

Communications and Consumer Affairs Committee
March 4, 2008
Final Minutes

The Communications and Consumer Affairs Committee meeting held on March 4, 2008, at the Board of Towing and Recovery Operators Office, 2601 West Broad Street, Suite 200, Richmond, Virginia.

Call to order

Meeting was called to order at 10:03 a.m.

Committee members:

Cary Coleman
Mark Sawyers
Randy Seibert

Committee members absent:

Vinay Patel
Andy Alvarez

Staff present:

Benjamin Foster, Executive Director
Daphane Phillips, Administrative Assistant

Public comments:

Bruce Johnson with Johnson's Automotive Center Inc stated that towers in the area of Stuarts Draft Virginia, are not going to stand for the board telling them what they need to do, to stay in business. Mr. Johnson agrees that there needs to be a change in the way some towers operate, and he is glad to see that this is happening at the state level.

Minutes from the last meeting

Chairman Coleman asked the members if they reviewed the minutes from the January 15, meeting. Seeing no questions, Chairman Coleman called for a motion to approve the minutes, motions made by Mr. Seibert, seconded Mr. Sawyers, and the minutes was adopted unanimously.

Committee discussions

The committee devised a summary of what they will do to get the word out to the towers that had not responded to the board.

This is the plan we devised.

- 1). We are mailing the BTRO update and the contact card to the new lists that we are purchasing (Footnotes and Tow Times lists), to approximately 5000 inspection stations and the towers who previously sent in the contact cards.
- 2). Contact card will be sent as an insert in Footnotes in the April issue to all subscribers in Virginia.
- 3). Discussed doing a monthly or every other month mailer to those who return the contact cards leading up to January 1, 2009 licensing date just to keep them informed on the goings on with the Board.
- 4). We are approaching Footnotes about running a full story on the Board.
- 5). We did review the proposals from three PR firms and decided that we do not recommend this approach. Our reasoning is that the \$20,000 that would be spent would basically be for consulting and design fees and we are not convinced that this is a responsible way to spend towers money. The fees would be in addition to any mailing and printing fees that the campaigns would need. We feel that the plan we have laid out will be as effective and much less expensive than a PR firm.

However, if it is the Boards desire to hire a PR firm we would recommend Touch Points as the firm to utilize.

Proposals

Jennifer Y. Scott, APR
President
Touch Points Public Relations

Joel Rubin APR Rubin
Rubin Communications Group,
4542 Bonney Road, Suite B,
Virginia Beach, VA. 23462.

Jim Wright
Regional Director, East Coast.

Pulsar Advertising
830 East Main Street, Suite 2310
Richmond, VA 23219

Next Meeting:

The next meeting will be held on March 25, 2008, the location will be posted on town hall.

Adjournment:

There being on 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 12:00 p.m.