

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

Colorado Department of Revenue  
1881 Pierce St., Lakewood Colorado  
May 7, 2014

### **Minutes to the Meeting**

Members in Attendance: Bob Gall (via telephone), Peter Pike, Maren Rubino, Zach Pierce (via telephone), Gina Robinson (via telephone), Mark Simon (via Telephone), TH Mack, Sr. (via telephone), Ryan Carson (via telephone).

Guests in Attendance: Chris Hochmuth – DOR (via Telephone), Maury Knaizer – AG’s Office (via telephone), Marty Zimmerman – Zim Consulting, (via telephone), LeeAnn Morrill – AG’s Office (via telephone), Kit Sage (via telephone).

### **CONVENE:**

There were technical difficulties in starting this meeting. Consequently the meeting was not officially convened until 12:12 pm when it was determined that a quorum was present.

Prior to the official start of the meeting there was discussion among the members on the following items:

- Maury’s last day is Friday and LeeAnn Morrill will be resuming her duties.

12:15pm – Marty (who had started a “sign-in” sheet) determined a quorum was present. At this point, the Conference Room at Pierce was finally able to log on with Maren and Peter.

Maren took the “official” attendance.

Peter Pike proceeded through the following items:

- ❖ Maury, LeeAnn, Peter Pike, and Marty will finalize a couple of details regarding the MOU with the CCDC to make it consistent with Statute.
- ❖ Maury also updated the group to the fact that Devin Laieho (devin.laieho@state.co.us) is a registered Patent Attorney in their office and he will be looped into look at the Online Auction piece.
- ❖ Marty presented a side by side comparison of the Brown Palace and the Four Seasons. Marty’s final recommendation was the Brown Palace.
  - TH asked if anyone had tried to negotiate the price with the Brown Palace. Marty pointed out that, at the moment he had no negotiating authority. He had simply been able to get general quotes. But he thought that there might be some movement in the price from someone with the authority.
  - Gina thought that Zach should be able to step in, from the Governor’s office and move negotiations along.

Peter moved that LPAG use the Brown Palace based on the caveat that LPAG work with the Governor's Office to negotiate lower costs to bring the Brown Palace in line with the Four Seasons. T.H. 2<sup>nd</sup> the motion. The Motion carried.

- ❖ Infographics – Infographics takes difficult concepts and put them into pictures as a way to describe them. Simpler design = \$2,500; more complex design = \$4,500; plus \$90/hour rate for additional required work. Marty discussed the two quotes in detail. Marty recommended the simpler design.

Gina moved and Zach 2<sup>nd</sup> that we use the Simple(r) design. The Motion carried.

- ❖ [Marty discussed the DropBox invite and how DropBox worked. It was noted that there are some issues with state employee and DropBox and Marty would resend the invitations.] Marty discussed the contents in the LPAG DropBox:
  - List of Registration numbers that might be up for reservations, as they have “expired”. Marty and his team have started reviewing the 18,000+. Marty is hoping to have a list to be acted on at the next meeting. Additionally, in review this list, they have come up with 3,000 additional configurations that might have interest for the group.
- ❖ Website is almost ready to go; they are waiting on the logo from State Branding. There will also be logos from the sponsor on it as well. The site is ColoradoPlates.com. Still a work in progress.
- ❖ The organization list has been updated with Mark's suggestions. If you have organizations or specific people, please send them to Marty and he'll get the list updated with them. Do not edit the list in DropBox yourself.
- ❖ Zim Consulting will be sending out a “Save the Date” item for the LPAG's approval for the next meeting.

Maren reviewed the Agenda items for the May 19<sup>th</sup> meeting.

Mark did a quick review of legislation awaiting the Governor's signature that should be reviewed at the next meeting. Maren asked that if anyone had ideas about what “perpetual license” should mean, she will combine them and send them out for the next meeting. Mark asked Bob to check with Texas, how they picked their time frames for the next meeting.

Additional items should be sent to Maren with a cc: to Bobby Juchem.

Meeting adjourned at 12:57p.m.

The next meeting of LPAG will be May 19<sup>th</sup> at the Department of Revenue, 1881 Pierce St., Lakewood, CO 80214 – Boards & Commissions Conference Room @ 10:00 a.m.

Respectfully submitted  
Chris Hochmuth  
Administrative Services Supervisor  
Title and Registration Sections

Department of Revenue