



STATE OF WASHINGTON
SPECIAL LICENSE PLATE REVIEW BOARD

MINUTES

Regular Meeting

Tuesday, November 13, 2007 - 10:00 AM to 2:00 PM

Puget Sound Regional Council

Seattle, WA

Phone (206) 464-7090 - Fax (206) 587-4825

MISSION: To create a fair and balanced mechanism that will allow for the evaluation of special license plate applications for possible approval and to make recommendations to the Legislature regarding plate series with inadequate reimbursement levels.

ATTENDEES

Board Members: *Mike Ciraulo, Senator Mary Margaret Haugen, Representative Geoff Simpson, and Toni Wilson*

Absent: *Captain Jeff Devere, Senator Don Benton, and Representative Doug Ericksen*

Support Staff: *Jennifer Dana*

Legislative Staff: *None*

Legal Advisor: *Jerry Anderson ATG (Absent)*

Public Guests: *Tony Dell (Washington State 4-H Office from Puyallup)*

I. CALL TO ORDER

1. Introductions

a. New Board Members (Chair Mike Ciraulo)

Mike Ciraulo the new board chair introduced himself and provided information about himself. He is on the city council for Battleground and works for the fire department in Clark County.

The other board members, board staff and public guests introduced themselves.

2. Review and approve meeting minutes from the 10/24/06 meeting. (Chair Mike Ciraulo)

Moved, seconded, and carried to accept the meeting minutes from the 10/24/2006 meeting.

3. Review and approve meeting agenda. (Chair Mike Ciraulo)

Moved, seconded, and carried to accept the agenda for the meeting today.

II. PROGRAM STATUS & IMPLEMENTATION

4. 2007 Sales Data

Jennifer reviewed the special plate sales data as of November 1, 2007. The data provided shows how many special plates were available last year versus the amount of currently registered plates. Each special plate has continued to increase in sales.

She explained that the document has a new column that lists how many personalized special plates each organization has. The Wild on Washington (Eagle) license plate currently shows the largest amount of interest in personalization.

Question: Senator Haugen asked what type of messages customers are putting on their plates. Jennifer gave a couple examples such as ORCA on the Endangered Wildlife plate, SEABRZE on the lighthouse plate, and IAFF on the fire fighter plate.

Question: Senator Haugen asked if we are seeing very many special plates for disabled parking (DP) individuals. Jennifer explained that the department is issuing DP tabs for special plates; however, the amount issued is minimal.

Question: Chairman Mike Ciraulo asked for information related to the 500-plate requirement and how that relates to the plates currently showing lower than 500. Jennifer explained that the law that discusses a requirement for 500 special plates currently registered refers to special plates issued before 2003. The plates issued before 2003 are cancellable. The board does not have the authority to vote on cancelling plates issued before 2003. However, the Legislature does have the authority to cancel plates created before 2003.

The special plates listed on the sales report can receive recommendations by the board to discontinue.

Question: Representative Simpson asked what the thresholds were for each of the special plates. Jennifer explained that all the special plates have repaid. The last to repay the state was the Share the Road and We Love of Pets special plates. The annual reports submitted were only for organizations who received revenue during 2006. Although all the groups repaid during 2006, some groups did not receive funds until 2007. Since the Washington State Parks and Recreation license plate was not released until August 2006, they did not receive revenue during the annual financial report-reporting period.

Question: The board recognized that the Ski and Ride plate does not have high plate numbers and questioned their marketability. Jennifer explained that although their numbers are not as high as some of the other organizations, they were one of the few groups that prepaid all startup costs.

III. OTHER BOARD BUSINESS

- 5. Annual Financial Report Review: (Jennifer Dana)**
- a. Gonzaga University Alumni Association**
 - b. Bicycle Alliance of Washington**
 - c. Children's Trust Fund**
 - d. Washington State Parks and Recreation Commission**
 - e. Washington Department of Fish and Wildlife - Eagle**
 - f. Washington Department of Fish and Wildlife - Orca**
 - g. Washington Department of Fish and Wildlife – Deer, Bear and Elk Collection**
 - h. Washington State Department of Veterans Affairs**
 - i. Rite Care of Washington**
 - j. Washington State Law Enforcement Memorial**
 - k. Washington State Council of Fire Fighters**
 - l. Washington's National Park Fund**
 - m. Northwest Winter Sports Foundation**
 - n. Lighthouse Environmental Programs**
 - o. WA Federation of Animal Care and Control Agencies**

Since the board reviewed the report before the meeting, they decided to only review and discuss reports that they have specific questions on.

Jennifer explained that the "overview" report contains all the revenue data from each annual financial report submitted by all the organizations. The revenue information in the annual reports is based on calendar year 2006 for most of the non-profit organizations and fiscal year 2006 for the state agencies.

The first four organizations listed on the report did not receive special plate revenue during calendar or fiscal year 2006. The Washington Department of Fish and Wildlife sponsored the next three plates on the list. The first and second plate has a lower revenue intake because they were still in the process of repaying the state. The third plate is the Washington Wildlife collection that received more revenue since they repaid the state in March of 2006. None of the DFWL plates has used revenue since they are required to request the funds through appropriations.

Question: Senator Haugen asked if the other State sponsored plates require appropriations to use the funds. Jennifer indicated that DFWL is the only agency that she can confirm that requires appropriation. WDVA can use their funds without appropriation; however, she does not know if the other state agencies require appropriation.

The Armed Forces license plate collection sponsored by the Washington Department of Veteran Affairs has generated almost \$57 thousands dollars.

Since the board viewed the reports before the meeting, they determined that they only wanted a brief overview of each organization.

Question: Senator Haugen wanted clarification on what the funds generated from the plate sales could be used by law. Jennifer explained by reading the law.

The law states (excerpt from RCW 46.16.765):

"No portion of any funds disbursed under the agreement may be used, directly or indirectly, for any of the following purposes:

(a) Attempting to influence: (i) The passage or defeat of legislation by the legislature of the state of Washington, by a county, city, town, or other political subdivision of the state of Washington, or by the Congress; or (ii) the adoption or rejection of a rule, standard, rate, or other legislative enactment of a state agency;

(b) Making contributions reportable under chapter [42.17](#) RCW; or

(c) Providing a: (i) Gift; (ii) honoraria; or (iii) travel, lodging, meals, or entertainment to a public officer or employee."

The sponsoring organization must expend the revenues generated from the sale of the special license plate series for the benefit of the public, and it must be spent within this state.

A concern was raised that the Professional Fire Fighters used funds to benefit a charity for fire fighters in New Orleans and an organization in Peru. Representative Simpson clarified that there is an exchange program that the council in conjunction with Brad Owen sends older fire trucks and equipment to Peru.

Question: The chair asked what we do in situations when an organization appears to have violated what the law allows the funds to be used for. Jennifer explained that this situation has not occurred before.

The Chair suggested that we contact the council and ask them for further clarification on the use of the funds. It is a possibility that the WSCFF did not realize funds could not be used in this manner and giving the funds to the organizations was an oversight. The council should prepare a report that explains if the funds were given to an organization in Washington State or outside of Washington.

If the WSCFF gave the funds to an organization outside of Washington, the board would like them to correct that. Once they have corrected the error the WSCFF should send documentation to show how this error was corrected.

Question: Senator Haugen asked if there are restrictions for the organization to access vehicle records that have been issued specialty license plates for use in marketing. Specifically, the Lighthouse organization had commented to her that they were told they could not get access to that information. Jennifer explained

that according to Washington Public Disclosure laws the lighthouse group is not allowed to get personal information of Washington Lighthouse plate holders. That information cannot be obtained for use in marketing because that is a violation of Washington laws.

Question: Senator Haugen asked if there is a limit restricting how much of the funds are used toward administrative costs. Jennifer explained that no limitation was set. Most of the organization's costs can directly be connected to the amount of marketing is being done. An example would be the Lighthouse plate that has been more active in marketing and because of that spend more funds in administration versus organizations who are not marketing as much.

Moved, seconded, and carried: to accept the annual financial reports for the organizations except the Professional Fire Fighters organization needs to clarify and correct the disbursement of the funds if they were given spent outside Washington State.

6. Review Washington Administrative Code (WAC) 308-96A- amended after board recommendation

Jennifer introduced the amendments to the WAC that the board requested at the 2006 board meeting. The changes limit an organization from having more than "one" special plate. However, the existing organizations, which include the Department of Fish and Wildlife and Washington Department of Veteran Affairs, can still have their existing number of special plates, but cannot add additional plates to their collections.

Organizations are also limited to have only one design. Meaning, if an organization chooses to redesign their special plate the new design must conform to their existing letter number configuration.

One organization that has two designs; they will not be required to change to only one.

7. Signature sheets for organizations collecting during moratorium

The board discussed the options for organizations that have already collected signature sheets. Jennifer explained that there is nothing in the law that states that the sheets go stale or if there is an expiration date.

The board decided that the groups currently collecting signatures could still use those sheets as part of their application packet to the board. However, they decided that the sheets are only valid for three years, but this restriction does not apply to groups that started collecting during the moratorium.

Task: The Department of Licensing must put this restriction into the section of the Washington Administrative Code that pertains to the application process to the board.

8. Vice chair seat - elect seat

Moved, seconded, and carried: to reelect Senator Haugen as Vice Chair of the board.

III. ORGANIZATION PACKETS FOR REVIEW AND APPROVAL

9. None – Moratorium until 7/1/2009

IV. QUESTIONS/CONCERNS ADDRESSED BY ORGANIZATIONS

10. None

V. OPEN PUBLIC PRESENTATIONS/INPUT

11. Tony Dell spoke on behalf of the Washington State 4-H Organization. He thanked the board for letting him attend this meeting and having this forum available to allow organizations to create special plates to raise funds.

VI. OPEN DISCUSSION

12. The board expressed concern over the number of special plates that could become available in Washington State. An idea was expressed to have a new military special plate that will replace the Pearl Harbor Survivor (PHS) plate, since the numbers are dwindling. If the PHS plate was retired it would only restrict new plates from being issued, not make existing plate holder lose their plate.

Task: Provide within the minutes the number of PHS plate currently registered.

Response: There are 239 Pearl Harbor Survivor plate currently registered. (NOTE: Since 2003, the amount of plates has been decreasing by 10-15% yearly.)

Task: Jennifer will prepare a report based on other states across the US that will identify how they allow or disallow new special plates. It will also specify if they have a method of limiting the number of special plates. This report will be presented at the next board meeting in 2008.

VII. NEXT MEETING

13. TBA

ADJOURN – Moved, seconded, and carried to adjourn.

The meeting adjourned at 11:51 a.m.

*Respectfully Submitted,
Jennifer Dana
Licensing Services Manager
Administrative Support to the Board*

Chair's Approval