



**Governor's Motorcycle Advisory Council**  
Virginia Department of Motor Vehicles – Room 702  
September 8, 2009

**MINUTES**

**Council Members Present:**

Richard Becker  
Bruce Biondo  
Graeme Bisdee  
Jim Cannon (Council Chair)  
Captain Richard Denney  
Sheriff Steve Draper

Charlie Finley  
Melissa Franklin  
Alleyn Harnard for Sec. Gottschalk  
Richard Holman  
Pam Jewell

John Mazza  
Rick Richardson  
Brennan Shepard  
Judy Watkins  
Steve Witmer

**Council Members Absent:**

Dale Coyner  
Bob Crouch (Chair Emeritus)  
Mark Hodges  
Sec. Pierce Homer  
Chief Jake Jacocks

Keith Lindgren  
Sec. John Marshall  
Tom McGrath  
Delegate Sam Nixon  
Senator Phillip Puckett

Jim Ramsey  
Patrick Sanders  
Chuck Talley  
Shawn Walker

**Others:**

Wes Hurst – Wytheville Harley Davidson  
Diana Boxey - VA Hospitality & Travel Association  
Robert White – “Wheels thru Time”, N.C.  
Sgt. Jesse – Roanoke SP

John Saunders - DMV-VA Highway Safety Office  
Audrey Odum – DMV MC Staff Support  
Keith McCrea - DOAV

**Welcome Remarks, Introductions and Roll Call:**

Chair Jim Cannon welcomed the group and conducted roll call. Quorum was present.

Chair Jim Cannon mentioned that three members have resigned from the Council. (Bernard Adams, Marquita Brooks and Joseph Marshall.) The Chair mentioned that he had sent recommendations for replacements to the Governor's office and awaiting response.

The Chair also indicated that he had talked with past and future Committee Chairs and recognized changes and introduced Wes Hurst with Wytheville Harley Davidson as a possible future member and that he would be serving on the Economic Development Committee. (Committee list attached.)



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### **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 May 2009 Council Meeting Minutes that were e-mailed to members. Motion was made, seconded and carried to accept the Minutes as presented.

### **Committee Reports:**

**Finance:** As new Chair to the Finance Committee, Steve Witmer furnished a financial update on Councils funds. Chair Steve Witmer took the opportunity to thank Keith Lindgren for housing funds thru the VA Rider Training Program until the Council was able to obtain a non-profit status.

Charlie Finley mentions the previous commitment of a \$10,000 match from Virginia Tourism. He will research and report to Fiance Chair on the memorandum of understanding and status of funds, etc.

**Economic Development:** Wes Hurst reported for the Economic Development Committee and report on the Committees new mission statement.

**Safety:** New Chair, Sheriff Draper mentioned he would have the Safety Committee's mission statement at the December meeting. Discussed briefly the decline in attendance for certifications.

**Marketing/Communications:** New Chair Pam Jewell furnished an overview of their Committees mission statement. The Committee will review what has been done, what works and set goals for the future in an effort to increase communications within the motorcycling community. Pam also furnished an update from Dale Coyner on stats covering the [www.motorcycle.va](http://www.motorcycle.va) site.

**Tourism:** Chair Rich Holman furnished a brief update on the 2010-75<sup>th</sup> Anniversary of the Blue Ridge Parkway. Chair Rich Holman mentioned that Virginia and North Caroline each have roles in this event and introduced Robert White from Appalachian State University in North Caroline who was present to discuss future partnerships. Additional information on the anniversary events can be found at [www.roanokecountyva.gov](http://www.roanokecountyva.gov) .

Robert White praised the Council for their efforts in promoting motorcycling in the Commonwealth. Upon discussing the Council's establishment with former Chair Bob Crouch, Mr. White is in hopes of mirroring our efforts in the state of North Carolina.

Mr. White mentioned several meetings and conferences that will be forthcoming in North Carolina and invited the Council to participate. His goal is not only to promote motorcycling in his state but to show how Virginia has established this Council to address issues surrounding the motorcycling community. (Economic Development, Tourism, Marketing and Communication along with Safety.)

**Action:** Council agreed to have representation at the April 10, 2010 meeting in North Carolina. More details are forthcoming.



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## **Motorcycle Grand Tour of Virginia**

Melissa Franklin, Chair of the task force for the 2009 Motorcycle Grand Tour of Virginia provided the Council with an update of tour. As of this date, 577 participants had signed up to participate. Closing event for tour will be held on November 14, 2009. (More details forthcoming.) Sponsorships have been a success.

The Council discussed the formation of a 2010 tour. A lot of interest was generated and several members volunteered to work on task force. (Steve Witmer, Judy Watkins, Dick Becker and Graeme Bisdee) The task force for the 2009 tour will be meeting on September 14. Melissa will be furnishing additional information on this year's tour along with a list of sponsors. Recommendation was given that thank-you letters be generated to each sponsor.

Robert White who also represents "Wheels thru Time" offered a \$500. sponsorship for the 2010 tour.

**Old Business:** n/a

**New Business:** n/a

**Next Meeting:** Dec. 8, 2009 – DMV Headquarters, Richmond, VA

Meeting adjourned.