



Board of Directors Meeting Minutes

April 5, 2007 1:30-4:00pm
Secretary of State's Office
1700 Broadway
Blue Spruce Conference Room
Denver, CO 80290

I. Call to Order: 1:44 p.m. Chair Cadman

A. Roll Call

Present: Vice Chair Jack Arrowsmith, Evan Dreyer, Bob Feingold, Greg Jenik, Mike Locatis, Gerald Marroney, Don Mares, Rico Munn, Senator May, Chair Cadman

Excused: Roxy Huber

B. Introduction of Audience

C. Approval of March 1, 2007 Meeting Minutes of the SIPA Board of Directors.

Discussion:

Jack Arrowsmith stated that the March Minutes had him present when he was absent.

Dan Morrison said that on Page 5 of the March Minutes it was quoted that "Colorado Interactive was certified by Cybertrust". Dan wanted to make that it was corrected, because Colorado Interactive (CI) is still in the process of being certified.

Kathy Gappinger stated that she would make both of those changes.

MOTION: To approve the March 1, 2007 Meeting Minutes with corrections discussed.

Jack Arrowsmith/Greg Jenik

Approved unanimously

II. Committee Reports

A. Business Committee, Bob Feingold

Bob Feingold stated that the Business Committee did not meet last month. However, he would hope that this meeting, the Board of Directors would update the committees.

B. Contracts Committee, Gregg Rippy

No Report

C. Finance Committee, Gregg Rippy

No Report

D. Personnel Committee, Rep. Cadman

No Report

E. Bylaws Committee, Gregg Rippy

No Report

III. New Business

A. Colorado Interactive General Manager's Report, Dan Morrison

Dan Morrison stated that he changed the GM Report a little bit and added some more statistics and charts. This is their first attempt and asked the Board for their input. Dan Morrison reported that CI had a very successful month in March with launching 3 major services and the continuing success of OVR.

Online Vehicle Registration Renewal (OVR)

Dan Morrison said that OVR (Online Vehicle Registration Renewal) is continuing to be the single most successful application with over 10,000 transactions since December in Douglas and Denver County. The total renewal fees collected through March were approximately \$1.2 million. Four additional counties: Boulder, El Paso, Jefferson, and Pueblo, were released this week. This service continues to exceed expectations. Dan Morrison reported that in order to get more counties in the system, they are going to put a FAQ on Colorado.gov that will answer common questions in the next couple of weeks.

Dan Morrison stated that on the table, the Board of Directors could see some of the handouts for OVR that will begin to circulate. Overall, it is very exciting and many other counties are getting in line to get OVR. Thank you to Bret Mueller with the Department of Revenue for all the work he and his staff has done.

Discussion:

Senator Ron May asked whether the four people or plates that were improperly recorded, came out of the Portal's system.

Dan Morrison replied that it was not and that he was not qualified to answer exactly where they came from. But he could say that they did not come from the Portal.

Senator Ron May wanted to make sure the Portal was not interfering with the police force and was not involved with the bad data that went to the patrol.

Dan Morrison said again that he was not sure he could answer that question, but would be happy to discuss that later with Senator May.

Senator May said that he would like to see charts or statistics that closely track the OVR system. The Board of Directors should have a goal state wide to increase that number.

Dan Morrison said that they could certainly provide that type of information for the Board. CI already has a plan to get the entire Front Range in 6 months. OVR is very demanding in the smaller counties where it is harder to get to the Motor Vehicle Office. CI is currently releasing at a 4 counties per month rate and would like to keep this pace going as a goal.

Senator May asked Evan Dreyer if this is something the Governor's office could help with.

Dan Morrison said that Colorado.gov already sends out press releases through the Governor's office.

Evan Dreyer said that he would be happy to help.

Senator May said that marketing needs to get to the citizens, not just to the counties.

Evan Dreyer stated that the portal is an important service and the Governor's Office would do what they can to help.

Greg Jenik said that when he got his plate renewal card in the mail, it was very obvious on the front and center of the card that online renewal was available. It jumped right out and that was the best advertising he has seen so far.

GM Report OVRP (Continued)

Dan Morrison said that in every county, each automobile owner that is up for renewal would get a card with OVRP information posted on it. That is why Colorado.gov is seeing the uptake numbers without much marketing. So far Colorado.gov has about 4,300 renewals in just 2 counties.

Discussion

Evan Dreyer asked if CI had any percentage goals.

Dan Morrison answered that in general, across that other 19 portals, there is a 30% tipping point where the offices see a dramatic change.

Gerald Marroney asked whether the Department of Revenue should look at sending out an email instead of a mailing notice that would just link back to Colorado.gov.

Chair Cadman said that Revenue could send mail if there was no response or bounce back emails.

Senator May said that the only problem is that people change email addresses all the time.

Gerald Marroney replied that he realized that, but he just thought that it would give an option to save postage for the Clerk & Recorder. Maybe the Secretary of State could do it early enough, so that all of that "no responses" will receive a card in the regular mail, and save the State money.

Jack Arrowsmith said that it is definitely something worth looking at.

Online Tax Payment Portal (OTPP)

Dan Morrison stated that Colorado.gov recently launched the Online Tax Payment Portal (OTPP), which allows taxpayers to use the Net File Tax filing system to pay State individual income taxes electronically. There have been over 130 tax payments processed on the OTPP even before any press announcements. All payments are processed by Colorado.gov's secure payment processing software. This application is coming out just in time for the tax deadline on April 17th. Next month, Dan Morrison will be able to report more specific statistics.

Discussion:

Chair Cadman asked whether the server and staff would be prepared on the night of April 17th.

Dan Morrison said that the staff would be on board and prepared at the Portal until midnight of the 17th. From experience at other state Portals, transactions could stay high until 11:59pm. CI staff would coordinate with the Department of Revenue.

Chair Cadman asked what percentages would be expected.

Dan Morrison said that they have asked Revenue for some hard data, but so far there has been no data.

The First Lady's Site

Dan Morrison said that Colorado.gov released a page for the First Lady, Jeannie Ritter. It is similar to the Governor Ritter's page where citizens can request her presence to a particular function. That request is sent to a staff member at the Governor's office and the citizen is then contacted.

Measurement Device Licensing Application

Dan Morrison reported that the Measurement Standards Device Licensing Application was launched this month for the Department of Agriculture. Over 8,000 locations statewide have over 26,000 commercial scales or meters that require a measurement standards scales or device licenses. Owners of these locations can now pay for these licenses online and it has been a great application for the Dept of Agriculture.

Development Queue

Dan Morrison stated that he tried something new this month by adding a different graph that will give the Board of Directors a better look at the queue. This graph shows 18 applications in line that CI is working on right now and their estimated time for each application. Dan Morrison did remind the Board that it is an estimate, and projects are subject to change.

Discussion:

Jack Arrowsmith asked Dan Morrison if he could add in the Estimated Project Timeframes table how complete each project was.

Bob Feingold said that would be very helpful to the Board.

Dan Morrison stated that he would try to do that in next month's report.

Portal Metrics

Dan Morrison pointed out on page 6, that this new chart shows summary numbers of some of the major applications on the Portal. It says that there have been 4,371 renewals and almost all of these were done in March. Again, this shows how quick the uptake is going to be since this is all happening with very little promotion. Dan Morrison reported that he has every expectation that they will exceed the 2006 numbers.

Financials

Dan Morrison reported that CI's operating expenses for the month of February was \$270, 427. He said that he is very pleased to report that the percentage of non-DMV revenue generating applications is going up steadily.

Other Business/Additional Discussion

Senator Ron May stated that he just came from a Transportation Committee and there was a bill in process to add off highway vehicle licensing online. He asked if CI was aware of this and if it was going to be on the Portal.

John Thomas from CI answered that he had a little bit of information and he has been working closely Department of Natural Resources (DNR). DNR is also looking at The Payment Engine (TPE).

Senator May said that this is a different issue and that they want to add online off-road licensing.

Dan Morrison said that it would probably be the same requirements as previous applications and therefore could be something that they could look at.

Senator May asked if there will be any anticipated revenue generating applications.

Dan Morrison replied that the project queue is very diverse and has more revenue generating applications.

Chair Cadman announced from Gregg Rippy's Executive Report that SIPA has signed an EGE Agreement with the Department with Public Safety.

Senator May stated that he has a draft bill in process right now that will be introduced next week that will increase the size of the Board of Directors from 11 to 13.

Rico Munn asked who the additional members would be.

Senator May responded that the bill would add the State CIO, Mike Locatis, as a voting member, which is something that the Board has talked about for some time. And it would also add another private sector member.

Chair Cadman asked whether the Governor would appoint the private sector member.

Senator May replied yes. He also stated that he believes that there is a problem with the knowledge of SIPA with the Legislature. Senator May thinks that the Board needs to pull a briefing or have a joint meeting with the Technology Committee once a year.

Chair Cadman agreed and said that the SIPA Annual Report goes out to the General Assembly. He said that when he ran HB1334, many of his colleagues did not know what SIPA was, but he would then say, "have you heard of Colorado.gov?" and they would then have a better idea.

Secretary Mike Coffman asked whether SIPA goes before the Legislature to do a presentation.

Chair Cadman responded that they have not in the past.

Don Mares said that the Board or Gregg Rippy and SIPA should do a marketing tour around the state.

Gerald Marroney suggested that CI should ask the other NIC portals what they have done to educate their legislators and come up with a legislative marketing piece to give the Colorado Legislators.

Evan Dreyer said that this would be good for the Legislators to help out their constituents.

Chair Cadman stated that all the Legislators would have town meetings and it would be great if they could incorporate some of the applications and constituent services into these meetings. He asked Dan Morrison the status of the marketing brochure that was presented at the last meeting.

Dan Morrison replied that the brochure went to press this month.

ACTION ITEM: SIPA and CI to put together a joint Legislative Marketing piece.

Chair Cadman asked Kathy Gappinger if there was an updated Committee List.

Kathy Gappinger replied that there is and she will email the list out along with phone numbers.

ACTION ITEM: Kathy Gappinger to send out updated committee list.

IV. Agenda Items for Next Meeting

None specific

Next meeting is scheduled for:

Thursday, May 3, 2007

1:30 p.m. – 4:00 p.m.

Secretary of State's Office

1700 Broadway

Blue Spruce Conference Room, 2nd Floor

Denver, CO

V. Adjournment

The meeting adjourned at 2:32 PM.