

Draft Minutes
Communication and Consumer Affairs Committee
September 26, 2007

The meeting was called to order at 2PM.

In attendance:

Cary Coleman, Chair
Randy Seibert, Vice Chair
Mark Sawyers
Ben Foster, Executive Director

Members absent:

Vinay Patel
Andy Alvarez

Others Present:

Matt Benka, Spotts Fain
Dan Drummond, Powell Tate

The prior minutes were adopted.

Old business:

Mr. Foster suggested that the committee compare the public relations consulting proposal from Powell Tate to proposals from other PR firms.

Mr. Foster also stressed that budgetary concerns be strongly considered in light of the Governor's directive regarding the Commonwealth's budgetary shortfall.

Mr. Foster recommended that the committee seek advice from Pam Goheen, Director of Information at DMV.

Public comment:

Mr. Drummond with Powell Tate reviewed his firm's proposal for services offered to the Board.

Mr. Benka recommends the Board consider a professional media campaign coordinated by Powell Tate, collaborating with Mr. Foster. Mr. Benka also suggested that Powell Tate would be a good source to help expand our list of identified towers in Virginia.

Mr. Benka suggested that Mr. Foster solicit three "Requests for Qualifications" for such services.

New Business and general discussion of the committee members included the following:

The committee would like for Mr. Foster to explore options and RFQ solicitation. The committee asked Mr. Drummond to submit a revised proposal focused on a plan to identify and contact towing companies. Such a proposal should include a la cart pricing listing costs for the cost of press releases, two mailings, and further quarterly mailings.

Mr. Seibert produced a listing of contact information for all media outlets in Virginia. The Board can use this list to issue press releases.

The committee would like for Mr. Foster to design a postcard sized florescent orange or red card stock mailer warning notice alerting recipients that immediate action is required for them to receive information from the Board regarding the upcoming laws and regulations. This mailing should be sent to all automotive services related businesses identified in a previous search.

The committee adjourned at 2:40PM.