

Laura Hershey Disability-Benefit Support Act

License Plate Auction Group

Meeting Minutes **November 25, 2013**

Meeting location:

Colorado Department of Revenue, 1881 Pierce St. Room 110, Lakewood Colorado

Members in attendance: Maren Rubino (Chair), Rich Medina (Vice Chair), Peter Pike, Bobby Juchem, Bob Gall, Ryan Carson. Members in attendance by phone: Gina Robinson (Treasurer), Mark Simon. Members not in attendance: Peter Kopp and T.H. Mack Sr.

Nonmembers in attendance: LeeAnn Morrill, Tony Anderson, Rodney Johnson, Chris Hochmuth, Kit Sage

Welcome and introductions. The minutes from 10/28/13 meeting were amended and approved.

Nominations for officers were discussed and the group formally approved the following appointments effective January 1, 2014:

Bobby Juchem (CDPS)- Chair – with unanimous approval
Rich Medina (OIT) - Vice Chair with unanimous approval
Gina Robinson (HCPF) - Treasurer with unanimous approval
Maren Rubino (DOR) – Secretary with unanimous approval

Mark Simon provided an update on the loan. Contract committee chair will get with AG so MOU can be drafted and get it to DPA and then DPA can transfer within a week. AG is Eric for that committee

Peter Pike provided an update on the RFP. Zim Consulting inc. was interviewed and selected as the contractor to work with the LPAG in getting the license plates to auction– The selection subcommittee will stay in tact and meet regularly with Zim Consulting to manage the contract. keep the sub group in tact. Zim Consulting partnered with Sprocket Communication to support the marketing of the license plate auction. Zim Consulting will be a standing agenda for the LPAG and will be asked to attend meetings and provide a report. The contract with this vendor will be for six months. The expectation is that the contractor will auction four license plates. Peter will provide the Zim Consulting application to the LPAG. They have experience with auctioning. Once the contract is signed, the selection subcommittee will meet regularly with Zim and report back in the LPAG; The LPAG members will be invited to participate with meetings with Zim and it will be Scheduled on a regular basis.

The LPAG discussed – Using the contract to help guide sustainability. Look at getting the license plate registration numbers becoming available. Look at prioritizing the letters and combinations. Even consider the symbols down the road. CDPS continue to look at symbols on license plate. Still waiting on the rule that the department has drafted. New Hampshire is using the + and – plates.

Previously the LPAG requested that the department look up 269 letter combinations to see what was requested to be reserved. There were 189 letter and number combinations reserved as a result of that request. Gina would like to send a request for “.com and .org”

Peter Pike will follow up with Kelly to authorize contract execution with the new contract.

Bob Gall mentioned the question of conducting a silent auction.

Next Meeting – **December 30, 2013**, 10:00 a.m. 1881 Pierce St., Room 110 Lakewood, CO

The meeting was adjourned at 11:24 a.m.