

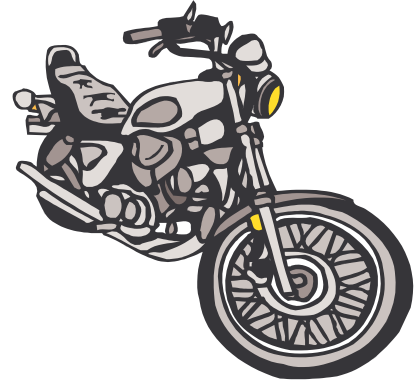
Governor's Motorcycle Advisory Council

DMV - Richmond, Virginia

06/13/06

10:00a.m. – Noon

DRAFT



Chair: Robert P. Crouch, Jr.

Recording Secretary: Audrey Odum

Council Members:

Robert Crouch
James Cannon
Charles Finley
Richard Holman
John Mazza, Jr.
Lora Sharkey

Bernard Adams
Dale Coyner
Melissa Franklin
Keith Lindgren
Tom McGrath

Richard Becker
Sheriff Steve Draper
Julia Hammond
Joseph Marshall
James Ramsey

***Council Members/
Agency Representatives:***

VEDP: Rick Richardson
VDOT: Mark Hodges

VSP: Captain Richard Denney
ABC: Shawn Walker

Secretaries:

Christine Simpson for Secretary Pat Gottschalk

Guest:

Steve Anderson with Morton's BMW Motorcycles
Patrick Bedall & Ritchie Ellison with Metro Productions
Pam Jewell with VA State Police

###

Council Members

Absent:

Chief Charles Bennett, Jr.
Senator Phillip Puckett

David Jennings
Patrick Saunders

Delegate Samuel Nixon, Jr.
Charles Talley

***Council Members/
Agency Representative(s) Absent:***

DMV: Bruce Biondo

VTC: Ralph Earnhardt

Secretaries Absent:

Secretary John Marshall

Secretary Pierce Homer

Greetings and Introductions

Chair Bob Crouch welcomed and thanked everyone for attending the third official meeting of the Governor's Motorcycle Advisory Council. The Chair discussed briefly the establishment of the Council and its mission. The Chair recognized guest listed above.

Roll Call

Chair Bob Crouch called roll. Representation was sufficient for Quorum.

Council Business

The Chair asked Council to review and approve minutes from April 11, 2006 meeting. Minutes approved.

Jim Cannon furnished update on PSA. Metro Productions representatives were present to show PSA. PSA was well received and will be aired in the near future. PSA will also be incorporated on the motorcycle website.

Lora Sharkey reviewed proposed by-laws. Council members voted to adopt said by-laws. Amendment was made to by-laws to add 5th Committee (Finance) under Article VI - Committees. (By-laws attached.)

The Chair addressed letter from Delegate Leo Wardrup in reference to House Bill 280 (Mandatory rider education.) DRAFT letter prepared identifying the challenges associated with this bill. The Chair will finalize and forward response to Delegate Wardrup.

Dale Coyner gave update on the motorcycle website and mentioned the transition for future maintenance of the website. Dale also discussed the motorcycle powerpoint presentation that is available for Council members to use in discussing the Motorcycle Council and it's goals and objectives. Dale will be working on linking the PSA to both the website and powerpoint presentation.

The Chair recognized the ABC Department for taking on the responsibility of printing the motorcycle bumper sticker.

The Chair recognized the various sub-committees that were identified to carry out the mission of the Council. The committees that have been established are as follows:

Tourism Economic Development Safety Marketing / Communications Finance

Committee Breakout / Reports

Sub-Committees met for a brief time to discuss their goals and initiatives.

Tourism – Julie Hammond reported that this committee's 1st initiative would be working on a motorcycle brochure that would focus on information, maps, etc. for motorcycling enthusiast. This committee will also work on getting a Tourism link on the motorcycle website.

Economic Development – Rick Richardson reported that this committee would promote economic development through the expansion and attraction of motorcycle-related retail and commercial business.

Safety – Keith Lindgren reported that this committee would 1st identify issues and work on solutions involving motorcycle safety. Some noted issues are training and facilities, awareness, road hazards and safety related issues such as drinking and driving and racing.

Marketing / Communications – Dale Coyner identified 2 elements this committee would be focused on. Outreach through maintaining and expanding the motorcycle website and assisting the other committees and Council on marketing and promoting motorcycling in VA. Dale also mentioned that he would be working on getting PSA distributed.

Finance – Charlie Finley reported that the finance committee would work closely with the other four committees on any financial needs they may have in meeting their goals and initiatives. The finance committee will also research ways to obtain funding through vendors, etc.

Chair Bob Crouch recognized everyone on the Council and the work that has been accomplished thus far. Through the establishment of these committees and the efforts of each member, the Council will be able to move forward in promoting motorcycle related tourism, business development and motorcycle awareness and safety as set forth in the Council’s adopted mission statement.

Tom McGrath recognized Chair Bob Crouch for receiving the 2006 Governors Motorcycle Safety Award in May.

Public Comment - None

Future Meeting(s)- August 8, 2006
Griffin’s Tavern
(Julie Hammond will coordinate.)

Other locations mentioned for future - Waugh - Harley Dealership in Orange and Natural Bridge.