

License Plate Auction Group

Sustainability Subcommittee

March 5, 2014

12:00 pm to 1:00 pm

- I. **Legislative Background:** Mark Simon
Overview of legislation and statute
 - House Bill 11-1216
 - Senate Bill 13-170
- II. **Expectations from the License Plate Auction Group:** Members in attendance
 - Much of this is contained in the Scope of Work
 - Backgrounds
 - Thoughts and expectations from the vendor
- III. **Presentation from Zim Consulting and Sprocket Marketing Execution of the Contract:**
Marty Zimmerman and Associates
 - Thoughts of where we are going –What brings us to our first auction
 - Advertising
 - Outreach
 - Target Marketing
- IV. **Timeframe:** Members in attendance
 - Work up--deliverables
 - Auctions—when
- V. **Web Presence and social media options**
 - For the auctions themselves and to drive traffic
 - Department of Revenue Site and use of SiPA (State Internet Portal Authority)
- VI. **Budget**
 - Marketing : Billboards etc....
 - Processes for reimbursement and distribution