

LICENSE PLATE AUCTION GROUP (LPAG)

Colorado Department of Revenue
1881 Pierce St., Lakewood Colorado
July 9, 2014

Minutes to the Meeting

Members in Attendance: Maren Rubino, Rich Medina, Peter Pike, Mark Simon, Bob Gall, Peter Kopp, TH Mack Sr., Zach Pierce all via telephone.
Bobby Juchem joined late.

Guests in Attendance: Chris Hochmuth – DOR, Marty Zimmerman Stephanie Ricker, Kit Sage, and anonymous caller detailed in the GoToMeeting dash board all via telephone.

CONVENE:

- Meeting was called to order at 12:0p.m. by Rich Medina.

Update from Zim Consulting:

- Denied plate requests: 266,000 requests for 187,000 different plates, then comparing them against the 18,000 expired list determined that a configuration worth looking at for next time is 2FAST4U, with 107 requests. Still working on the lists to determine marketability and most appeal for phase 2.
- Event: Zach and Stephanie are working with History Colorado to see about a price reduction. They've opened up their exhibits for the evening and are now working on the contract.
- Web site: Being scrubbed and re-worked as the event has changed since April. Adding language that indicated people should keep checking for the most current information.
 - A question arose as to what the auction winner, of the configuration, actually won – certificate, form, piece of paper? Marty is putting together something for presentation to the group for the next meeting.
- Marketing & Videos:
 - Peter Pike was part of one of the videos, this worked well
 - Working on the social media, purchased Facebook ads.
 - Reached out to Denver Broncos to sponsor BRONCO plate, they wouldn't pay to sponsor but would help spread the word about the event/auction.
 - 5208 Magazine was approached to be a sponsor for their plate – they pushed back asking if it all had to be cash or could it be trade – negotiations on going.
 - GOLFER sponsor, no golf course was interested, so far.
 - 13 – Holding off on sponsor based on a conversation Marty had with Bob Gall that he wanted to relate to everyone.
 - Minimum bids – didn't want to set it too low as it would set precedence for the other numbers should sell for and possibly have money left on the table.

- Marty wanted to hear discussion from the group about what minimum bids they thought would be good.
- General discussion ensued about what the bids, ranges, history of other State auctions etc. has been. Suggested ranges were from \$10,000 to \$100,000. There was a question as to whether minimum bids = fair market value – it was determined they were not one-in-the-same.
 - Marty summarized the discussion at:
 - BRONCO = \$10,000
 - GOLFER = \$10,000
 - 5280 = \$10,000
 - 13 = \$90,000 (\$89,900?)
 - The group seemed to be in general agreement
- Zim wants the website set and finalized before the invitations and e-mail invitations all go out (they will go out together). There will be about 550 organizations that are being sent to.
 - Asked the members of the group to make sure that they add as many groups and individuals to the invite list as possible so as to go viral.

Emergency Rule 36:

Maren presented the rule. She asked that since the group had been over the rule several times, that at this point if they had specific concerns, those could be addressed rather than going through the Rule line-by-line again.

- 1.0 -1.9 had no issues
- 2.0 – 2.14
 - 2.3 c. i. – Bob asked who would be informing DOR. Maren answered that a registration being turned in could be documented in the minutes, transferred to a memo to Title and Registration Section for action. Could just as easily be an e-mail with all the pertinent information.
 - 2.3 c. ii. – Mark wanted this taken out. Mark didn't like the part about getting the physical plate back. Mark also wanted to be able to auction off the old (physical) plate. Maren had concerns about old plates being re-used as they won't have the current security features or meet current reflect codes. Mark suggested that they could be handled like "Year-of-Manufacture" plates. Maren would have to research this some more and wasn't prepared to answer that. Additionally, LPAG is authorized to auction registrations/configurations and not actual plates, Maren would want legal opinion that LPAG had the ability to auction off physical plates.
 - There was a brief discussion about how Rules are adopted vs. how Emergency Rules are handled for the purposes of letting LPAG know that there is an opportunity to adjust the Emergency Rule as needed.
 - Bob Gall agreed with Mark about the possible value of the physical plate, but noted that for purposes of the Emergency Rule, it was fine, and could be re-addressed when it came time to adopt the permanent Rule.
 - 2.5 a – Mark wanted to change the line from "another person" to "another person or organization,". Mark also wanted to know what the process would be if someone won a

- configuration at auction and then donated it to a non-profit to be re-auctioned at the same event.
- 2.6 – Mark asked again about how long someone “owned” the configuration and transferability.
 - 2.7 – Mark asked for clarification about the difference between plate type and inventory type. Maren was able to clarify that for him. He also asked how auction winners might convert a plate from one they got originally, after winning the auction, to a different style later on (i.e. getting a standard green & white plate then wishing to convert it to an Alumni plate). Maren said she’d received confirmation that they could indeed be converted. Bob Gall asked if someone from Nebraska (not living in Colorado) could be the winner of a configuration, not register it, and still be the owner of it in 13 months. Mark answered that based on 2.9 this would be true. Maren confirmed this.
 - 2.11 – Mark asked if this was talking about a re-auction situation or a donation back to LPAG. Maren said she believed it covered both.
 - 2.13 – Mark asked if there were any logos off-set from the center, or if the configuration could be off-set to keep the logo. Maren answered that any personalization of a plate loses the logo. She’d have to double check with DOC about this but was fairly sure. Bob asked if the handicapped logo could be moved.
 - 2.14 – Mark wanted to change it to read “With the approval of the License Plate Auction Group....” Mark noted he was laying the ground work to charge additional fees. Maren answered that it sounded like he was doing this based on potential legislation. Maren and Bobby both thought this was premature. If legislation changed this, then the Rule could be changed.

It was asked if LPAG needed to take a vote on this. Maren said no, it was simply up to the Department to move forward and based on the discussions today, the Department will do. There were no objections to the Emergency Rule moving forward.

Bobby adjourned the meeting at 1:03 p.m.

The next meeting of LPAG will be July 28th via teleconference @ 9:00 a.m. at the Boards and Commissions Conference Room, 1881 Pierce St., Lakewood, CO 80214.

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