



LOUISIANA DEPARTMENT OF INSURANCE

JAMES J. DONELON
COMMISSIONER



MEETING MINUTES

LOUISIANA AUTOMOBILE THEFT & INSURANCE FRAUD PREVENTION AUTHORITY

Tuesday, January 13, 2015 10:00 am
Plaza Hearing Room
1702 North Third Street, Poydras Building
Baton Rouge, Louisiana

Members present: Warren Byrd, David Clements, Cleve Franklin, Thomas Jeter, Donnie Ladatto, Jr., Thomas McCormick, Don Resweber, Jeff Watts

Members absent: Terrance Apple, Richard Hagey, Mike Huval

Staff present: Jeffrey Zewe, Kevin Smith

Chairman Byrd called the meeting to order at 10:07 am.

Mr. McCormick informed the Board members that Attorney General Caldwell was appointing Jeremy Gathe to the Board of Directors as a replacement for Terrance Apple. Mr. Gathe is an Assistant Attorney General in the Public Protection Section. Mr. Gathe was in attendance and remarked that he is excited to join the Board.

Mr. McCormick moved to approve the minutes of the December 10, 2014 meeting. Mr. Franklin seconded the motion. After allowing for public comment, of which there was none, the minutes were approved without objection.

Allen Applewhite gave a report on behalf of the NICB. Mr. Applewhite obtained an estimate for equipment necessary to prepare the F-250, donated by GEICO, for service as a bait vehicle. In accordance with the estimate from Covert Track Group, Inc., Mr. Franklin moved to authorize the purchase of said equipment. Said expenditures not to exceed \$7,100. Mr. Watts seconded the motion. After allowing for public comment, of which there was none, the motion was approved without objection.

Mr. Zewe reported on the LATIFPA budget. The report was accepted as given.

The Board reviewed the video submission received from The Dunham School in the Protect My Ride: Louisiana High School Video Competition. Mr. McCormick moved to accept the steering committee's selection of The Dunham School as the competition winner and authorize expenditures, not to exceed \$19,000, for advertising expenses associated with publication of the



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video. Mr. Resweber seconded the motion. After allowing for public comment, of which there was none, the motion was approved without objection.

Mr. Zewe discussed plans for public awareness efforts for the remainder of the fiscal year. The plan includes airing the LATIFPA “Insurance Fraud Is a Crime, Just Don’t Do It” commercial in the New Orleans and Shreveport markets. Mr. Franklin moved to authorize expenditures, not exceeding \$40,000, for advertising expenses associated with this effort. Mr. Jeter seconded the motion. After allowing for public comment, of which there was none, the motion was approved without objection.

Mr. Smith discussed educational and community outreach efforts. He discussed LATIFPA’s inability to purchase promotional items, which purchase was authorized by the Board on December 10, 2014. Mr. Smith discussed LATIFPA’s plan to register for and participate in the “Life Begins at 50” Senior Expo to be held in Baton Rouge this spring.

Mr. Franklin moved that the Board allow for consideration the authorization of expenditures in connection with the Expo event discussed by Mr. Smith. Mr. Clements seconded the motion. After allowing for public comment, of which there was none, the motion was approved without objection.

After a discussion of LATIFPA’s intended role in the Expo and the benefits of participating, Mr. Franklin moved to authorize expenditures, not to exceed \$4,000, for costs associated with LATIFPA’s registration and participation in said event. Mr. Ladatto seconded the motion. After allowing for public comment, of which there was none, the motion was approved without objection.

Mr. Zewe announced that he would poll the Board to determine member availability for a Board of Director meeting sometime in early April.

With no further business, Mr. Byrd moved to adjourn the meeting. Mr. Resweber seconded the motion. Without objection, the meeting was adjourned at 10:54 am.