

## LICENSE PLATE AUCTION GROUP (LPAG)

Colorado Department of Revenue  
1881 Pierce St., Lakewood Colorado  
July 28, 2014

### Minutes to the Meeting

Members in Attendance: Maren Rubino, Rich Medina, Mark Simon, Bob Gall, Zach Pierce (via telephone), Peter Pike, Ryan Carson.  
Bobby Juchem joined late.

Guests in Attendance: Chris Hochmuth – DOR, LeeAnn Morrill – AG’s Office (via telephone)  
Marty Zimmerman – Zimm Consulting & Kate Miller & Loren (via telephone), Kit Sage, Katelyn (Mark’s Intern).

### CONVENE:

- Meeting was called to order at 9:13 am by Rich Medina. As there was, as yet, not a quorum, approving of the minutes was postponed. Rich decided to move ahead with updates until such time as a quorum was present.

### Update from Zim Consulting:

- ✚ Marketing – Kate Miller discussed the PR, Videos, and Social Media:
  - Will be in the August issue of *5280* and *Expressions*
  - Denver Post will send someone to the event
  - *Denver Business Journal* (DBJ) will run a post event piece on the results
  - Reached out to all of the TV Stations and news desks, but they don’t plan that far out, so will continue to work on this
  - *Colorado Biz* will do an online “By Lined” article under TH’s name (written by Sprocket/Zim)
  - Rich asked if they could send around the electronic versions of these ads so that the group can see them and forward them around as required.
  - Facebook Ads – Loren from Sprocket gave an update on the effectiveness of Facebook:
    - Ads have been running for about 2 weeks
    - Outstandingly successful – best she’s ever seen
    - 2,500 Facebook Followers in two weeks
    - Connecting with many of the non-profits that might benefit or have interest on both Facebook and Twitter
    - Sprinkling in information about the event

[With the joining of Peter Pike a quorum was now present.]

Rich asked for approval of the Minutes from 6-4-14. Mark moved the approval, 2<sup>nd</sup> by Maren – approved.

Rich asked for approval of the Minutes from 6-9-14. Mark moved the approval, 2<sup>nd</sup> by Peter Pike – approved.

Rich asked for approval of the Minutes from 6-16-14. Mark moved the approval, 2<sup>nd</sup> by Bob Gall – approved.

Rich asked for approval of the Minutes from 6-30-14. Mark moved the approval, 2<sup>nd</sup> by Peter Pike – approved.

Rich asked for approval of the Minutes from 7-9-14. Mark moved the approval, 2<sup>nd</sup> by Bob Gall – approved.

Rich then took the meeting back to the Marketing update started by Zimm Consulting and partners:

- ✚ All the video interviews have been done, they're in editing now.

Marty wanted to talk about the Event itself, the sponsorship, and the reservation of configurations:

- ✚ The Event itself:

- Starts at 6:00 on 8-21 @ History Colorado
- Free access to exhibits
- Event in main hall
  - Booths from the different non-profits (who paid for them @ \$250 ea. first come first serve.)
  - Ask patrons to get stamps from each of the booths for a drawing
  - Various Breweries will be having beer tastings
- 6-6:30 see booths and exhibits and taste beer
- 6:30-7:00 Food – several buffet stations including vegetarian options

[Ryan Carson joined via Telephone.]

Marty asked if it was OK for him to approve the menu or if the group wanted to approve it. The Group was generally good with Marty establishing the menu as this was his forte. There was some general discussion about the non-profits and who was being invited to sign up and who had actually signed up to-date. Mark suggested that non-profits who will be benefitting directly from the auction be given a booth for free or at a substantially discounted fee. Marty did not want to give anything away for free. He believed that even at a reduced fee, if they've paid, they'll show up. There was discussion about who these groups might be and how they'd be identified. Peter Pike was going to send a list to Marty for him to work on.

- There will be some sort of background music (not a band)
- 7:15 the program will begin – introductions, thank you to the sponsors, and introduction of the videos (2-3 min.)
- 7:30ish auctions start – Gary Corbit seems to be the state's premier auctioneer and Marty is in negotiations with him about his fee. He does have the night reserved.
- On-line and live auction will be taking place at the same time and will be streamed on the website, through the Hand-Bid software. So all bidding will be real time.
  - GOLFER will be first – reached out to 350 golf courses to let them know what's going on, to reach out to their members.
  - 5280 will be the 2<sup>nd</sup> plate – reaching out to all organizations that have 5280 in their name. *5280 Angler* seems like they might take the bait on the sponsorship piece.

- BRONCO 3<sup>rd</sup> – Originally the Bronco’s organization wasn’t interested, but with the news of Pat Bolen’s retirement Bob Gall is reaching out to them again to see if they are interested. It has been posted on the Bronco Alumni Association.
- 13 – will be last. All sorts of license plate collector clubs/associations and people have inquired about this, from all around the country. Still working on sponsors
- Once the auction is done there will be a “Paddle Raise” – general donation sort of thing.
- After this, the online Auction piece will start. Marty has identified the most requested, configurations and compared it to the “retired” list and made a top ten list for the on-line auction:
  - LADYBUG
  - 2FAST4U
  - SPOILED
  - SMILE
  - SWEET
  - FLYFISH
  - HIOSLVR
  - ALOHA
  - MNTGOAT
  - MOOSE

Mark asked if LPAG could pay the DMV to send out a marketing piece to those people who had applied for these configurations in the past. Maren responded, again, that if such a list were to exist, it could not be used in such a way as it violated the Federal and State Driver Privacy Protection Act.

- Marty stated that the reason *5280 Angler* was possibly interested in sponsorship is because of FLYFISH.
- Starting bids for these configurations would be \$500.
- On-line auction will end the day after Labor Day. (Late evening 8-21 to 9-2)

[Bobby Juchem joined the meeting]

- There was general discussion about using these 10 configurations or some variation on the theme, how much money was left in the loans and when a 2<sup>nd</sup> online auction might be.
- Rich entertained a motion on the 10 listed above: It was moved by Bobby and 2<sup>nd</sup> by Rich – motion passed.

Bobby took over as the Chair.

- Marty continued on with a discussion of everyone who received an invitation via mail and e-mail. If anyone has other suggestions for invitations or sponsorships, please forward those on to Marty.
- Bob asked Marty if instead of auctioning off 13, we offer the winner a range of between 12 and 20 excluding 18. Marty noted that this was a marketing nightmare, but would look into it.
- It was again noted that the Governor would not be able to attend.
- The winners of the live auction will be given a large foam core license plate, along with the information and certificate for the winner to take to DOR-DMV.

Bobby, moving on down the Agenda came to:

- “Request DOR registration numbers for reservation for future auction”. Maren commented that she needed the list today. Marty had the list. Maren asked Marty to send the list to Maren and cc everyone on LPAG. It was moved by Bobby and 2<sup>nd</sup> by Peter Pike to ask DMV to reserve the plates on Marty’s list. The motion passed.
- Length of time for right to use for buyers:
  - Bobby gave a quick re-cap of previous discussions regarding this.
  - Mark discussed what Texas did and whether or not the use of the plate is an “Asset”.
  - Rich asked what happens with Personalized Plates now. Maren discussed how it’s currently handled. Bobby thought we should do it the same way so as to be consistent.
  - There was discussion with LeeAnn about whether this needed to be in Rule or if the LPAG could put it into their “Winner’s Certificate”, and how the auctions Terms and Conditions would or would not come into play and what constitutes law and what doesn’t. There was also discussion as to whether or not the current system and future system could handle this or not.
  - Bob asked if LPAG should ask for an AG’s opinion. LeeAnn suggested that while the group could do so, there isn’t any deference given by courts to AG’s opinions. Additionally, there probably isn’t enough time to get one done before the auction. LPAG also has the ability to ask for an informal opinion to be posted on the website but it would carry no weight in court at all.
  - Mark read from the bill: “C.R.S. 42-1-402... the duration of the license is determined by the group...”
  - Maren moved that if you pay less than \$50,000 for a configuration that you get it for 10 years and it’s not transferrable upon death. If you pay more than \$50,000 you have the right to registrar a vehicle with that configuration for 50 years. If you pay more than \$100,000 you have the right to register for 100 years, and is not transferable upon death in any event. Bobby asked to amend the 10 years to 25 years. Maren declined. Mark suggested that up to \$20,000 = 10 years, \$50,000 = 25 years, \$100,000 = 50 years. Additionally, Mark wanted it to be inheritable to immediate descendants and let probate court make the determination. Marty was concerned that 10 years was insufficient. Bobby agreed. Further discussion ensued. Rich 2<sup>nd</sup> Maren’s motion with Bobby’s amendment. Maren agreed.
  - The motion as amended is: that if you pay up to \$50,000 for a configuration that you get it for 25 years. If you pay more than \$50,000 you have the right to registrar a vehicle with that configuration for 50 years. If you pay more than \$100,000 you have the right to register for 100 years.
    - Zach – Yes
    - Ryan – Yes
    - Bob – Yes
    - Mark – No
    - Maren – Yes
    - Rich – Yes
    - Peter P – Yes
    - Bobby – Yes
    - Motion passed.

- On the transferability upon death: Mark moved “that the plates be transferrable by an inheritance to Spouse/Civil Partner, blood or adopted Children, blood or adopted Grand Children.” Rich 2<sup>nd</sup> the motion.
  - Zach – Yes
  - Ryan – Yes
  - Bob – Yes
  - Mark – Yes
  - Maren – No
  - Rich – Yes
  - Peter P – Yes
  - Bobby – Yes
  - Motion passed.

LPAG then discussed whether or not “Future Agenda items” was actionable or not. It was decided that they weren’t actionable but could be discussed.

LPAG took a break at 11:15 (2:13:32 on the recording).

LPAG reconvened at 11:28 (2:25:30 on the recording).

Mark wanted to discuss Legislation and Donations back from owner:

- Donation back from owner: Mark discussed the actual plate that might be turned in as well as the configuration, specifically VAIL. He believed that there was value in the tin and wanted to discuss that at length, rather than destroying the plate. Maren noted that the group’s authority was based on the auction of configurations and not tin. LeeAnn was not inclined to interpret the statute to include anything other than the right to use the configuration. Mark asked if legislation would be needed to get tin included as a bonus along with the configuration. LeeAnn thought that this might actually run the LPAG afoul of the Patent issue. General discussion ensued. LeeAnn would review this further, and the issue will be placed on the next meeting agenda for discussion.
- Legislation:
  - Authorization to impose fees for added services, benefits, products, etc. including use of a retired background. These would be in addition to whatever fees are required for registration at the County and whatever the Department of Corrections would charge for a “specially made plate”. There was general discussion as to whether or not this was an overreach of LPAG and its mission. Bobby noted that it will be put on the agenda for the next meeting.

Mark wanted to discuss 3 other issues, but as the Group was out of time Bobby offered the remaining five minutes or so to Kit Sage for public testimony.

Kit discussed the customizing of the plates that might be available, specifically the embossing of a plate. He agreed with Rich that the LPAG shouldn’t be all things to all people. [He had other comments but was not sitting close enough to a microphone to be heard distinguishably.]

Bobby asked that Maren ensure the Marks remaining points be added to the next Agenda. Bob wanted to make sure that whether or not committee members got “comped” to the event was on the agenda.

Additionally there will be and Executive Session on the 13<sup>th</sup>.

Bobby adjourned the meeting at 12:03pm.

The next meeting of LPAG will be August 13<sup>th</sup> via teleconference @ Noon.

Respectfully submitted  
Chris Hochmuth  
Administrative Services Supervisor  
Title and Registration Sections  
Department of Revenue