

# Governor's Motorcycle Advisory Council

DMV

12/11/07

10:00a.m. – Noon



[www.motorcycleva.com](http://www.motorcycleva.com)

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**Chair:** Robert P. Crouch, Jr.

**Recording Secretary:** Audrey Odum

***Council Members:***

Robert Crouch	Bernard Adams	Bruce Biondo
Richard Becker	Graeme Bisdee – New VHTA Rep	
Jim Cannon	Dep. Sec. Ralph Davis for Sec. Pierce Homer	
Dale Coyner	Capt. Richard Denney	Sheriff Steve Draper
Melissa Franklin	Richard Holman	Pam Jewell
Keith Lindgren	Sec. John Marshall	John Mazza
James Ramsey	Rick Richardson	Chuck Talley

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***Council Members***

***Absent:***

Chief Charles Bennett	Marquita Brooks	Charles Finley
Sec. Pat Gottschalk	Mark Hodges	Richard Lewis- New VTC Rep.
Joseph Marshall	Tom McGrath	Del. Samuel Nixon, Jr.
Sen. Phil Puckett	Patrick Sanders	Lora Sharkey - Resigned
Shawn Walker		

***Special Guest:***

DMV Commissioner D. B. Smit  
Lt. Col. Robert Northern – SP

**Greetings**

Chair Bob Crouch welcomed and thanked everyone for attending. The Chair recognized council member Secretary John Marshall and Deputy Secretary Ralph Davis representing Secretary Pierce Homer along with special guest Commissioner Smit and Lt. Col. Northern. He also recognized Cheryl Lynne from the Research Council.

**Introductions & Roll Call**

Chair Bob Crouch did roll call. Representation was sufficient for Quorum.

**Approval of Past Minutes**

The Chair asked Council for approval of both August and October 2007 minutes. Minutes approved with no amendments.

Chair Bob Crouch expressed concern with the rising motorcycle fatality rate. Discussed the five standing committees within the Councils body. He recognized that our special guests today were present to also address motorcycle issues and turned the floor over to Commissioner Smit.

Commissioner Smit addressed strategies that DMV & the Virginia Highway Safety Office were discussing in addressing the rising fatality rates. Some of the areas mentioned were:

- Training
- Testing
- Enforcement
- Public Awareness

Commissioner Smit shared information on Virginia’s Highway Safety Challenge and the partnership between the Virginia State Police, Virginia Department of Transportation and Virginia Department of Motor Vehicles.

Lt. Col. Northern concurred with the Commissioners’ comments and discussed the problems law enforcement encounter with the motorcycling public. Lt. Col. Northern also mentioned that a committee has been formed within State Police to address motorcycle issues.

Both the Commissioner and Lt. Col. offered support to the Council and asked for comments and feed back on addressing this rising problem.

Chair Bob Crouched asked Cheryl Lynn to present the Research Councils analysis on the recent spike in motorcycle fatalities.

Lots of questions and dialogue following both presentations. (See attached breakdown.)

**Action:** Research Council to continue analyses of motorcycle crashes and fatalities. Report to include data on:

- Motorcycle Ownership
- Motorcycle Travel (Miles traveled if available.)
- Motorcycle Type

**Action:** Council requested a breakdown on fatalities for the age category of 30-49. (DMV)

**Committee Reports**

**Tourism:**

Richard Holman along with Graeme Bisdee from VHTA discussed different options of advertisement on behalf of the Motorcycle Council. The Virginia Hospitality & Travel Guide magazine was presented as an option.

**Economic Development:**

Rick Richardson stated he had no current update.

**Safety:**

Keith Lindgren discussed briefly future initiatives to help with promoting safety within the motorcycling community. Bruce Biondo mirrored Keith's comments and mentioned a recently awarded motorcycle grant that would assist with addressing some of these issues. Some of these strategies include:

Public Service Announcements  
Advance Rider Training Course  
Instructional Video – "Riding Beyond Your Ability"

Chair Bob Crouch asked that consideration be given to use the initial PSA that is currently on the [www.motorcycleva.com](http://www.motorcycleva.com) website in the production and rollout of any new motorcycle PSAs.

**Marketing / Communications:**

Dale Coyner furnished a brief demo of the newly redesigned [www.motorcycleva.com](http://www.motorcycleva.com) website and requested any input from the motorcycling community. Dale pointed out a new area within the site that reads NEWSLETTER. Names, e-mail addresses, etc. can be obtained in this area and it will allow for mass communication amongst interested parties.

**Finance:**

Charlie Finley was unable to attend. Dale Coyner mentioned that he had discussed with Charlie other options for production and distribution of the motorcycle t-shirt. Dale will be contacting several vendors and production sources for this project.

Keith Lindgren handed out a financial update sheet prepared by Charlie Finley

**New Business from Floor**

None

**Public Comment**

None

**Future Meeting(s)-**

February 13, 2007  
DMV Headquarters

**Meeting Adjourned**