

**Governor's Motorcycle Advisory Council  
Virginia Economic Development Partnership  
(Riverfront Plaza)  
April 10, 2007  
10:00 a.m. – Noon**

**DRAFT**

**Council Members Present:**

Richard Becker	Bruce Biondo
Marquita Brooks	Dale Coyner
Bob Crouch	Charles Finley
Richard Holman	Keith Lindgren
Joe Marshall	John Mazza
Tom McGrath	Rick Richardson
Charles Talley	Shawn Walker

**Guests Present:**

Glennadine Gouldman with Motor Maids of North America  
Roger Gouldman  
Steven Witmer, Assistant Attorney General

**Council Members Absent:**

Bernard Adams	Chief Charles Bennett
James Cannon	Captain Richard Denney
Sheriff Steve Draper	Ralph Earnhardt
Melissa Franklin	Secretary Gottschalk
Julia Hammond	Mark Hodges
Secretary Homer	Pam Jewell
Secretary Marshall	Delegate Nixon
Senator Puckett	James Ramsey
Patrick Sanders	Lora Sharkey

**Greetings**

Chair Bob Crouch welcomed and thanked everyone for attending. He also acknowledged VEDP for hosting the meeting and arranging for the guest speaker.

**Introductions & Roll Call**

Introductions and roll call concluded. Representation was sufficient for a quorum.

**Council Business**

The Chair asked Council to review and approved minutes from March 15, 2007 meeting. Minutes were approved with no changes.

Website: Has been updated and all files have been converted. No questions from floor.

Tourism: Julia Hammond was not present to give formal report. Various committee members offered tourism related information.

- Dale Coyner is featured in the most recent issue of *Rider* magazine.
- *Blue Ridge Magazine* had 2 articles promotion motorcycling in the region and the council website is also mentioned.

Housing of Funds: Group discussed the need for a 501c3 (non-profit) organization to deposit any Committee fund-raising revenue. Keith Lindgren offered that his organization, MSLVI, is a non-profit organization and that he would be willing to set up a sub-account for any funds this committee may need to deposit. He would provide a regular monthly accounting to the Finance Committee.

### **Committee Reports**

Tourism: as stated above.

Economic Development: Rick Richardson noted that a comprehensive contact program is on-going and shared a draft letter from Governor Kaine to the motorcycle industry.

Safety: Keith Lindgren and Bruce Biondo discussed the need for this committee to concentrate on motorist awareness and getting the PSA out. In initial target areas of NOVA and Roanoke, the PSA was well received. It was noted that Danville Harley asked for a copy of the PSA, which will be provided once media type is confirmed. (cd, vhs, beta)

Bruce did offer that it is too late in the year to apply for federal funding for 2007 to assist in motorist awareness training but that he would do so when RFP's are available for the FY2008 cycle.

Keith Lindgren offered that we should enlist the assistance of organizations such as GWRRA and MSF who also provide motorist awareness activities at no or reduced costs to civic organizations.

Bruce suggested that perhaps DMV could place an insert in driver's license renewals.

Tom McGrath noted that there is a law that requires high school rider education programs to provide motorcycle safety in their curriculum. Steve Witmer also pointed out that private contractors of driver improvement classes should also be contacted.

Marketing/Communications: Dale Coyner announced that the Governor has/will sign his annual proclamation for May, Motorcycle Awareness Month.

Finance: Charles Finley handed out minutes of the finance committee meeting on April 6 (see attached). He also handed out a fundraising proposal for a "Governor's Motorcycle Tour of Virginia" for membership discussion. (see attached).

General discussion about the proposal ensued attendees offering opinions and suggestions about organizing and executing the event.

**Presentation**

Mr. Paulo Timoni, CEO of Piaggio Group Americas, presented their company's program for reducing America's gas consumption through behavioral change. Copy of powerpoint presentation is attached.

**Public Comment**

None.

**Date of Next Meeting**

Wednesday, June 13, 2007 at 8:30 a.m. at the Sheraton Park South Hotel, site of the Annual Conference on Transportation Safety.

**Meeting Adjourned**