

LICENSE PLATE AUCTION GROUP

May 21, 2012

Minutes to the Meeting

Attendance: Maren Rubino, Dennis Dunsmore, Rich Medina, Dave Ferrill, Bob Gall; also, John Conley, Amy Sawyer, Mike Angely (all SIPA); attendance by telephone: Gina Robinson, Mark Simon, Maurice Knaizer (Office of Attorney General)

**CONVENE:**

The meeting was convened by Maren at 10:05 a.m.

Approval of Minutes

Dave explained that minutes to the meetings of April 13 and April 30 had been distributed to members by e-mail yesterday and this morning. Maren suggested that approval of the minutes be laid over to the next meeting to give members the opportunity to review them more thoroughly. Gina requested a copy of the attachment(s) referenced in the meetings and Maren agreed to provide electronic copies of those documents to Dave.

**NEW BUSINESS:**

Statewide Internet Portal Authority (SIPA)

Maren introduced John Conley, Executive Director of SIPA, who had agreed to attend the meeting for a discussion about the LPAG website. John noted that he had an earlier conversation with Rich about the Group's basic needs. John explained that if he were to help develop a plan, answers to some fundamental questions would be required – what timeline does LPAG anticipate, how are payments envisioned, vendor v. board responsibilities, etc. John suggested that perhaps this meeting would be the opportunity to address some of these details. Rich replied that John had assessed our status quite well. He stated that if the committee is to get to the point of getting a proposal out, we're going to need to narrow down our options. Bob asked if funds were available to pay a consultant to estimate the costs of website development. Maren answered that we have *no* budget, but Mark Simon had committed to pursuing donations to these front-end expenses. John observed that, if the LPAG was to ask a vendor to assume some of the risk in developing a proposal, we should expect to see that reflected in the manner in which the vendor is compensated.

Maren asked Maurice if the enabling statutes for the LPAG provide any flexibility in some of the issues raised in the discussion, especially with regard to payments to vendors. Maurice responded that certain specific powers were granted to the LPAG, but that it would need an appropriation to gain access to any funds, even those donated. The Group does have authority to spend those funds, if appropriated. He explained that donations would go to the Governor or the Treasurer and the General Assembly (through the JBC) would likely put those funds in the Long Bill.

John reiterated that the services most important to the LPAG are on front end of the project. Maren asked if it would possible to pursue a volunteer to accomplish the front-end work. Rich suggested that professional skills are needed for these tasks, though he did not discount that it could be a volunteer. Maren commented that the process imposed on the LPAG is cumbersome.

Gina asked if donations could go directly to a private organization, thereby avoiding some of the procedures described. Maurice noted that there may be no State concern if no spending is being requested. For the sake of clarification, John asked if this board could delegate to an entity such as SIPA to perform work and to then for that entity to retain a percentage of the donated funds. Maurice replied that the LPAG does not have the authority to delegate and that it would need to have continuing supervisory authority. Concerning the receipt of donated funds, he explained he is not familiar with SIPA's statutory and legal structure. He suggested getting something in writing that could be reviewed in some detail.

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John explained that the LPAG will need to define its basic requirements. He added that SIPA would be willing to find someone whose services could be donated for about six weeks to serve as an interim project manager. Maurice replied that he would be happy to work with John and other to come up with a plan that would satisfy statutory and legal requirements.

Dave made a motion to request John, on behalf of SIPA, to put together an initial plan for developing the LPAG website, with help from Maurice in negotiating the statutory and legal hurdles that exist. The motion carried without objection. Maren noted that the group will plan on a presentation at its next meeting in June.

### Budget

Gina stated that she has asked people to look at our project and offer suggestions about what a budget should look like. The task is complicated by the fact we have no information. She explained she would have to confer with Gary about where the entity would be organizationally situated, as it cannot be housed in ~~CDPHE~~ where she is located.

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Maren and Rich stated we need to plan for two distinct capabilities: administrative support, along with the technical skills of a project manager. Maren noted the Governor's Office is currently covering legal costs, but we'll need to plan for taking over that responsibility. Maren offered to put together an outline of what she envisions, which would likely not be a full-time position. Gina said she would likely also provide some input. Maren asked if a meeting with Gina on personnel would require notice being posted. Maurice replied that posting notice on the website is sufficient and while there is *not* a 24-hour requirement, as there is with local government, it's advisable to do it as soon as possible.

### Marketing

In Gary's absence, Dave offered to recap the marketing effort. He explained that the next step is to organize a meeting with Kathy Green, OEDIT marketing director, who has offered to provide professional guidance to the initial launch of the LPAG marketing campaign. Dave noted that the meeting would be at the OEDIT offices and all members of the board would be invited. Maren suggested she be alerted as soon as a date is set so she can post the meeting notice on their website.

### **OLD BUSINESS:**

#### Legal

Maurice reminded the LPAG that carry-over issues from the last meeting needed a response:

- Involvement of volunteers – It appears there is no limitation in having public persons involved, except to the extent there might be conflicts of interest, which would require some review.
- Tax-deductibility of plate purchases – Maurice could find no answer to the question, but he presumes there is no deduction available. He suggested he will continue to pursue an answer to that.
- Executive sessions – Those require approval by a two-thirds vote of the body as a whole.

### **OTHER BUSINESS:**

#### Legislative Update

Mark explained that SB 170 – permitting the auction of single-digit plates – did pass and should be on the Governor's desk for signature. An attempt to add special characters did not pass and Mark had some questions about the motives behind this action. However, he did agree the LPAG should study that possibility. Bob asked about whether special characters would be "decoration" or part of the license identification number. He said the latter use would have big implications.

Maren noted the issue of "previously used configurations" would be carried over to the June meeting. She would also speak with Jonathan to get CSP's input on the use of symbols. She noted the DOR does have some system limitation, which we'll also look at in June.

Bob explained that he spoke to the private vendor for the Texas system, which is now on its third action where 50 plates sold. In terms of us somehow tying our effort to theirs, the Texas vendor explained that might not find advisable. Of note regarding the Texas system is that the auction program is able to expand from six to seven characters. Their system is generating about \$100 per plate.

#### **ADJOURNMENT**

Maren adjourned the meeting at 11:20 a.m.

Submitted – Dave Ferrill, Secretary



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