

Online Insurance Verification System Advisory Council

Meeting Minutes for Wednesday, September 19, 2012

Members Present: Jay Starling, The Honorable Luke Cooley, Greg Erath.

Members Present via Conference Call: The Honorable Greg Tucker, Ginger Johnson (for Jeff Bradwell), George Cooper, Cpl. John Hall (for Michael Robinson).

Members Absent: Ken McFeeters, Harvey Fischer, Alex Hageli, Jeff Bradwell, Michael Robinson, Charles Angell, Julie Magee, Ken Needham.

Others Present: Sherry Helms, Mike Gamble, Brenda R. Coone, Lt. Frost, Valerie Jernigan.

Call to Order: The meeting was called to order at 10:07 a.m. by Mr. Jay Starling.

Roll Call

Mr. Starling conducted the roll call.

Approval of August 15, 2012 Meeting Minutes

The minutes were approved with no corrections.

OIVS Public Awareness Campaign Update

RADIO

- Two :30 spots have been recorded as well as a separate PSA
 - o PSA will be voiced by local talent at each station
- Skywatch traffic reports began week 9/3/12 in Montgomery, Huntsville & Mobile
- 1 spot/week on each Auburn & Alabama pre-/post-game shows
- Radio began 2-3 stations per market on 9/17 will ramp up to over 35 stations state-wide by 11/1 and will continue through 1/31

DIGITAL

- AL.com
 - o Digital ads have been running since Aug. 1 on home page, rest of site, extended reach network and Facebook
 - o we also have ads running on AL.com mobile
- Montgomery Advertiser
 - o Digital ads began running 9/3 and will continue through 1/31
 - o in Nov, Dec and Jan we will also have a large billboard ad running for an entire 24 hour period that everyone who visits the site will see
 - o We will have 2 print ads in the paper on 12/29 and 1/5 (bonus)
- Gadsden Times
 - o Digital ads began running 9/17 and will continue through 1/31
- Opelika-Auburn News
 - o ads began running 9/17 and will continue through 1/31
 - o In addition we will have one sliding billboard per month (bonus)
- Dothan Eagle
 - o ads began running 9/17 and will continue through 1/31
 - o In addition we will have one sliding billboard per month (bonus)

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- Tuscaloosa News
 - o ads began running 9/17 and will continue through 1/31
 - o In addition we will have one sliding billboard per month (bonus)

BILLBOARDS

- Currently have billboards up as follows (will continue through 1/31)
 - o Birmingham (2 boards)
 - o Montgomery (2 boards)
 - o Auburn-Opelika (1 board)
 - o Huntsville (2 digital boards – 1 bonus)
 - o Madison (2 digital boards – 1 bonus)
 - o Mobile (1 digital board)
 - o Tuscaloosa (1 board)
 - o Decatur (1 digital board)

Billboard Locations

Birmingham - I-59N W lane .6mi S of Tallapoosa Exit facing S

Birmingham - I-65 W lane .1mi S of 89th Ave N

Montgomery - S/S 1-85 East of Ann Street facing E

Montgomery - N/S ATL HWY W of Forest Hills Dr facing E

Auburn/Opelika - N/S 1-85 .5mi E of Exit 51 #1 facing W

Huntsville - S. Memorial Parkway East lane (digital)

Huntsville - HWY 72 W SL .2mi E of Hughes (digital)

Mobile - W/S 1-65 5th S/O Hwy 45 facing N (digital)

Tuscaloosa/Northport - US 82 N/L 800' East of US 43

Decatur City - AL 67 N/L .1mi N or Sandlin facing E (digital)

Madison - I-565 S lane .6mi W of Zierdt Rd. facing W (digital)

Madison - HWY 20 N lane .2mi E of Wall Triana (digital)

TELEVISION

- Commercial/PSA production in progress
- Shoot scheduled in Birmingham for Weds. 9/19 with Sgt. Steve Jarrett of DPS
- State-wide Broadcast & Cable TV will begin 11/7 and run through 1/31

WEBSITE & SOCIAL MEDIA

- Website address alias "BeSureToInsureAL.com" created
 - o To date, website has had approximately 1,200 visits, 1,066 unique visitors & 1,396 page views
- Be Sure to Insure Facebook page (www.facebook.com/BeSureToInsureAL)
 - o 19 likes (cannot access other analytics until we get 30 likes)
 - o We have been consistently posting articles and press
- Twitter page (www.twitter.com/BeSureToInsure)
 - o 20 followers
 - o We have been consistently posting articles and press

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The department updated the liability insurance brochure and placed the updates on the websites. One thousand (1,000) brochures were delivered to the Department of Public Safety (DPS) on September 18, 2012. The brochures will be distributed to state troopers.

Judge Cooley asked that DPS distribute brochures to driver license customers as a way to improve public awareness of the changes in the law. DPS representative said they would be interested in distributing the brochures in the driver license offices.

Commissioner Magee is speaking to several civic groups throughout the state about the changes in the law and she is distributing brochures at each meeting.

OIVS Pilot Update

The pilot counties meet via conference call on September 11, 2012. Fifty-three (53) of the sixty-seven (67) counties are using the new registration database layout which includes the NAIC and policy numbers. The deadline for all counties to begin using the new layout is October 15, 2012. Use of the new file layout is critical for OIVS testing.

Insurance Data Transfer Update

The next book of business upload from insurers is due next month. Ms. Helms is working with DPS to identify the self-insured registrants. They will be identified in the registration database so that they will not be verified through the OIVS web service.

OIVS Web Service Update

There are currently twenty-five (25) counties using the OIVS web service with two insurers currently live (ALFA and State Farm). Allstate should be live by October 8, 2012. To date, there are currently 15,000 web serve calls using the OIVS.

Greg Erath has reported that Chartis is experiencing some issues with the 2005 schema. Charts is continuing to work with the programmers because there are some security issues with the 2005 schemas. ALFA and State Farm both use the 2008 schemas. Ms. Johnson provided the contact information for the ALFA programmer who may be able to assist Chartis.

Mr. Cooper reported that the IICMVA is considering standardizing the wsdl for insurers to use for the OIVS web service to address the concerns insurers are experiencing. Adopting the Alabama wsdl is still under consideration.

New Business

Mr. Cooper lead a discussion on lessons learned from other jurisdictions attempting to adopt the IICMVA model in some form. He cautioned the department to be sure that the OIVS has the ability to search all NAIC numbers for each insurance company and not just the NAIC number provided by the registrant.

The next meetings of the advisory council is scheduled for Wednesday, October 24, 2012 at 10:00 a.m. A face to face meeting will be held in the Gordon Persons Building, Room 4112. A meeting invitation will be sent to all council members.

The meeting was adjourned by Mr. Starling at 10:40 a.m.

Respectfully submitted by Brenda R. Coone