address. One option is to establish a PO Box for

VHSA. The Board indicated support for obtaining a PO Box to use as VHSA's business mailing address.

10:20 Crash Statistics & Trends

Mandy Shatney provided an updated on the latest Vermont crash statistics.

10:25 Partner Updates

JamieLee Bedard noted there will be a DRE school in June in Burlington.

Allison LaFlamme discussed the SHSO's event at Milton High School, noting there was great press coverage and engagement with 50-75 students. She mentioned FFY24 grants have a due date of 5/4. She also mentioned the SHSO will be working on a new triennial safety plan and that they are working on conference to be held this summer.

Dan Goodman mentioned that he has been working on planning for the Distracted Driving Safety Day on May 13th as well as a 4/20 campaign.

MaryCatherine Graziano indicated Local Motion has been working on Safe Routes to School, including Bike Smart outreach and working with Burlington High School.

Lt. Al Fortin discussed upcoming classes around Vermont to become a child safety seat technician as well as the May 22nd Click-it or Ticket event in Alburgh.

Abby Beerman shared information about Kids Fest health and safety topics, including helmet distribution and bike skills. She also discussed peer-to-peer training on distracted driving.

Barb Brody mentioned the upcoming VDTSA conference at VTC in Randolph on May 23rd.

10:30 Adjournment

Lt. Al Fortin made a motion to adjourn. Ann Gammell seconded and the motion passed.