

Meeting Summary  
**Advertising Committee**  
Monday, January 8, 2024

Committee Chair Andrew Wiley called the Advertising Committee meeting to order at 9:31 a.m. This meeting was conducted at the Department of Motor Vehicles, 2300 W. Broad Street, Executive Conference Room 702, Richmond, Virginia. Roll call confirmed the following Committee members being present: Jeff Ballard, Dan Banister, Tom Bates, Trevor Coley, Rob Fisher, David Lynn, R.J. Robinson and Nick Rush. Those absent included Michael Bor, Dennis Ellmer and Geoff Malloy. Other Board members present: Gerald Lackey, Ron Kody, Chris Maher and Don Sullivan. Executive Director William Childress, Lisa Mack-Nelson, Ann Majors and Micah Bailey represented the Dealer Board. Christian Parrish represented the Attorney General's office.

**The November 13, 2023 meeting summary was approved.**

**PUBLIC COMMENT** – No public comment.

**OLD BUSINESS** – No old business.

**OLD BUSINESS FROM THE FLOOR** – No old business from the floor.

**NEW BUSINESS**

Federal Trade Commission (FTC) CARS Rule - Andrew Wiley informed the committee that beginning in July 2024, the FTC CARS Rule will establish new regulations regarding advertising, pricing, disclosures, and requirements for new and used car dealers and potential substantial penalties. Dealers should be prepared for these new rules and how they may impact their operations. General discussion followed Mr. Wiley's presentation, but no action items resulted.

**NEW BUSINESS FROM THE FLOOR** – No new business from the floor.

**NEXT MEETING** – March 11, 2024

The Advertising committee meeting adjourned at 9:45 a.m.