

## **LICENSE PLATE AUCTION GROUP (LPAG)**

1881 Pierce St., Lakewood, CO 80214  
Boards & Commissions Conference Room  
October 27, 2014

### **Minutes to the Meeting**

Members in Attendance: Bobby Juchem, Maren Rubino, Bob Gall, Peter Pike, Zach Pierce, Gina Robinson (via telephone), Mark Simon, T.H. Mack (via telephone) and Rich Medina.

Guests in Attendance: Chris Hochmuth – DOR, Saskia Young – DOR (via telephone), Marty Zimmerman – Zim Consulting, LeeAnn Morrell – AG’s office (via telephone) and Sherri O’Hara -- Disability Benefit Services Project.

**CONVENE:** Rich convened the meeting at 9:06 a.m. a quorum being present.

- ☞ Approval of the Minutes from 9-29-2014 – This was tabled to the end of the meeting, possibly the next meeting.

### **Restructuring Funding Consideration:**

- > Zach Pierce reported that the first meeting took place last week, this included LPAG, and several other Disability groups. Meeting again on 10/29. Looking at an outside 3<sup>rd</sup> party to facilitate discussions. Will be looking at having each of the groups involved to contribute an equal portion of the cost to facilitate the cost. Roughly speaking up to \$10,000(?) divided equally.
- > There is general discussion of having individual groups and project tied back to a more central framework for a more central medium of the Governor’s office for discussing policy.
- > Communications becomes a little more centralized and less scattered, as there are 6 website between the 3 groups.
- > The discussion for the upcoming meeting is how to engage the disability community more broadly, including these groups and possibly others.
- > The ‘ask’ for funding from LPAG (and the other groups) will be coming in the future.
- > Much of this may depend on how the situation with the Patent ends up resolving itself.
- > Gina also mention that she is the Chairperson of the Colorado Advisory Council for Persons with Disabilities as well as the Treasurer for LPAG, so this gives her some good cross over exposure and context between the groups.

### **Auction and Event planning update:**

Marty reported that:

- One of the two non-profits accepted the LPAG offer of the 80/20 split the other did not. The Golden Civic Foundation accepted and would like to auction off the configuration "GOLDEN". This would take place 11/15/2014. They will follow our rules; collect the money (made out to the State). The money will go to the State of Colorado – Registration Number Fund. When the check clears, then the certificate etc. will be issued to the auction winner for them to proceed with further processing as they desire. There was discussion about how checks will be received and where, specifically, they should go and whether electronic payment can be accepted and who will pay the convenience fee, all of which will be researched and worked out.
- For the Patent issue – there is an upcoming meeting 10/28 or 10/29 between Zim Consulting, Handbid, and LeeAnn and Devin from the AG's office to figure out a solution for moving forward. For January, there was going to be an on-line auction starting January 21<sup>st</sup>, running to the live event on January 28<sup>th</sup>. The configuration would start out in the on-line auction and then move into the live auction during the event. (Example: BRONCO starts out as part of the online auction and takes bids all the way to the 28<sup>th</sup> at 6:30 p.m. Then it transitions to the live auction with the auctioneer starting the bidding with the highest bid received on line, so far, and continues on from there.) Payments would be directly to the State, without an escrow agent – avoiding one of the major pieces of the patent. This should avoid further issues with the patent process. Waiting hear from Handbid to get their comfort level with this process.
  - Rich asked why an online bidder would bid a configuration up, to then have to be there in person to assure that he can continue to bid and win. Marty responded not all configurations would be part of the live auction, some configurations will simply end at 6:30 and others would continue forward.
  - LeeAnn was intrigued and they would discuss this further at their meeting. LeeAnn continued that they are also scheduling a meeting with Mr. Barnett's attorney for further clarification about the specifics of the alleged infringements.
  - Peter asked that since the State was not indemnifying the Contractor or sub-Contractors (Zim and Handbid) what protections were in place, enough, for them to move forward with doing the January event. Marty stated that this was the purpose of the upcoming meeting with the AG's office.
  - Zach asked what happens if Handbid is not comfortable moving forward at all. The consensus was to let the meetings happen and then cross that bridge when they got to it.
- For the Live event it will be at History Colorado on 1/28/2014. Zim is pursuing an auctioneer and is in negotiations with him.
- There is an event planning committee in place that includes liaisons from CBSCC and CDDC. In addition one of the auction winners from last time is bringing all of his Polo Club friends. TH is working on sponsorship and Marty is having (or will have had) individual meetings with all of the members of LPAG. Online registration will be ready for the end of November.
- Waiting to send out sponsorship and silent auction requests as Zim is needing to get authorization for and funding from LPAG to handle this. Marty's proposal is to send these to 750 organizations and then follow-up with phone calls. There is a list of 250 organizations for the silent auction items. Mart can make both of these lists available as needed. Additional there will be flyers strategically placed. This does not include physical invitations. The cost to for everything is \$856.59.

- Rich wondered if DPA could do the mailing for all of this. There was also general discussion about where other inexpensive options for envelopes, postage, printing etc. might be.
- Marty would like to start sending this information out at the end of the week.
- Peter went over the timeline again wondered where LPAG was on the timeline. Marty clarified this for him. [Rich interrupted the discussions to introduce Sherri O’Hara who is on the Board of Directors for Disability Benefit Services Project.]
- Marty does have the event timeline available for sharing. They are hoping to have 175-225 people in attendance. Everyone believes this is a reasonable goal. Marty is continuing to look at LPAG for their connections to help out.
- Bob moved that LPAG authorize Zim Consulting up to \$1,000 for the promotional mailing(s) for the event. Mark 2<sup>nd</sup>.
  - Rich – Yes
  - Bobby – Yes
  - Gina – Yes
  - Maren – Yes
  - Peter Pike – Yes
  - Zach – Yes
  - Mark – Yes
  - Bob – Yes
  - Motion Passed.
- Marty needs approval for these “A” configurations:
  - GOLFER
  - BRONCO
  - 5280
  - 18
  - Range between 4-7 (winner to pick a number in between – only 1 configuration)
  - Range between A-Z (winner to pick a letter in between – only 1 configuration)
- Marty reminded the group that the minimum bids for these was going to be \$10,000 but it scared people off. Marty suggested that a Reserve would be \$10,000 (not published) and if the number isn’t hit then the configuration gets pulled. These will start out on-line but the person must be at the event to finish bidding and win.
- Rich moved to approve the above listed plates for the Live Auction. Bob 2<sup>nd</sup>.
  - Bobby – Yes
  - Rich – Yes
  - Gina – Yes
  - Maren – Yes
  - Peter – Yes
  - Zach – Yes
  - Mark – Yes
  - Bob – Yes
  - Motion Passed.
- The next request for plates is in January – please get your requests to Marty so that he can compile the list and get it to Maren in a timely fashion.
- Marty will finalize the flyers and have them available to the group by the end of the week.

- Peter asked, again, about the videos and how they'll be used. Marty detailed how they will be used at the event and for marketing as well as any ideas anyone else has for their use. Marty can make these available also. Peter asked the Group how the videos should be used. There was some general discussion surrounding their use. Consensus was that for the most part LPAG will be direct people to the website where the videos will be loaded.
  - There was some discussion as to whether or not a disclaimer of some sort was needed for the videos or the marketing materials.
- Marty reported back on the ability of ColoradoPlates.com to host the agendas, minutes and recordings of the meetings. Agendas and minutes were fine; the quote to boost the server to accommodate the recordings was not acceptable. Marty is continuing to look into this. Mark asked that a link be posted on the DMV website to (wherever) the LPAG site, agendas, minutes, recordings, videos etc. are.
- There was additional discussions about involving the Bronco's or the Bronco's foundation. At the moment everything there is funneled to one guy who is closed to the idea. They are continuing to work on ways of getting around this gentleman.

### **Amending Term #10 in the Terms and conditions:**

A lengthy discussion revolved around transferring the rights to a configuration to other persons/entities other than immediate family, such as a charity. What happens if a corporation buys a configuration? What happens if a corporation buys a configuration and goes under? What happens if a charity buys one, and goes under? What if you have no heirs? How does probate work? How does LPAG or DOR ever find out someone died? There was also discussion about the configuration being an asset and needing to have it back to re-auction and continue to sell it over and over again.

Mark asked LeeAnn to review the probate process as it may apply here.

LeeAnn believed that the ability to leave the configuration to someone is counterproductive to the LPAG's mission of selling the asset often. She thought a better idea was to change the length of time that one could own the configuration and not deal with probate, but what research and do whatever the group decided.

LeeAnn thought she might be able to craft some "comparison" language so the group could review both and make some decisions. It was agreed this would be the plan and LeeAnn would have something for the next meeting.

### **Public Testimony:**

Sherri thanked the LPAG for staying focused and moving forward.

Peter Pike reminded the group why they were all there in his usual fashion.

### **Sustainability:**

- Registration Numbers – Peter started by asking what happens after an auction. How/should we vary the configurations that are offered up to keep the interest of the public and the

sustainability of the group. Bob thought that 0-100 and A-Z would keep LPAG busy for quite a while, as well as offering different language choices for the same set. Mark asked if the group was able to reserve configurations out of the new AAA-### series being issued. Rich thought that this discussion would be very long and the group should focus on the current auction and deal with this longer discussion later. Maren just reminded the group that the list is due in January and suggestions for anything anyone wanted to get it to Marty A.S.A.P. Marty asked for and updated expired list since April of 2014.

- Bob asked about having a half space on the plates. Maren noted that it was a dye change and that there had to be approvals from law enforcement and the tolling authorities and then programming changes to accommodate all of this and this might take years to get there.
- Mark asked about the first right of refusal so that plates didn't get reinstated while the lists were being reviewed. Maren noted that Rule 36 was only signed the Friday before.
- Mark wanted to ask all of the County Clerks what plates were popular.
- A searchable data base is in the works for the website for the public to search reserved plates and request that they be auctioned.

**Public Testimony:**

None

Next meeting will also set the next year's meeting schedule.

Next meeting is scheduled 11/24/2014 at 9:00 a.m.

Rich adjourned the meeting at 11:15 a.m.

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