



Governor's Motorcycle Advisory Council
Virginia International Raceway
August 8, 2008

DRAFT MINUTES

Council Members Present:

Bruce Biondo (DMV Rep)
Jim Cannon (Council Vice Chair)
Ralph Davis (Dep. Sec. – Transportation)
Sheriff Steve Draper (VA Sheriff's Rep)
Charlie Finley
Melissa Franklin

Richard Holman
Pam Jewell
Keith Lindgren
Joe Marshall
John Marshall (Sec. of Public Safety)
Jim Ramsey

Rick Richardson (Council Chair)
Patrick Sanders
Brennan Shepard
Chuck Talley
Judy Watkins (VTC Rep)
Steve Witmer

Council Members Absent:

Bernie Adams
Richard Becker
Graeme Bisdee
Marquita Brooks
Dale Coyner
Bob Crouch (Chair Emeritus)

Captain Richard Denney (VSP Rep)
Pat Gottschalk (Sec. of Commerce & Trade)
Pierce Homer (Sec. of Transportation)
Mark Hodges (VDOT Rep)
Chief Jake Jacocks (Police Chief's Rep)
John Mazza

Tom McGrath
Delegate Sam Nixon
Senator Phillip Puckett
Shawn Walker (ABC Rep)

Guests Present:

Wes Hurst, Carroll County Board of Supervisors
Gary Larrowe, County Administrator – Carroll County
Josh Lief, General Manager – Virginia International Raceway
Roger "Goldie" Gouldman

Welcome Remarks, Introductions and Roll Call:

Chair Rick Richardson welcomed the group, recognizing Joe Marshall as the ride leader for this off-site event. All present were asked to give their name, riding experience and the type of bike they ride. Roll call was conducted. Representation was sufficient for quorum.

Public Comment:

No comments made.

Review of Minutes:

Chair asked for additions/changes to the June 10, 2008 Council Meeting Minutes that were previously distributed to members. Motion was made, seconded and carried to accept the Minutes as presented.



Presentation #1: Motorcycle Rest Area Proposal

Vice Chair, Jim Cannon introduced Wes Hurst, member of the Carroll County Board of Supervisors and Sales Manager for Wytheville Harley Davidson. Mr. Hurst was accompanied by Gary Larrowe, Carroll County Administrator. They presented the current plans for a Motorcycle Rest Area on I-77 at Exit 8 in Carroll County. This would be a “Motorcycle Only” rest area and would not only benefit bikers, but would also positively impact the Carroll County tourist attractions. Although a formal study has not been conducted, it has been noticed that a significant amount of motorcycle traffic travels in the vicinity. The proposed location is within 2 miles of the entrance to the Blue Ridge Parkway which is heavily traveled by motorcyclists.

This concept is seen as a safety enhancement as the weather in the immediate location (violent storms, hard rain, and thick fog), pose a threat to motorcyclists. Providing a shelter accessible by a road wide enough for a trike to enter, is proposed. Organizers have made preliminary contact with the landowners, local VDOT officials and other interested parties.

The Tourism Committee has been charged with working with Carroll County to further develop the concept.

Presentation #2: VIR

Josh Leif, General Manager of the Virginia International Raceway, welcomed Council to the facility and gave a brief history of the facility which has grown dramatically since re-opening in 2000. Leif, the former Secretary of Commerce and Trade in the Gilmore administration, highlighted the economic and tourism impacts that the facility has on the local area. The track is made up of 5 different courses, employs about 350 people and receives about 350,000 visitors per year. Last year, the AMA Superbike races alone had 62,000 spectators.

Council members were treated to riding a parade lap on their bikes hosted by Track Manager, Kevin Massey-Shaw and received a trolley tour of the grounds.

Committee Reports:

- **Tourism:** Rich Holman has accepted the chairmanship of this committee. He discussed progress with road conditions in Highland County.
- **Economic Development:** Patrick Sanders will chair this committee. California Sidecar’s move from the west coast to Nelson County, Virginia, is just one example of economic development strides in the motorsports sector in recent years. Today’s visit to VIR is another example of the boon to the local economies in the Danville and South Boston area.
- **Safety:** Bruce Biondo presented the committee report for Keith Lindgren. During the month of June, the DMV Motorcycle Safety Campaign placed a number of 30 second PSA spots on WRLH and WRIC Richmond. Three spots highlighted cruisers, sport bikes and the Governor’s spot.

On July 15th the DMV hosted a press conference for the statewide initiative on “Ride Your Motorcycle to Work Day” and introduced “Motorcycle 411-Info You Can Live With”, a new training initiative to increase awareness of training and the importance of safety gear in an effort to reduce motorcycle fatalities in the Commonwealth.



Bruce distributed a copy of a new brochure, "Motorcycling in Virginia: Have a Safe and Enjoyable Ride" that will be distributed by the DMV.

- **Marketing/Communications:** Joe Marshall has agreed to take over Chairmanship for the upcoming year.

Pam Jewell has been assisting Dale Coyner with website updates and encourages members to send her information to post.

Questions were asked about t-shirt sales and progress made to date. Dale will be contacted to supply Council with an inventory of shirts on hand. Melissa Franklin volunteered to contact Colonial Harley Davidson in Colonial Heights to see if council t-shirts could be sold at Richmond's Annual Teddy Bear Run on November 1st.

Shawn Walker, ABC representative was absent today, but will be contacted about the reprint of the Motorcycle Virginia bumper stickers.

- **Finance:** Chairman Charlie Finley reported a balance of \$3,467.07 available in the Council account as of August 1, 2008. The account continues to be co-mingled with Motorcycle Safety League of Virginia funds. Finance committee is charged with investigating setting up a free-standing account and what it would take to apply for 501 (c) (3) status for the group.

Charlie referred to the \$10,000 matching grant that was offered by Ralph Earnhardt from VTC nearly 18 months ago, and requested clarification about the guidelines for accessing the monies. Since Ralph retired some months ago, Council Chair will investigate this process with VTC Richmond sources.

Group again discussed the feasibility of organizing a "Governor's Motorcycle Across Virginia Ride". Charlie has met with the Executive Director of the Virginia Hospitality and Travel Association to see how his organization could assist in getting this fund raiser off the ground. The concept will be shared with VHTA's Board of Director's and Charlie will report back to the Council.

The Tourism Committee has been charged with follow-up on this proposed undertaking.

Old Business:

At the June 2008 meeting, revised By-Laws were presented by the Chair. Motion was made, seconded and carried unanimously to accept the revised By-Laws.

New Business:

FY2009 Committee Assignments were passed out to members for review. Any requests for changes should be directed to Rick. Individual committee chairs may recruit non-council members to serve. Names of these additional members should also be shared with Rick.

Chair reemphasized his desire for individual committees to meet regularly and report back to the full Council at the quarterly meetings.



Sheriff Draper reported that Council members are invited to a parade lap around the track at the September 6th NASCAR race in Richmond. Details on what time to meet and where are yet to be determined. Sheriff Draper will contact Rick with details which will be shared with Council.

Jim Cannon announced that the Virginia Coalition of Motorcyclists will hold a Virginia Motorcyclists Summit on Saturday, September 13 from 10 am – 4 pm at the Holiday Inn Crossroads on Staples Mill Road. VCOM reps are interested in hearing what motorcyclists of all makes and models have on their minds, what legislative changes they would like to see, etc. For additional information or to register for the conference contact Jim.

Upcoming Meetings:

November 18, 2008 – 10:00 am-Noon - DMV Richmond, Room 702
February 10, 2009 – 10:00 am-Noon – DMV Richmond, Room 702
May 12, 2009 – 10:00 am-Noon – DMV Richmond, Room 702

Meeting adjourned.

