

Meeting Summary  
**Advertising Committee**  
Monday, September 9, 2019

Chairman David Duncan called the Advertising Committee meeting to order at 9:56 a.m. in Room 702, DMV Headquarters, 2300 West Broad Street, Richmond, Virginia. Present were Committee members: Michael Bor, Liza Borches, Randy Harris, Geoff Malloy, Matt McQueen, Maurice Slaughter and Don Sullivan. (Absent: Ted Bailey, Dan Banister, Ron Kody). Other Board members present: Rick Holcomb, Gardner Britt, Steve Farmer, Rob Fisher, Chris Maher, Senior Saghafi and Joe Tate. Executive Director William Childress, Peggy Bailey, Lisa Mack-Nelson, Micah Bailey and Ann Majors represented the Dealer Board. Christian Parrish represented the Attorney General's office.

**The July 8, 2019 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** – There was no new business.

**NEW BUSINESS FROM THE FLOOR** – There was no new business from the floor.

The next meeting was scheduled for November 4, 2019.

The meeting adjourned at 9:57 a.m.

Meeting re-convened at 9:59 a.m. at the request of Rick Holcomb.

Rick Holcomb indicated that he received a complaint that a dealer's public bill board advertisement used the term "Bull Shit". He questioned if the Dealer Board had any jurisdiction over such content. He then requested that the Committee form a sub-committee to discuss if this type of language is offensive and does it fall within the jurisdiction of the Dealer Board. If not, who would regulate offensive language in dealer advertising?

Maurice Slaughter spoke at the fact that this was his advertisement, it is on personal property and it should be covered by his 1<sup>st</sup> amendment right of freedom of speech. He also indicated that his Harley Davidson legal team reviewed and approved the advertisement. He then requested that that the Committee, trade associations and the Attorney General should form a sub-committee to discuss this issue and how to police these types of complaints. Mr. Harris and David Duncan agreed that this issue is not

within the jurisdiction of the Board. Christian Parrish, of the Attorney General's Office, indicated he's not ready to state an opinion, but would be happy to attend the sub-committee meeting and present something at the November 4<sup>th</sup> meeting. More discussion will be continued in the Full Board.

The meeting adjourned at 10:16 a.m.