

Governor's Motorcycle Advisory Council

DMV

12/12/06

10:00a.m. – Noon

D R A F T



www.motorcycleva.com

Chair: Robert P. Crouch, Jr.

Recording Secretary: Audrey Odum

Council Members:

Robert Crouch	Bernard Adams	Bruce Biondo
Jim Cannon	Dale Coyner	Sheriff Steve Draper
Sgt. C.D. Jessee for Capt. Denney		Ralph Earnhardt
Charles Finley	Melissa Franklin	Julia Hammond
Mark Hodges	Richard Holman	Keith Lindgren
Joseph Marshall	Sec. John Marshall	John Mazza
James Ramsey	Rick Richardson	Chuck Talley

Guest:

Elizabeth Gilboy w/Community Design Assistance Center, VA Tech
Glennadine Gouldman w/Motor Maids of North American
Roger Gouldman
Pam Jewell, VA State Police

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Council Members

Absent:

Richard Becker	Chief Charles Bennett, Jr.	Sec. Pat Gottschalk
Sec. Pierce Homer	David Jennings	Tom McGrath
Del. Samuel Nixon, Jr.	Sen. Phil Puckett	Patrick Saunders
Lora Sharkey	Shawn Walker	

Greetings and Introductions

Chair Bob Crouch welcomed and thanked everyone for attending.

Roll Call

Chair Bob Crouch called roll. Representation was sufficient for Quorum.

Council Business

The Chair asked Council to review and approve minutes from August 8 and October 10, 2006 meeting. Minutes approved with no changes.

Committee Reports

Tourism: Julia Hammond reviewed estimates she had received on the development and producing of a Motorcycle Brochure. Target distribution locations would be Welcome Centers and Rest Areas. Ralph Earnhardt will explore funding through tourism.

In order to promote the Motorcycle Council and its mission, it was suggested that motorcycle information (PSA and Brochure) be made available for upcoming events.

Economic Development: Rick Richardson furnished a brief overview on using the tele-marketing industry to explore opportunities in the motorcycling communities. He discussed Virginia's Motorcycle Industry Initiative and what Virginia can/should do to be a more attractive location for the industry. Will continue to identify resources within the motorcycling community that could add value to this Council.

Safety: Keith Lindgren discussed responses on e-mail requesting input on how the safety committee wanted to proceed in 2007. Several noted replies:

- Continue to seek resources to promote the PSA.
- Meet with the new VDOT Commissioner to address the Council's goals and objectives and to review previous commitments from VDOT relating to motorcycle safety.

Action: Keith to furnish Chair Bob Crouch with brief overview of noted items and the Chair will discuss at upcoming meeting.

Bruce Biondo will continue to explore funding opportunities through the National Highway Traffic Safety Administration for any grant funding that would cover airtime for the PSA.

Marketing / Communications: Dale Coyner furnished sample of the new *Virginia is for motorcycle Lovers* ♥® sticker. Dale also shared the DRAFT letter that was being prepared that would be sent to area business, etc. promoting motorcycling in VA. An overview of the website was furnished and the future goal of redesigning the visual presentation on front page was discussed. Target date of April 1st, beginning of the motorcycle season is Committees goal. Dale also suggested that a newsletter targeting the motorcycle rider on the website would be a great avenue to pursue.

Action: Small group to explore opportunities with key communication advocates to assist with promoting the Council and its mission. (i.e.: VA Association of Broadcasters / VA Outdoor Advertising)

Finance: Charlie Finley reviewed Committee finance needs that surfaced, and discussed ways to secure funds. Discussion continued on the appropriate housing for funds received.

- Brochure \$12,000 year
- Website \$ 2,000 year
- TV Spots \$ _____ ?
\$15,000 to 20,000 a year

Legislation

Jim Cannon discussed and summarized the DRAFT Summary of SUBSTITUTE for HB 280.

Chair Bob Crouch has drafted a new Executive Order covering the Motorcycle Council that is being sent forward. This order will allow for continuation of the Council.

New Business from Floor

Bruce Biondo discussed briefly license issues surrounding the curriculum used for motorcycle safety training. Currently DMV has approved the Motorcycle Safety Foundation Curriculum and the Sidecar/Trike Education Program by Evergreen Safety Council. DMV request the support of the Motorcycle Council and the Board of Transportation Safety to continue using this curriculum as the only approved curriculum for the state of Virginia.

Chair Bob Crouch mentions the possibility of hosting a 2007 Conference. Committee senses was not to pursue in 2007. Previous suggestion on furnishing an award for contributors / participants in one of the assigned Committee areas was thought to be a good idea. Sub-Committee consisting of Dale Coyner, Julie Hammond and Sgt. Dan Jesse will seek an approach to creating this awards program.

Sgt. Dan Jesse shared with the Council a MotorCops calendar. This calendar covers the motorcycle officers across America and serves as a special tribute to two officers appearing in the Calendar that were killed in the line of duty. Funds from the sale of this calendar will support the families of fallen officers.

Public Comment

Elizabeth Gilboy, Director of Community Design Assistance Center came to advise the Board about their Summer 2007 Conference which will focus on "Lost" Communities of Virginia's Blue Ridge. She asked if the Council would be interested in serving on the conference committee and have the opportunity to promote the Council during the conference. Council agreed. Several members in the Southwest will assist.

Glennadine Gouldman with Motor maids of North American advised the Board about that the PSA was now on their website and offered future assistance.

Future Meeting(s)- February 13, 2007
DMV Headquarters
Richmond, VA