

# Governor's Motorcycle Advisory Council

DMV

02/13/08

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:***

Bernard Adams	Richard Becker	Bruce Biondo
Graeme Bisdee – New VHTA Rep		Marquita Brooks
Jim Cannon	Dep. Sec. Ralph Davis for Sec. Pierce Homer	
Dale Coyner	Sgt. Jessee for Capt. Richard Denney	
Sheriff Steve Draper	Charles Finley	Mark Hodges
Alleyn Hanard for Sec. Patrick Gottschalk		Richard Holman
Pam Jewell	Keith Lindgren	Joseph Marshall
John Mazza	Tom McGrath	Sen. Phil Puckett
James Ramsey	Rick Richardson	Patrick Sanders
Chuck Talley		

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***Council Members***

***Absent:***

Chief Charles Bennett	Robert Crouch
Melissa Franklin	Richard Lewis- New VTC Rep.
Sec. John Marshall	Del. Samuel Nixon, Jr.
Lora Sharkey – Resigned	Shawn Walker

***Special Guest:*** DMV Commissioner D. B. Smit

**Greetings**

Acting Chair James “Jim” Cannon represented Chair Bob Crouch in his absence. Jim welcomed and thanked everyone for attending. He recognized and ask special guest Commissioner Smit for remarks. Commissioner Smit thanked the members for taking time from their schedules to sit on this Council. He addressed the continued concern with the motorcycle fatality rate and again offered support in addressing the problem.

**Introductions & Roll Call**

Acting Chair Jim Cannon did roll call. Representation was sufficient for Quorum.

### Approval of Past Minutes

Acting Chair asked Council for approval of December 2007 minutes. Minutes approved with no amendments.

### Council Business

Acting Chair mentioned that the Governor has signed an Executive Directive 9 (2008) extending the Governor's Motorcycle Advisory Council. More details forthcoming.

MaryAnn Rayment with the Virginia Highway Safety (VAHSO) at DMV discussed future PSA's relating to the motorcycling community. Other topics were discussed relating to:

Motorcycle Crashes	Advance Rider Education	Law Enforcement Involvement
Partnerships	Target Audience	Hands on Outreach

**Action:** Staff to check on getting a link to the MotorcycleVa website on the VAHSO webpage. (DONE)

Senator Puckett arrived and the Acting Chair turned floor over for remarks. The Senator thanked the Board for their dedication to motorcycle safety and that he has been impressed with the Council's efforts.

### Committee Reports

#### **Tourism:**

Richard Holman mentioned that Virginia Hospitality has expressed interest in being linked with the MotorcycleVa website. Also Holland Chamber of Commerce has expressed interest. Committee will continue to seek other opportunities.

#### **Economic Development:**

Rick Richardson stated he continues to identify economic opportunities and continues to keep an eye on the Asian market.

#### **Safety:**

Keith Lindgren indicated that the safety committee has been working closely with DMV on the motorcycle PSA's and concurred with MaryAnn's presentation.

#### **Marketing / Communications:**

Dale Coyner gave an overview of the newly redesigned [www.motorcycleva.com](http://www.motorcycleva.com) website. Requested Council to provide pictures relating to motorcycling, etc. to enhance the picture rotator on site. Dale discussed expanding resources and building up newsletter base. Names, e-mail addresses, etc. can be obtained in this area and it will allow for mass communication amongst interested parties.

Chuck Talley suggested finding ways to address young drivers on the website. Steve Draper mentioned the Nextel Race and the opportunity to promote the website and get information out on the Council.

Dale also showed a slide of the motorcycle t-shirt. Discussed target date for completion and availability options.

**Finance:** Charlie Finley furnished an updated financial report and discussed possible future opportunities for funding. Charlie discussed the proposed Governor's Motorcycle Ride/Tour of Virginia.

**Action:** Check with Bob Crouch on approval for the ride/tour

Acting Chair briefly discussed several bills that were being addressed in this year's General Assembly. (HB1557 & HB48)

**New Business from Floor**

None

**Public Comment**

None

**Future Meeting(s)-**

April 9, 2008  
DMV Headquarters

**Meeting Adjourned**