

**Communications and Consumer Affairs Committee
December 11, 2007
Final Minutes**

Virginia Board for Towing and Recovery Operators meeting held on December 11, 2007, at the Holiday Inn Crossroads 2000 Staples Mills Road, Richmond, Virginia 23230.

Call to Order

Meeting was called to order at 12:13 p.m.

Committee Members:

Cary Coleman
Mark Sawyers
Randy Seibert
Gary Teter

Other present:

Paul Stephens

Staff present:

Benjamin Foster, Executive Director
Daphane Phillips, Administrative Assistant
Victoria Simmons
Eric K. G. Fiske, Senior Assistant Attorney General

Members of the public present:

Matt Benka
Bruce Keeney
Dave Reidenbach

Public Comments:

Matt Benka stated that in his opinion: "This committee is failing to meet with the general public, and is not getting the word out to towers in the Commonwealth." He suggests that they look into other options of reaching towers. He stated there are two ways that this committee can advertise, through direct mail, and a PR firm. He asked that Mr. Foster talk with four PR Firms, and get a price of how much it will cost the committee to advertise.

Bruce Keeney states that to the best of both worlds, it's not the Board's responsibility to promote or enhance the image of your industry, that's the job of the association or industry." The cost of doing this will raise the price of licensing. Mr. Keeney stated that he has talked with different public relation firms. What was interesting about his comments were whether it's the media attention or just getting some one to respond, you need to have something there at the time you contact them to grab their attention. He suggested hiring a professional to do an oversize postcard with a message that states three importance things that have to be completed before July 1, 2008:

- 1) Set a date that the towers need to be finger printed and complete their required criminal background checks.
- 2) Set date that the package will be going out, and that it needs to be completed before you can get a license.
- 3) State that all this needs to be completed before July1.

Committee Discussion:

The committee discussed various ways of getting the word out to the towers that will not respond to the board. Mr. Seibert stated that he recalls from the past Board meeting this committee was reluctant to employ a PR firm because of the costs, and the costs are going to have an affect on the licensing fees.

The committee discussed how far in advance would the information go out to the towers. Mr. Foster asked that the committee not send out information too far in advance. He asked that they wait until the regulations are published, then the board will have something to tell the towers when they call in.

Next Meeting:

The next meeting will be held on January 15, 2008, the location will be posted on town hall.

Adjournment:

There being no further business, Chairman Coleman called for a motion to adjourn the meeting. Mr. Seibert made the motion, Mr. Sawyers seconded; all were in favor, the meeting adjourned at 12:50 p.m.