



Governor's Motorcycle Advisory Council
Virginia Department of Motor Vehicles – Room 702
November 18, 2008

MINUTES

Council Members Present:

Bernie Adams	Melissa Franklin	Tom McGrath
Richard Becker	Mark Hodges (VDOT Rep)	Jim Ramsey
Graeme Bisdee	Richard Holman	Rick Richardson (Council Chair)
Bruce Biondo (DMV Rep)	Chief Jake Jacocks (Police Chief's Rep)	Brennan Shepard
Jim Cannon (Council Vice Chair)	Pam Jewell	Chuck Talley
Dale Coyner	Keith Lindgren	Judy Watkins (VTC Rep)
Bob Crouch (Chair Emeritus)	Joe Marshall	Steve Witmer
Captain Richard Denney (VSP Rep)	John Mazza	Alleyn Harned (Ass't Sec. C&T) for Sec. Pat Gottschalk
Charlie Finley	Ralph Davis (Dep. Sec. – Transportation) for Sec. Pierce Homer	

Council Members Absent:

Marquita Brooks	Delegate Sam Nixon
Sheriff Steve Draper (VA Sheriff's Rep)	Senator Phillip Puckett
John Marshall (Sec. of Public Safety)	Patrick Sanders
	Shawn Walker (ABC Rep)

Guests Present:

Roger & Glennadine Gouldman	John Saunders, DMV-VA Highway Safety Office
Wes Hurst, Carroll County Board of Supervisors	Barry Hawkins, VA Hospitality & Travel Association
Mike Sorenson, VA Commonwealth University	Diana Boxey, VA Hospitality & Travel Association
Don Borkoski, United States Navy	Sandy Fox
Peter Howell, United States Marines	Bob Novak
Matthew Martin, Department of Motor Vehicles	

Welcome Remarks, Introductions and Roll Call:

Chair Rick Richardson welcomed the group and conducted roll call. The chair declared that a quorum was present.

Public Comment:

Guests were asked to identify themselves and public comment was solicited. No public comment was received.



Review of Minutes:

Chair asked for additions/changes to the August 8, 2008 Council Meeting Minutes that were distributed to members. Motion was made, seconded and carried to accept the Minutes as presented.

Committee Reports:

- **Finance:** Chair Charlie Finley reported on current balance available in the Council account as of November 18, 2008 and discussed possible fundraising activities that are being explored. The account continues to be co-mingled with Motorcycle Safety League of Virginia funds. Steve Witmer is currently looking into setting up a free-standing account and what it would take to apply for 501 (c) (3) status for the group.
- **Tourism:** Chair Rich Holman deferred comments until Item #7, Old Business, on the agenda.
- **Economic Development:** Chair Patrick Sanders absent. No report.
- **Safety:** Chair Keith Lindgren reported on the success of the PSA's and indicated that additional airtime is being explored. Bruce Biondo gave an update on motorcycle statistics. Deputy Secretary Ralph Davis further discussed the elements surrounding motorcycle stats (i.e., gas, weather, season, accidents, etc.) and emphasized the importance of keeping safety in the forefront.
- **Marketing/Communications:** Chair Joe Marshall discussed the concept of developing a database that would include Virginia motorcycle clubs and individuals throughout the commonwealth. Database use would be beneficial in notifying the motorcycling community of Council information, safety statistics, motorcycling events, etc.

Dale Coyner mentioned that 200 t-shirts were initially produced and there are presently 97 left on hand. The Chair requested Dale work closely with Joe Marshall to come up with a method to track where the original shirts were distributed, the income realized from the sales, the location of the 97 available shirts and the plan for the distribution of the remaining stock.

Chair Rick Richardson mentioned that ABC has agreed to produce an additional 100,000 bumper stickers. The bumper stickers were updated to include the MotorcycleVirginia logo and website information.

Bob Crouch suggested that a survey of motorcycle organizations and clubs showing fund raising activities and the impact they had on communities would be a great marketing/communication tool. The annual Richmond Teddy Bear Ride, and Ride for Kids were used as examples.

- **Vice Chair's Comments:** Vice Chair Jim Cannon offered thanks and commented on VCOM's first annual Motorcycle Summit held in September. He noted that as a result of the summit, modulating brake light legislation will be introduced year's General Assembly Session. He also mentioned that VCOM's motorcycle lobby days have been set for January 18 and 19, 2009.



Presentation #1: Motorcycle Safety Concerns in the Military

Bob Crouch informed the Council about motorcycle safety concerns in the military and introduced Don Borkoski, USN Motorcycle Safety Manger, Naval Safety Center, who provided a presentation on issues surrounding the military motorcycling community. He was accompanied by Peter J. Hill, Safety Engineer, Commandant Marine Corps, Safety Division who is also involved in motorcycle safety programming for his branch of the service.

Mr. Borkoski shared a PowerPoint presentation (available upon request) which stressed the importance of getting new riders properly registered with a motorcycle endorsement from their states. Chair Rick Richardson referred the issue to the Safety Committee to bring a recommendation to the Council's next meeting on how Virginia and the Council can assist the military in their motorcycle safety endeavors.

Old Business:

Motorcycle Rest Area Proposal

Tourism Committee Chair, Rich Holman introduced Wes Hurst, member of the Carroll County Board of Supervisors and Sales Manager for Wytheville Harley Davidson. They presented an update to the Council on the Motorcycle Rest Area on I-77 at Exit 8 in Carroll County.

The Tourism Committee continues to be charged with working with Carroll County to further develop the concept. Motion was made and seconded that the Council commend Carroll County for the initiative and that the Council will monitor the project as a prototype for other parts of the state. The motion was carried.

Virginia Grand Tour

Charlie Finley recognized Diana Boxey and Barry Hawkins with Virginia Hospitality & Travel Association. Diana briefly discussed details surrounding the tour and ways to promote it. VHTA has sent out an interest inquiry to its membership and has received 24 positive responses. Details involving date, kickoff, award ceremony, etc. needs to be worked out with Council. Chair Rick Richardson appointed a task force to review and finalize details surrounding the tour. Task Force members are:

Joe Marshall	Pam Jewell	Jim Cannon	Melissa Franklin
Graeme Bisdee	Alleyn Harned	Keith McCrea	Glennadine Gouldman
Rich Holman	Charlie Finley	Diana Boxey	Judy Watkins
Chuck Talley	Barry Hawkins		

New Business:

Charlie Finley recognized Glennadine Gouldman who presented an idea for a specialized postage stamp that could be used in conjunction with the motorcycle tour, perhaps as a "bonus" or "tie breaker" situation. It was recommended that this concept be discussed by the tour task force.

Pam Jewell advised the Council that The Motor Maids have been offered the opportunity to serve as Ambassadors for the International Motorcycle Show in Washington DC on January 9-11, 2009. They are looking for volunteers to help them staff the 3-day event. Shifts will run between 4 and 4.5 hours. Each volunteer will receive a t-shirt and a weekend pass to the show. Contact Liz Schmick if you are able to help out [lizbeth925@verizon.net](mailto:lizabeth925@verizon.net)



Next Meeting:

February 10, 2009 – 10:00 am-Noon – DMV Richmond, Room 702

Meeting adjourned.