

LICENSE PLATE AUCTION GROUP (LPAG)

Colorado Department of Revenue
1881 Pierce St., Lakewood Colorado
August 25, 2014

Minutes to the Meeting

Members in Attendance: Bobby Juchem, Maren Rubino, Rich Medina, Mark Simon via telephone, Bob Gall, Ryan Carson.

Guests in Attendance: Chris Hochmuth – DOR, Dylan Ikenouye DOR, Saskia Young –DOR (via telephone).

CONVENE:

- Meeting was called to order at 9:00 am by Bobby Juchem. Roll Call was taken and a Quorum was present.

Minutes:

Maren had sent out the minutes for the August 13th meeting this morning but the August 19th minutes were not yet available. Bobby tabled the minutes until the next meeting.

Agenda:

- > Marty was not yet present consequently, Bobby tabled his presentation on the debriefing of the on-line auction and his Contract extension were tabled.
- > Restructuring Discussion:
 - Bobby gave a quick background about what lead up to this discussion.
 - Zach had been having discussions off line with various members as to how the group was functioning and how it might be restructured to function better.
 - Event Planning committee
 - Vetting Policy
 - Zach wanted to find out what it would take to be more effective in the future. Did LPAG need to be moved up under a State Agency or does LPAG move to a private entity that's a non-profit similar to Pinnacol Assurance.
 - Sustainability of the committee.
 - Best use of resources of the committee.

Bobby opened up the committee for a general discussion of this topic.

- ➔ Mark thought Pinnacol might be a model worth looking at as it might solve the tax deductibility question as well.

- Bob wanted to know what the advantage would be if LPAG were a state Agency. He thought LPAG was best left in the Governor's office.
- Mark pointed out it would take legislation to change the structure of LPAG, which would not be a quick event.
- Bobby took this to be moving in the right direction and looked forward to Zach's thoughts at the next meeting (when he could be present).
- Maren agreed noting that Agencies usually are given direction and policy to operate under and that it's somewhat frustrating to not have that. Further that having 4 Agencies trying to run a board or commission does work.
- Bobby thought some sort of By-Laws might lend some structure to the Group.

Event Planning Committee:

- + Bobby suggested that everyone should be on this committee as each member had something to offer and no one would be left out of the loop.
- + Mark agreed, and reminded Bobby that as a result it would be subject to all of the open record, notice, decision making processes. Therefore, Event Planning should be limited to Event Planning and kick all policy discussion to the regular meetings. Bobby agreed.
- + Rich asked if it wouldn't be better to make it a permanent agenda item instead of a separate meeting. Mark said not, as they would be far more productive and informal as long as there is no policy discussions.
- + Maren had some concerns regarding the overtaxing of DOR resources for an additional set of meetings. She also asked what would be the main focus of the group other than the promotion of a successful event.
- + Mark made general comments regarding the fact that LPAG needed to have this committee and let our vendor run it and trust him.
- + Ryan agreed with Rich. Policy discussions keep sidetracking the Group. A separate meeting with everyone involved for event planning didn't sound efficient.
- + Bob suggested a mission statement for the Event Planning Committee that looks through the users eyes. Bob also believed that January was too soon to have a live event. He didn't believe there was enough market research in place.
- + Rich agreed that we need to use and trust our vendor as this is what they're paying them for.
- + Mark pointed out that Marty had a very short time frame to put on the event and to reach the audience that the Group was looking for.
- + Bobby recapped and summarized the discussion. He then wished to amend his original proposal to bifurcate the meetings into part Event Planning and part Policy processing. Maren liked this, especially with the Event Planning taking place at the front of the meeting so that when policy discussions happen to come up they can be handled at the back end of the meeting. Bob Gall 2nd Bobby proposal.
 - Mark – Yes
 - Rich – Yes
 - Bobby – Yes
 - Maren – Yes
 - Ryan – Yes
 - Bob – Yes
 - Motion passed

Hence forth 1st half of the meeting is Event Planning 2nd half is Policy discussions/business meeting.

Mark noted that on a similar note, Sustainability seems to have fallen by the weigh side and should be looked at. Bobby agreed.

With Marty still not having joined the call, his contract extension would be tabled to the next meeting.

It was realized that there was a meeting scheduled for 9/4 from 12-2 and the major topic of discussion would be the extension of Marty's contract with him sending his proposal in advance so the members could review it.

Public Testimony:

Kit Sage:

1. Kit believed that it was crucial that the Governor be at the January event.
2. Kit also believed that it was exceedingly important that the Bronco organization be involved with this event. So even though they've said "no" once, LPAG should continue to try to get them on board (as well as other appropriate sports teams when appropriate numbers/configurations come up for auction).

Maren firmed up the Agenda for 9/4.

Bobby adjourned the meeting at 10:28 a.m.

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