

LICENSE PLATE AUCTION GROUP (LPAG)

June 25, 2012

Minutes to the Meeting

ATTENDANCE:

Group members: Maren Rubino, Rich Medina

Group members by telephone: Gina Robinson, Gary Sanford, Mark Simon

Guests in attendance: Bob Gall, John Conley, (SIPA), Dennis Dunsmore, Mark Van Buskirk, Dylan Ikenouye (DOR), Kyle Boyd (DOR), Ben Mitchell (DOR)

Guests on telephone: Maurice Knaizer (Office of Attorney General), Reggie Bricha

CONVENE: The meeting was convened by Maren at 10:00 a.m.

Approval of Minutes

Approval of Minutes from 4/13/12 (Rich motioned, Maren seconded) & 4/30/12 (Rich motioned, Gina seconded)

Approval of 5/21/12 (Gina motioned, Rich seconded) meeting minutes with following change - replace reference to where Gina Robinson works in Budget section of 5/21 minutes from "CDPHE" to "HCPF"

NEW BUSINESS:

SIPA – John Conley made presentation to the LPAG

- SIPA would donate time from SIPA staff and consultant fees. LPAG members need to be available 2 hours each first four weeks – 1 to 1 ½ hours for following weeks to review workload and process.
- Discussion regarding the cost of a system and staff needed to support project
- Rich Medina made a motion to "accept generous donation to assist with project and LPAG will be involved in this process". Mark Simon seconded – motion passed.
- Maren asked that project begins in August 2012. LPAG members will be asked in July meeting to make commitment of time beginning in August. Members will work in July meeting to prepare proposed schedule to present to SIPA for August initiation of project.

Budget – Gina Robinson

Gary mentioned that COFRS will be set up in governor's office – currently being developed

Gary, Maren, Rich, Mark, Gina to be involved to review staffing needs and related costs

Mark needs budget to begin making funding requests.

Marketing Update – Gary Sanford

Gary reported that meeting with Kathy Green @ Office of Economic Development hasn't occurred yet. Gary will try to set meeting for July.

LPAG Seal – All

No other suggestions received – only suggested logo was developed by Bob

Gary will check with Kathy Green to get her feedback on proposed logo

Reissuance of previously used configurations – Dylan Ikenouye, DOR

Maren proposed that this item be taken up at July meeting

Discussion on adding symbols to license plates – Jonathan Oliver, CSP

Item will be moved to July agenda

OLD BUSINESS:

Legal questions – Maurie Knaizer, Attorney Generals office

- **IRS tax deduction eligibility:** Maurie said he looked at IRS code – charitable donations cannot be made to government agencies. Maurie could not find precedence in other license plate sales for charitable value. Individual would have to negotiate deduction with US Internal Revenue Service. Recommendation that LPAG avoid subject of tax donation as it relates to license plate auction purchase.

Mark Simon will draft a letter to IRS requesting ruling opinion on license plate auction purchase tax deductions. Mark will work with Maren, Maurie and Bob to assist in developing the letter. Once letter is drafted, Mark will share with committee at July meeting for approval.\

OTHER BUSINESS:

Mr. VanBuskirk – request for meeting notes. Maren said she would share copies with meeting guest. Question: How much revenue is currently being generated by personalized license plates? Maren explained the License Plate Auction Group will not replace process involved in personalized license plates. Highway users tax fund benefits from personalized plates. Maren explained difference of personalized plates versus LPAG focus.

Bob Gall – How do we increase inventory - since there is limited number of available character/number combination. Currently Colorado is at 6 digits on license plates – maybe consider seven digits?

ADJOURNMENT

Maren adjourned the meeting at 11:02 a.m.

Submitted – Gary Sanford on behalf of Dave Ferrill, Secretary

Attachment: PowerPoint text

License Plate Auction: Project Overview and Suggested Process PowerPoint presentation

by John Conley with Statewide Internet Portal Authority (SIPA)

Slide 1: Purpose of this Document

- ▶ This document outlines the actions required to implement the proposed license plate auction process recently passed by the state legislature.
- ▶ This specifically addresses how to define the application (web) functionality that could be hosted by a 3rd party. This includes guiding a process designed to:
 - Provide basic project management / supports required to coordinate and facilitate stakeholders.
 - Develop and document key business processes
 - Research and document sustainability practices
 - Produce both functional and technical requirements
 - Support implementation planning with SIPA

Slide 2: Project Background

- ▶ The License Plate Auction Group was authorized by the Laura Hershey Disability-Benefit Support Act - designed to fund services in Colorado to provide education, direct assistance and advocacy to enroll those who are eligible for Social Security Disability Insurance (SSDI), Supplemental Security Income (SSI) and Long Term Care Medicaid but who cannot get through the application process.
- ▶ The License Plate Auction Group shall:
 - Raise money by auctioning to a buyer the right to use valuable letter and number combinations for a registration number.
 - Study the market and determine which registration numbers are the most valuable, including both the types of plates currently issued and any type of plate that has been historically issued.
 - The group shall raise money by creating a market, which may include on-line auction site, for registration number using methods that are commercially reasonable, account for expenditures and ensure the collection of the state's approval and transfer royalty.

Slide 3: Key Questions

- ▶ What business units within DOR are impacted – is there impact beyond DOR?
- ▶ When should this be implemented?
- ▶ How does this application integrate with existing titling and renewal systems such as CSTARs?
- ▶ How will the inventory of plates be managed?
- ▶ What are the key issues and risks with this new system?
- ▶ What are the financial controls and processes to ensure funds from this service are transferred to the appropriate fund?
- ▶ What support is required from DOR and other staff?
- ▶ Can the model be self-sustaining?
- ▶ How will this be marketed and communicated to the state?
- ▶ How will auctions be conducted – what rules will apply?

Slide 4: Time frame

- **Frame - 2 Weeks**
 - Perform an impact analysis – understands how this impacts existing operations
 - Review existing documents and policies
 - Produce and facilitate a review of this project plan with the License Plate Auction Group
- ▶ **Define - 4 Weeks**
 - Conduct a series of interviews and facilitated sessions to define the business processes and rules required to implement this application
 - Facilitate the development of functional requirements
 - Identify and resolve issues
- ▶ **Plan - 2 Weeks**
 - Facilitate the development of the implement plan – this includes the timelines for design, development, and testing of the application.
 - Facilitate the development of a communications and deployment plan required to support implementation.

