

Meeting Summary  
**Advertising Committee**  
Monday, January 28, 2019

Vice-Chairman Ted Bailey called the Advertising Committee meeting to order at 10:42 a.m. in Room 702, DMV Headquarters, 2300 West Broad Street, Richmond, Virginia. Present were Committee members: Dan Banister, Ron Kody, Geoff Malloy and Maurice Slaughter. (Absent: Michael Bor, Liza Borches, David Duncan, Matt McQueen). Other Board members present: Rick Holcomb, Gardner Britt, Rob Fisher, Randy Harris, Chris Maher, Senior Saghafi and Joe Tate. Executive Director William Childress, Peggy Bailey, Lisa Mack-Nelson, Wanda Neely and Ann Majors represented the Dealer Board. Christian Parrish represented the Attorney General's office.

**The November 5, 2018 meeting summary was approved.**

**PUBLIC COMMENT**

There was no public comment.

**OLD BUSINESS**

There was no old business.

**OLD BUSINESS FROM THE FLOOR**

There was no old business from the floor.

**NEW BUSINESS**

**Advertising via Social Media – William Childress.** William informed the committee that dealers advertising on the internet and through various social media platforms are growing larger and more complex every day. He would like to have a small team of dealers, along with the trade associations to take a look at the social media advertising of vehicles by dealers, especially by salespeople on social media platforms. After some discussion, Rick Holcomb indicated that during Full Board a plan of action will be further discussed.

**NEW BUSINESS FROM THE FLOOR**

There was no new business from the floor.

The next meeting was scheduled for March 11, 2019.

The meeting adjourned at 10:50 a.m.