

Governor's Motorcycle Advisory Council

DMV – Richmond, VA

10/10/06

10:00a.m. – Noon



www.motorcycleva.com

Chair: Robert P. Crouch, Jr.

Recording Secretary: Audrey Odum

Council Members:

Richard Becker	Bruce Biondo	Jim Cannon
Dale Coyner	Ralph Earnhardt	Charles Finley
Julia Hammond	Richard Holman	Keith Lindgren
Joseph Marshall	Tom McGrath	Jay Langston for Rick Richardson
Chuck Talley	Shawn Walker	

Guest:

Glennadine Gouldman w/Motor Maids of North American
Liz Schmidt w/Motor Maids of Virginia
Pam Jewell, VA State Police

Council Members

Absent:

Bernard Adams	Chief Charles Bennett, Jr	Robert Crouch
Capt. Richard Denney	Melissa Franklin	Sec. Pat Gottschalk
Mark Hodges	Sec. Pierce Homer	David Jennings
Sec. John Marshall	John Mazza	Del. Samuel Nixon, Jr.
Sen. Phil Puckett	James Ramsey	Patrick Saunders
Lora Sharkey		

Greetings and Introductions -

Council member Dale Coyner substituted for Chair Bob Crouch in his absence. Dale Coyner welcomed and thanked everyone for attending the fifth official meeting of the Governor's Motorcycle Advisory Council.

Roll Call -

Dale Coyner called roll. Representation was not sufficient for Quorum.

Council Business -

Dale Coyner asked members to review minutes from August 8, 2006 meeting. No changes indicated. Due to insufficient attendance, final approval will be obtained at December meeting.

Tourism:

Julie Hammond mentioned the August 8, 2006 meeting at Griffin's Tavern in Flint Hill, VA. Griffin's Tavern enjoyed hosting the Council and offered its services on future events. Julie indicated that Griffin's Tavern offered to link the motorcycle website to their webpage. Julie will follow up with a letter of request to Council.

Discussion continued on the opportunity to produce brochures that included motorcycle information, maps, etc. for the motorcycling enthusiast in VA. The motorcycle bumper sticker has been a hit and additional funding is needed to produce more.

Economic Development:

On behalf of Rick Richardson, Jay Langston gave update for Economic Development. Jay indicated that a list of potential business partners has been established.

Action: Follow-up on letter from Chair Robert Crouch on letter covering the Council and its mission that could be sent to future associates.

Safety:

Keith Lindgren furnished update on PSA. Concerns continue to be voiced on funding for distribution of PSA. Pam Jewell from VA State Police indicated that the PSA had been furnished to each of its seven Districts. Keith indicated that the hotel network in the Tidewater Area airs the PSA on their in-house systems.

Action: Check with the National Highway Traffic Safety Administration on any opportunities for funding airtime for the PSA. (Bruce Biondo)

Marketing Communications:

Dale Coyner gave brief overview of new and added additions to the motorcycle website. The events page offers updated information on current motorcycle rides, rallies, etc. and will automatically drop off the site as the date passes. PSA has been incorporated on the motorcycle website.

Finance:

Charles Finley mentioned the upcoming Annual Motorcycle Dealer Meeting to be held in November. Both Robert Crouch and Dale Coyner plan on attending and promoting the Motorcycle Council and its Mission. Charles also mentioned that both he and Dale are meeting with the state of Maryland on their Motorcycle Dealer Association.

Charles emphasized the importance for each Committee to furnish him anticipated financial needs that may be needed to fulfill their goals and initiatives. Recommendation made to prioritize funding needs. Current funding needs are: Website Design, Statewide Publication, and PSA Distribution.

In the interest of obtaining funds for the Council, Liz Schmidt offered remaining stock of "Virginia is for Motorcycle Lovers" t-shirts to Council. Ralph Earnhardt will work with Liz to coordinate any logistics on using the remaining shirts and to set up new artwork for additional shirts.

Action: Committees need to furnish Charles Finley with anticipated financial needs ASAP.

Legislation -

James Cannon gave a brief update on HB280. Discussed task force that had been established to study the purpose of this bill. Concerns were raised on the lack of communication between the task force and the Council. (HB280 attached.)

Action: Obtain and distribute copies to Council response letter to Delegate Wardrup covering HB280.

Bruce Biondo attended the National Transportation Safety Board's Public Forum of Motor Safety. The forum was to gather information on motorcycle safety resources and initiatives as well as safety countermeasures. From this forum, the NTSB plans to use information to offer suggestions on how to reduce motorcycle related crashes, injuries and fatalities.

New Business from Floor -

Council discussed the possibility of hosting a Motorcycle Conference in the future. The invited conference attendees would consist of representatives from local business interested in assisting the Council in promoting motorcycle related tourism, business development and motorcycle awareness and safety as set forth in the Council's adopted mission statement. ***Re-visit at future meeting.***

Ralph Earnhardt mentioned that in June 2007, there would be an "Outdoor Writers" convention. Ralph feels it would be a great place to have a booth that offered information on the Council, its Mission and also to promote motorcycling in Virginia. More information will be forthcoming.

Public Comment -

Pam Jewell discussed the VIN Itching Program and indicated that it may be of interest to the motorcycle public. Visit www.heatrewards.com for more information.

Future Meeting(s)-

December 12, 2006
DMV Headquarters
Richmond, VA