



## NEVADA LEGISLATURE COMMISSION ON SPECIAL LICENSE PLATES

(*Nevada Revised Statutes* [NRS] 482.367004)

### SUMMARY MINUTES AND ACTION REPORT

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The first meeting of the Nevada Legislature's Commission on Special License Plates was held on Friday, April 11, 2014, at 12 p.m. in Room 4412 of the Grant Sawyer State Office Building, 555 East Washington Avenue, Las Vegas, Nevada. The meeting was videoconferenced to Room 3143 of the Legislative Building, 401 South Carson Street, Carson City, Nevada. A copy of this set of "Summary Minutes and Action Report," including the "Meeting Notice and Agenda" ([Exhibit A](#)) and other substantive exhibits, is available on the Nevada Legislature's website at <http://www.leg.state.nv.us/interim/77th2013/committee/>. In addition, copies of the audio or video record are available through the Legislative Counsel Bureau's Publications Office (e-mail: [publications@lcb.state.nv.us](mailto:publications@lcb.state.nv.us); telephone: 775/684-6835).

#### COMMISSION MEMBERS PRESENT IN LAS VEGAS:

Senator Mark A. Manendo, Chair  
Assemblyman Richard Carrillo, Vice Chair  
Senator Donald G. Gustavson  
Assemblyman James Healey  
Assemblyman Jim Wheeler  
Troy L. Dillard, Director, Department of Motor Vehicles (*Nonvoting Member*)

#### COMMISSION MEMBERS PRESENT IN CARSON CITY:

James Wright, Director, Department of Public Safety (*Nonvoting Member*)

#### COMMISSION MEMBER ABSENT:

Claudia Vecchio, Director, Department of Tourism and Cultural Affairs (*Nonvoting Member*)

#### OTHER LEGISLATOR PRESENT:

Senator James A. Settelmeyer

**LEGISLATIVE COUNSEL BUREAU STAFF PRESENT:**

Marjorie Paslov Thomas, Principal Research Analyst, Research Division  
Brenda J. Erdoes, Legislative Counsel, Legal Division  
Matt Mundy, Senior Deputy Legislative Counsel, Legal Division  
Christina Harper, Senior Research Secretary, Research Division

## **OPENING REMARKS AND INTRODUCTIONS**

Chair Manendo called the meeting to order. He called for a moment of silence to honor Speaker Emeritus Joseph (Joe) E. Dini, Jr., who recently passed. He welcomed everyone to the first meeting and work session of the Commission on Special License Plates. Chair Manendo described the actions taken during the last interim, noting use of uniform standards to assess the qualifications of applicant organizations and organizations with existing special license plates. He noted that during the 2011 Legislative Session, the Commission increased the maximum number of special license plates the Department of Motor Vehicles (DMV) may circulate from 25 to 30 designs for Tier 1. Chair Manendo stated that the Commission would discuss pending special license plate applications for Tier 1 from the Nevada Bicycle and Pedestrian Advisory Board and the City of Reno. He encouraged individuals to address work session items during the first public comment period.

## **PUBLIC COMMENT**

- Senator James A. Settelmeyer, Senate District No. 17, expressed support for the redesign of “Support of Agriculture” plate. He stated the current design of the plate is not popular. Senator Settelmeyer remarked the redesigned plate represents diversity and includes the Future Farmers of America (FFA) logo, the 4-H symbol, and the Buy Nevada logo.

## **OVERVIEW OF THE RESPONSIBILITIES OF THE COMMISSION ON SPECIAL LICENSE PLATES AND REVIEW OF SPECIAL LICENSE PLATES INCLUDING ACTIVE PLATE COUNTS AND REVENUE GENERATED**

- Marjorie Paslov Thomas, Principal Research Analyst, Research Division, Legislative Counsel Bureau (LCB), provided an overview of the responsibilities of the Commission, a review of special license plates active plate counts, revenue generated, and pending applications ([Exhibit B](#)). She indicated there are three additional fund-raising plates available to a restricted membership, not included in the 30 special license plates cap: professional firefighters, veterans, and volunteer firefighters. Ms. Thomas stated as of December 30, 2013, the DMV reported there are 219,609 active special license plates generating over \$44 million in revenue. She noted the Las Vegas Federal Lands, Las Vegas Valley Water, and Support Health Care plates have been discontinued because the active number of plates fell below 1,000.

In response to Senator Gustavson’s inquiry regarding the total number of license plates issued in Nevada, Chair Manendo advised Mr. Dillard could address this inquiry later in the agenda.

**REPORT BY THE LEGISLATIVE AUDITOR CONCERNING CHARITABLE ORGANIZATIONS RECEIVING REVENUE FROM SPECIAL LICENSE PLATES (AS REQUIRED BY NRS 482.38278)**

- Rocky J. Cooper, Audit Supervisor, Audit Division, LCB, provided a summary of the September 30, 2013, staff report from Paul V. Townsend, CPA, Legislative Auditor, Audit Division, LCB, concerning charitable organizations receiving revenue from special license plates ([Exhibit C](#)). He pointed out each charitable organization has complied with all applicable reporting requirements. He further noted upon a review of information provided by charitable organizations, there was no evidence of inadequate methods and procedures. Mr. Cooper advised the Horse Power issues have been resolved and comply with all applicable filing requirements as of October 18, 2013 ([Exhibit C-1](#) and [Exhibit C-2](#)).

Responding to Vice Chair Carrillo's question whether there are checks and balances in place to ensure continued compliance of Horse Power, Mr. Cooper stated there would be annual monitoring and Horse Power hired staff to assist in the filing of required annual reports.

**DISCUSSION ON REQUESTS SUBMITTED TO THE DEPARTMENT OF MOTOR VEHICLES ON THE REDESIGN OF SPECIAL LICENSE PLATES BY ORGANIZATIONS WITH ACTIVE SPECIAL LICENSE PLATES**

- Troy L. Dillard, Director, DMV, responding to Senator Gustavson's question, stated there are approximately 2.1 million registered vehicles with approximately 20,000 specialty plates issued. He reported the DMV has issued approximately 6,500 sesquicentennial plates that have generated roughly \$173,000 for the Nevada Statewide Sesquicentennial Commission.
- Mr. Dillard submitted a Microsoft PowerPoint presentation titled "Special Plates Redesign Considerations" ([Exhibit D](#)). He stated there has been an increased demand for consideration of the redesign of specialty plates. Mr. Dillard reviewed *Nevada Revised Statutes* (NRS) 482.367004 and the legislative intent of NRS 482.367002. He indicated the statute is silent on the issue of the redesign of existing special plates. However, Mr. Dillard pointed out that under the provisions of NRS 482.270, the DMV Director has the authority to redesign the standard issue license plate.

Mr. Dillard offered the following solutions:

- Add statutory language to address the legislative intent;
- Develop regulations to govern the process of redesign; or
- Provide an approval or recommendation process on each request for redesign.

He recommended the Legislature clarify the intent to allow and approved organization to redesign a special plate. Mr. Dillard added if the intent is to allow for redesign, the redesign request should go before the Commission for recommendation to the DMV.

Upon questioning by Senator Gustavson, Mr. Dillard responded the customer would request the redesigned plate to replace the old design and pay a \$25 replacement fee.

**PRESENTATION ON THE PROPOSED REDESIGN OF “SUPPORT OF AGRICULTURE” SPECIAL LICENSE PLATE (PURSUANT TO NEVADA REVISED STATUTE 482.37917)**

- Jim R. Barbee, Director, State Department of Agriculture (NDA), requested a redesign of the current agriculture special license plate approved in 2000, with a circulation of approximately 1,500 plates. He indicated there has been tremendous support from agriculture producers and, specifically, FFA for the special license plate, in spite of the current poor design. Mr. Barbee provided a Microsoft PowerPoint presentation that displayed the redesigned license plate, which promotes State agriculture and includes the FFA and 4-H logos ([Exhibit E](#)). He presented highlights of the FFA program and the Buy Nevada initiative. Mr. Barbee referenced facts in the “Nevada Ag Facts” pamphlet ([Exhibit E-1](#)). He expressed a desire to increase license plate sales, which provide funding for agriculture literacy and education and promote agriculture.

In response to Assemblyman Wheeler’s question regarding a study to determine the amount of additional revenue that could be generated by the new design, Mr. Barbee responded no study has been conducted.

- Senator Gustavson expressed support for the redesigned plate since it encourages the purchase of products made in Nevada.
- Mr. Barbee indicated that the NDA supports all programs that encourage the purchase of products grown and made in Nevada.
- Heather Dye, Executive Director, Nevada FFA Foundation, representing the FFA Board of Directors, expressed support for the redesigned plate. She added the redesigned plate is an opportunity to diversify and help support the Nevada FFA Foundation.
- Chair Manendo called attention to the fact that the Legislature recognizes FFA students who visit during session.

A discussion ensued between Vice Chair Carrillo and Mr. Barbee regarding the statewide marketing campaign of the Buy Nevada program to ensure the inclusion of the redesigned special license plate and businesses statewide. There was also discussion regarding

the funding distribution from the special license plate. Mr. Barbee will forward a letter of support from Assemblywoman Irene Bustamante Adams.

There as a discussion among Assemblyman Healey, Assemblyman Wheeler, and Mr. Dillard regarding the funding of the redesigned plate.

- Chair Manendo suggested that could be a possible bill draft request.

## **PRESENTATION AND DISCUSSION OF PENDING APPLICATIONS FOR SPECIAL LICENSE PLATES**

- Chair Manendo reminded the Commission of the statutory requirement that only 30 special license plates be in circulation at any one time. He said that currently 27 special license plates meet this requirement. Chair Manendo stated the Commission would consider two applications at this meeting.

### **Nevada Bicycle and Pedestrian Advisory Board**

- Dennis W. Stark, Chairman, Nevada Bicycle and Pedestrian Advisory Board (NBPAB), submitted a letter dated April 1, 2013, outlining the creation and responsibilities of the NBPAB ([Exhibit F](#)). He indicated the proposed plate design includes bicycle safety and pedestrian awareness. Mr. Stark presented a Microsoft PowerPoint titled “Nevada Bicycle and Pedestrian Advisory Board”, highlighted the authority and membership of the NBPAB, and the letter to DMV regarding the Points of Contact for Specialty License Plates ([Exhibit F-1](#) and [Exhibit F-2](#)).
- Robin Munier, Vice Chair, NBPAB, continued the presentation and emphasized the:
  - NBPAB advisory role to State agencies on policies, programs, restrictions, facilities, and permits;
  - Revenue generated from the sale of special license plate would fund advocacy groups and facilitate safety programs;
  - Importance of safety programs; and
  - Statistics.

She added the proposed plate, “Share the Road,” is a nationally recognized safety campaign, and if approved, Nevada would join 23 states offering the “Share the Road” plate. Ms. Munier stated the revenue generated would purchase educational materials to promote and support bicycle and pedestrian safety.

- Mr. Stark concluded the NBPAB has the expertise and cooperative partnerships to train, distribute, and use the funds to promote bicycle and pedestrian safety.

Discussion ensued between Chair Manendo and Mr. Stark regarding current resources, frequency of the NBPAB meetings, and the dissemination of the NBPAB message. Chair Manendo requested that the members of the Senate and Assembly Committees on Transportation be added to the NBPAB's distribution list. He expressed concern that the safety message is not being properly marketed pointing out an increase in bicyclists and pedestrians who violate traffic laws.

- Mr. Stark advised that education is the largest component of the NBPAB in partnership with stakeholders. Revenue from this plate would promote and support those programs.
- Ms. Munier added the NBPAB would like to offer additional educational programs.

There was discussion between Vice Chair Carrillo and Bill Story, Nevada Bicycle and Pedestrian Coordinator, Nevada's Department of Transportation (NDOT), regarding opportunities to access grant programs and matching federal funding. Mr. Story testified the revenue would allow for an additional grant program. He indicated private funding is tied to the strategic highway safety initiative and could be an option for matching federal monies.

- Chair Manendo questioned whether the revenue generated by the purchase of this plate would qualify for matching funds.
- Mr. Story explained that plate revenues are considered a donation that could be deposited into the State Highway Fund and used for matching federal funding.

There was discussion among Assemblyman Healey, Mr. Stark, and Ms. Munier regarding the formation of an ad hoc committee to establish priorities, administer the grant process, and market the plate through partnerships and organizations. Assemblyman Healey recommended the focus be on achieving priorities that deal with safety issues. Mr. Stark pointed out grant requests require specific information that complies with the NBPAB's mission, objectives, goals, and philosophy. He added this funding opportunity allows the NBPAB to accomplish its goals and enhance the value of safety programs. Mr. Stark reiterated the message of the plate is bicycle and pedestrian safety.

- Senator Gustavson suggested the DMV offer a \$10 plate for motorcycles.

### **City of Reno**

- Cadence Matijevich, Assistant City Manager, City of Reno, gave a Microsoft PowerPoint titled "City of Reno Specialty License Plate Proposal" ([Exhibit G](#)).
- Julee Conway, Director, Parks, Recreation, and Community Services, City of Reno, submitted a packet of information including letters of support ([Exhibit G-1](#)). She continued with a review of a booklet titled "*Reno Parks, Recreation & Community Services 2013-2014 Fall & Winter Program Guide*" ([Exhibit G-2](#)). She indicated

the revenue from this plate would support, upgrade, and enhance park and recreation activities. Ms. Conway discussed programs offered by the City of Reno's Parks, Recreation, and Community Services Department and emphasized veteran programs.

- Ms. Matijevich commented on the marketing strategy utilizing social media to advertise the plate.
- Senator Gustavson expressed support for the plate.

Discussion ensued among members and Ms. Matijevich regarding modifications to the proposed plate. Assemblyman Healey suggested using the Reno logo and adding color. Ms. Matijevich responded the previous members of the Commission strongly recommended the Reno Arch be represented and was designed conforming to color and cost limitations. She indicated a willingness to work with the DMV on a design. Vice Chair Carrillo voiced his concern that the plate did not represent Reno. He complimented the City of Reno for their work since the Commission's last meeting and recommended the design represent Reno using color to create an attractive plate that will raise revenue for the City of Reno. Ms. Matijevich thanked the Commission for their input and requested latitude to work with the DMV on a redesign. Assemblyman Wheeler and Senator Gustavson recommended incorporating the Reno logo into the design and working with the DMV to design an attractive, colorful plate.

- Ms. Matijevich and Ms. Conway expressed appreciation for the Commission's input.

## **WORK SESSION-DISCUSSION AND POSSIBLE ACTION RELATING TO:**

### **PENDING SPECIAL LICENSE PLATE APPLICATIONS**

During this portion of the meeting, the Commission members will discuss and may possibly take final action on pending special license plate applications under consideration that have been on file with the DMV. A copy of the application is included in the "Work Session Document" ([Exhibit H](#)).

- Marjorie Paslov Thomas, Principal Research Analyst, Research Division, LCB, presented background information on the applications submitted for a special license plate. She indicated the applications are listed in order of submission date and subject to the approval of the DMV.
- The Commission **APPROVED THE FOLLOWING ACTION:**

**ASSEMBLYMAN HEALEY MOVED FOR APPROVAL OF THE SPECIAL LICENSE PLATE FOR THE NEVADA BICYCLE AND PEDESTRIAN ADVISORY BOARD. THE MOTION WAS SECONDED BY SENATOR GUSTAVSON AND PASSED UNANIMOUSLY.**



- SENATOR GUSTAVSON MOVED FOR APPROVAL OF THE SPECIAL LICENSE PLATE FOR THE CITY OF RENO WITH THE CAVEAT THAT THE CITY OF RENO WORK WITH THE DMV TO DEVELOP A MORE ATTRACTIVE PLATE. VICE CHAIR CARRILLO SECONDED THE MOTION.

Prior to a vote, Senator Gustavson and Assemblyman Healey offered further suggestions to enhance the license plate design to generate revenue for the City of Reno's, Parks, Recreation, and Community Services Department.

- The Commission **APPROVED THE FOLLOWING ACTION:**

**THE PREVIOUS MOTION AS STATED BY SENATOR GUSTAVSON AND SECONDED BY VICE CHAIR CARRILLO PASSED UNANIMOUSLY.**

#### **PUBLIC COMMENT**

- Dennis W. Stark, previously identified, thanked the Commission for approval of the special license plate application.
- Cadence Matijevich, previously identified, expressed her gratitude to the Commission for the approval of the special license plate application.
- Chair Manendo thanked the staff and Commission members for volunteering their time.

Responding to Assemblyman Wheeler's question whether the Commission needed to take action on the redesign of the agriculture plate, Chair Manendo stated that no action could be taken on that item.

- Chair Manendo informed the members they would be notified when the next meeting was scheduled.

**ADJOURNMENT**

There being no further business to come before the Commission, the meeting was adjourned at 2:08 p.m.

Respectfully submitted,

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Christina Harper  
Senior Research Secretary

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Marjorie Paslov Thomas  
Principal Research Analyst

APPROVED BY:

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Senator Mark A. Manendo, Chair

Date: \_\_\_\_\_

## LIST OF EXHIBITS

[Exhibit A](#) is the “Meeting Notice and Agenda” provided by Marjorie Paslov Thomas, Principal Research Analyst, Research Division, Legislative Counsel Bureau (LCB).

[Exhibit B](#) is a packet of information presented by Marjorie Paslov Thomas, Principal Research Analyst, Research Division, LCB including:

- *Nevada Revised Statutes* 482.367004;
- Revenue table;
- Special license plate active counts; and
- Pending applications.

[Exhibit C](#) is a staff report dated September 30, 2013, to the Members of the Commission on Special License Plates, from Paul V. Townsend, CPA, Legislative Auditor, Audit Division, LCB, submitted by Rocky J. Cooper, Audit Supervisor, Audit Division, LCB.

[Exhibit C-1](#) is a letter dated October 2, 2012, to Sally Summers, Director, Horse Power, from Paul V. Townsend, CPA, Legislative Auditor, Audit Division, LCB, referenced by Rocky J. Cooper, Audit Supervisor, Audit Division, LCB.

[Exhibit C-2](#) is a letter dated October 18, 2013, to the Commission on Special License Plates, regarding Horse Power, from Paul V. Townsend, CPA, Legislative Auditor, Audit Division, LCB, presented by Rocky J. Cooper, Audit Supervisor, Audit Division, LCB.

[Exhibit D](#) is a Microsoft PowerPoint presentation titled “Special Plates Redesign Considerations,” dated April 11, 2014, offered by Troy L. Dillard, Director, State Department of Motor Vehicles (DMV).

[Exhibit E](#) is a Microsoft PowerPoint presentation regarding the redesign of the “Support of Agriculture Special License Plate,” provided by Jim R. Barbee, Director, State Department of Agriculture (NDA).

[Exhibit E-1](#) is brochure titled “Nevada AG Facts” furnished by Jim R. Barbee, Director, NDA.

[Exhibit F](#) is a letter dated April 1, 2013, to Mark Manendo, Chair, Commission on Special License Plates, from Dennis W. Stark, Chairman, Nevada Bicycle and Pedestrian Advisory Board (NBPAB).

[Exhibit F-1](#) is a Microsoft PowerPoint presentation titled “Nevada Bicycle and Pedestrian Advisory Board,” presented by Dennis W. Stark, Chairman, NBPAB.

[Exhibit F-2](#) is a letter dated December 15, 2013, to Rachel Reynolds, DMV, from Dennis W. Stark, Chairman, NBPAB, regarding Point of Contact for Specialty License Plates and attachment, specialty license plate application.

[Exhibit G](#) is a Microsoft PowerPoint presentation titled “City of Reno Specialty License Plate Proposal,” dated April 11, 2014, by Cadence Matijevich, Assistant City Manager and Julee Conway, Director, Parks, Recreation, and Community Services, City of Reno.

[Exhibit G-1](#) is a packet of information provided by Cadence Matijevich, Assistant City Manager and Julee Conway, Director, Parks, Recreation, and Community Services, City of Reno, in support of the request for a special license plate for the City of Reno.

[Exhibit G-2](#) is booklet titled *Reno Parks, Recreation & Community Services 2013-2014 Fall & Winter Program Guide*, submitted by Julee Conway, Director, Parks, Recreation, and Community Services, City of Reno,

[Exhibit H](#) is the “Work Session Document,” dated April 11, 2014, provided by Marjorie Paslov Thomas, Principal Research Analyst, Research Division, LCB.

This set of “Summary Minutes and Action Report” is supplied as an informational service. Exhibits in electronic format may not be complete. Copies of the complete exhibits and other materials distributed at the meeting are on file in the Research Library of the Legislative Counsel Bureau, Carson City, Nevada. You may contact the Library online at [www.leg.state.nv.us/lcb/research/library/feedbackmail.cfm](http://www.leg.state.nv.us/lcb/research/library/feedbackmail.cfm) or telephone: 775/684-6827.