

Online Insurance Verification System Advisory Council

Meeting Minutes for Thursday, November 15, 2012

Members Present via Conference Call: Julie Magee, Jay Starling, Patrick Davenport (for The Honorable Luke Cooley), The Honorable Greg Tucker, Ginger Johnson (for Jeff Bradwell), Alex Hageli, Lori Biscaglia (for Ken Needham), Loren McGlade (for Greg Erath), Charles Angell, Cpl. John Hall (for Michael Robinson).

Members Absent: Ken McFeeters, Harvey Fischer, Michael Robinson, Jeff Bradwell, Greg Erath, George Cooper, Ken Needham, The Honorable Luke Cooley.

Others Present: Lt. Frost, Daniel Urquhart, Valerie Jernigan, Sherry Helms.

Call to Order: The meeting was called to order at 10:03 a.m. by Jay Starling.

Roll Call

Mr. Starling conducted the roll call.

Approval of October 24, 2012 Meeting Minutes

The minutes were approved with no corrections.

OIVS Public Awareness Campaign Update

TELEVISION

Television ads started running last week in all markets of the state.

WEBSITE & SOCIAL MEDIA

The website address alias "BeSureToInsureAL.com" is receiving around 1,000 views per month on average. Visits to the website have increased as the campaign has been running and now there are around 200 visits per week. The average time spent on the website is 42 seconds per visit.

Jay met with the Independent Insurance Agents November 14, 2012 and reported that several insurers are providing a link to the YouTube channel video (<http://www.youtube.com/user/BeSureToInsureAL>) from their websites. The presentation was recorded.

OIVS Pilot Update

A conference call meeting was held with pilot counties and their IT staff on November 13, 2012. During this meeting, the department previewed the webinar that will be presented to the county licensing officials' offices providing information on the MLI law changes affecting their offices. A memo was sent out on November 13th to all license plate issuing officials, county system vendors, and ADOR district coordinators providing dates and information for registering for the webinars. The dates of the webinar are 11/20, 11/27, 12/11 and 12/18. The memo also informed county officials that the department will host a face to face meeting on December 4th regarding the MLI law changes.

Insurance Data Transfer Update

The number of records received from the book of business downloads received from insurers remains at 3.2 million records out of a possible 4.2 million possible records. The department continues to provide VIN error reports to insurers in response to their book of business files submitted. The department received the 4th of five books of business from insurers last month. The department will receive the final book of business in January 2013.

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OIVS Web Service Update

There are currently forty-one (41) counties on the OIVS web service with four (4) insurers currently live (ALFA, Allstate, State Auto, and State Farm). Ten (10) insurers are ready for production and the department is awaiting notification from these companies when they are ready to go live. The department will follow up with these insurers to determine the date that they will move OIVS into production. Of these ten insurers, two (2) third-party vendors (ISO and Lexis Nexis) will provide OIVS web services for approximately 70 insurers. The department is assisting several other insurers with the implementation of the OIVS web service. To date, there have been over 340,000 web service calls using the OIVS with an increase in web service calls at the end of the month to coincide with vehicle registrations.

New Business

Jay provided the Law Enforcement Video to the council members before the meeting and requested input/comments. Some council members were unable to view the video prior to the meeting. Jay informed the members that once he has their approval of the video, it will be provided to the law enforcement community through the law enforcement distribution network.

The next meeting of the advisory council is scheduled for Wednesday, December 19, 2012 at 10:00 a.m. The meeting will be held via conference call. A meeting invitation, agenda and today's meeting minutes will be sent to all council members.

The meeting was adjourned by Ms. Magee at 10:32 a.m.

Respectfully submitted by Sherry Helms