



**NEVADA LEGISLATURE**  
**COMMISSION ON SPECIAL LICENSE PLATES**  
*(Nevada Revised Statutes 482.367004)*

**SUMMARY MINUTES AND ACTION REPORT**

---

The first meeting and work session of the Nevada Legislature's Commission on Special License Plates was held on Wednesday, October 13, 2010, at 3 p.m. in Room 4401 of the Grant Sawyer State Office Building, 555 East Washington Avenue, Las Vegas, Nevada. The meeting was videoconferenced to Room 2134 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/75th2009/committee/>. In addition, copies of the audio record may be purchased 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 Maggie Carlton, Chair  
Senator Shirley A. Breeden  
Senator Dennis Nolan  
Assemblyman Kelvin D. Atkinson  
Jerry Hafen, Director, Department of Public Safety (nonvoting member)

**COMMISSION MEMBERS PRESENT IN CARSON CITY:**

Michael Fischer, Director, Department of Cultural Affairs (nonvoting member)  
Edgar Roberts, Director, Department of Motor Vehicles (nonvoting member)

**COMMISSION MEMBER ABSENT:**

Assemblyman Chad Christensen

**LEGISLATIVE COUNSEL BUREAU STAFF PRESENT:**

Marjorie Paslov Thomas, Principal Research Analyst, Research Division  
Daniel Peinado, Deputy Legislative Counsel, Legal Division  
Anne Vorderbruggen, Senior Research Secretary, Research Division

## **OPENING REMARKS**

- Chair Carlton welcomed everyone to the one meeting this year of the Commission on Special License Plates.

## **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), gave an overview of the Commission on Special License Plates and its responsibilities, as provided in *Nevada Revised Statutes* (NRS) 482.367004 “Commission on Special License Plates: Creation; membership; term; service without salary or compensation; administrative support; duties.” (Please see [Exhibit B](#).)

Continuing, Ms. Paslov Thomas described the method by which the Commission approves or disapproves applications for special license plates as outlined in NRS 482.367001 through NRS 482.36705 ([Exhibit B](#)). She noted that the Department of Motor Vehicles (DMV) prescribes and furnishes application forms to interested persons or organizations, and a surety bond in the amount of \$5,000 must accompany the application to the DMV. She stated that the previous requirement that 1,000 signatures must be submitted with the application to the DMV was repealed during the 2007 Legislative Session. However, the organizations with pending applications that will be presenting to the Commission at this meeting submitted their applications under the requirement for 1,000 signatures. Ms. Paslov Thomas stated that the Legislature may also authorize a special license plate; however, the plate may not be designed, prepared, or issued by the DMV without the approval of the application by the Commission.

Ms. Paslov Thomas noted that only 25 separate special license plate designs may be issued by the DMV at any one time and referred to the annual report on active special plates provided by the DMV ([Exhibit C](#)). She stated that the report includes three fundraising plates that are available only to a restricted membership and they are not included in the cap of 25 special license plates. The three restricted plates are for Professional Firefighters, Veterans, and Volunteer Firefighters.

Ms. Paslov Thomas further noted that under the provisions of NRS 482.367008, there is a mechanism for the DMV to cease issuance of low-demand plates on December 31 of each year. The special license plates of the Carpenters Union and Search and Rescue did not meet the minimum number of 1,000 active plates and were discontinued on December 31, 2009.

- Chair Carlton announced that the Commission could approve two new special license plates at this meeting.

Responding to a question from Assemblyman Atkinson regarding the accuracy of the information contained in the report provided by the DMV, Edgar Roberts, Director, DMV, stated that the information in the report submitted by the DMV is correct and up-to-date.

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

- Paul V. Townsend, Legislative Auditor, Audit Division, LCB, reported that, pursuant to legislation passed in 2007, the Legislative Auditor is required to review the information provided by charitable organizations that receive revenue from the issuance of special license plates and prepare a report. He stated that the Commission has been given a letter dated September 30, 2010, containing the results of the Legislative Auditor's review ([Exhibit D](#)).
- Rocky J. Cooper, Audit Supervisor, Audit Division, LCB, stated that the Audit Division has reviewed the financial and other information provided by the charitable organizations that received revenue from the issuance of special license plates, related to: (1) the adequacy and accuracy of the forms and records filed with the Commission; (2) evidence of improper practices of financial administration; and (3) methods and procedures to ensure fees are expended solely for the benefit of the intended recipient. He noted that, based on their review of the information provided, no significant deficiencies or instances of noncompliance that would require actions by the Commission were identified. Mr. Cooper further noted that, under adequacy of forms and records, they did not identify any evidence of inadequate or inaccurate forms and records, nor did they identify any evidence of improper practices of financial administration on the part of a charitable organization, or any evidence of inadequate methods or procedures.

Continuing, Mr. Cooper stated that the statutes exempt governmental entities included in the State's *Executive Budget* from the reporting requirements and, therefore, the Legislative Auditor's analysis did not include the governmental entities that receive license plate fees.

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

- Chair Carlton announced that the first five applicants on the Special Plate Matrix of pending applications, listed chronologically in the order their application was received, ([Exhibit E](#)) would be making presentations to the Commission at this meeting.

***University Medical Center (UMC) of Southern Nevada, UMC Partners in Excellence Foundation, Inc.***

- Suzanne F. Hackett, Executive Director, UMC Foundation, Inc., stated that the UMC Foundation was formerly known as the UMC Partners in Excellence Foundation. Ms. Hackett addressed the UMC Foundation, Inc.'s application for a special license plate. (Please see [Exhibit F-1](#), [Exhibit F-2](#), and [Exhibit F-3](#).) She described the mission of the organization to fund statewide initiatives that are performed at the University Medical Center of Southern Nevada, focusing on expanding the transplantation program from kidneys, the only organ currently transplanted, to multiorgan services, including pancreases and livers. Ms. Hackett stated that a chief of transplant surgery has been hired to lead the new multiorgan program, a junior surgeon and a hepatologist are being recruited, and most of the infrastructure of a multiorgan transplant program is in place at UMC. She noted that once the program is established, the funds can be used to fund transplant services at other nonprofit hospitals in the State.

Continuing, Ms. Hackett described the marketing plan for the special license plate, which is targeted at over 45,000 health care professionals including registered nurses, licensed physicians, and chiropractors.

Discussion ensued between Chair Carlton and Ms. Hackett regarding whether the special license plate was anticipated to be restricted to health care professionals. Chair Carlton noted that restricted plates are not included in the 25-plate minimum. Ms. Hackett stated that the intention was to open the license plate up to the broadest possible audience, and the special license plate was always meant to be open to the public.

- Deana Young, M.D., Secretary, Board of Directors, UMC Foundation, Inc., responded to a question from Senator Nolan about whether there would be a duplication with the current organ donor plate. Dr. Young stated that the organ donation plate is for the United Network for Organ Sharing, the organ procurement side, and the proposed plate would be for recipients of organ transplants.
- Ms. Hackett added that most of the funds from the current organ donor license plate are used for awareness of the need for organ donation. She noted that the funds from the UMC's plate would primarily be used for the purchase of equipment and to fund surgeries to the point where the program can become self-sustaining. Ms. Hackett stated that 50 successful surgeries are needed to be able to get Center of Excellence status.
- Senator Nolan asked if, at the point enough revenue is generated to sustain the transplantation program and it begins to move forward on its own, the revenue could be used for one of the other services provided by UMC, or if that use would have to come back before the Commission for approval.

- Daniel Peinado, Deputy Legislative Counsel, Legal Division, LCB, stated this would depend on the specificity included in the provisions for the special license plates, and he would check into this and provide a response to the Commission.
- Ms. Hackett stated that once the pancreas, liver, and kidney transplantation programs are successful, the UMC Foundation will have the capacity to move forward into other organs such as lungs and hearts, and establish a foundation for future programs not currently available in the State.

In response to a question from Senator Breeden about whether the money would also be used to provide new jobs and pay salaries, Ms. Hackett responded that it would, as the program requires a lot of support staff.

Responding to a question from Senator Breeden if a survey or questionnaire was used to determine the number of people who would purchase the license plate, Ms. Hackett stated that a statewide survey was not done, but a survey was conducted internally with the UMC's 4,000 employees, of which 2,000 responded that they would purchase the plate. She noted that the 45,000 identified as a market do not include professions such as respiratory therapists, occupational therapists, physical therapists, dentists, and administrators, who are also health care professionals.

- Chair Carlton stated she has a concern with the plate saying "Healthcare Professional" when people who are not health care professionals would be allowed to purchase the plate and put it on their vehicle, which would give the appearance the automobile owners are something they are not. She further stated that, if there is a problem in the future, the UMC could come to the Legislature and request to have the plate switched over to a restricted plate, which would open a slot for another applicant to receive a special license plate.

Discussion ensued among Mr. Hafen, Director, Department of Public Safety; Ms. Hackett; and Senator Nolan regarding the proposed wording for the special license plate, and the possibility of pursuing a restricted license plate.

- Chair Carlton stated that to get a restricted plate, the UMC would have to come to the Legislature and request a bill draft. She further asked for clarification from Mr. Roberts about the possibility of purchasing the special license plate as a gift.
- Mr. Roberts stated that the plate would have to be issued to a registered vehicle to be included in the count. He asked if the UMC would be amenable to changing the word on the license plate from "professional" to "supporter" and Ms. Hackett responded that the UMC Foundation would be open to that change.
- Ms. Hackett clarified that when it was suggested the license plate be purchased as a gift, the intent was that it be purchased for a registered vehicle, not as a novelty.

### ***National Law Enforcement Officers Memorial Fund***

- Chair Carlton expressed the condolences of the Commission on the passing of Mr. Al Bertone, the gentleman who originally submitted the application for a special license plate for the National Law Enforcement Officers Memorial Fund. (Please see [Exhibit G-1](#), [Exhibit G-2](#), and [Exhibit G-3](#).)
- Lilli Frost, representing the National Law Enforcement Officers Memorial Fund, stated that in the best interests of time and the other applicants, she was withdrawing the application for the special license plate for the National Law Enforcement Officers Memorial Fund. However, she wanted to be on record as supporting the further endeavors for the special license plate proposed by Mr. Bertone. (Please see [Exhibit G-4](#) and [Exhibit G-5](#).)
- Chair Carlton noted that the NRS does not allow the Commission to permit an entity requesting a special license plate to pass if they are not prepared. She asked Ms. Frost if there is a hurdle the Commission could help with as, if the application is withdrawn, the National Law Enforcement Officers Memorial Fund would have to start the process from the beginning.
- Ms. Frost stated there is support for the special license plate, but no one was available to testify in support of the plate at this meeting and she was under the impression they were at the end of a time frame.
- Chair Carlton said the Commission will accept the withdrawal of the application for a special license plate, and she stated that in the next legislative session she would ask for a change in the statutes to allow groups that have been waiting in the queue an option to pass once and come back before the Commission.
- Ms. Frost thanked Ms. Paslov Thomas, identified earlier, and staff for their support, noting that they have always been above and beyond in their support for anything she needed.
- Senator Nolan commented that when this special license plate was first introduced, the sponsors did not have a clear plan for how the revenue was going to be spent, as it did not meet the requirement that it be a benefit within the State. He noted there are many places in the State the revenue could be spent such as the benevolent organizations that support the families of fallen officers and the upkeep of the police officers' memorials. He noted that this request only needs a champion.

### ***Nevada's Department of Wildlife***

- Kim Toulouse, Staff Conservation Educator, Reno Office, Nevada's Department of Wildlife (NDOW), introduced Doug Nielsen, Regional Supervisor, Las Vegas Office,

NDOW. Mr. Toulouse discussed the application of the NDOW for a special license plate. (Please see [Exhibit H-1](#), [Exhibit H-2](#), [Exhibit H-3](#), and [Exhibit H-4](#).) He noted that the funds from the license plate will be used to support wildlife education and NDOW's volunteer program. Mr. Toulouse described the publications and brochures NDOW provides to citizens who request them.

Continuing, Mr. Toulouse described the educational facilities maintained by NDOW, such as the Oxbow Nature Study Area, the Verdi nature trail, the Lake Mead hatchery, and "Trout in the Classroom." He noted that NDOW's educational efforts in Reno, Verdi, Las Vegas, and Elko reach an estimated 25,000 school children annually. Mr. Toulouse stated that funds from the sale of the license plates will mitigate the pending loss of several positions, the potential elimination of its wildlife education efforts on a statewide level, and assist in funding its volunteer program. He noted that each year, on average, more than 500 volunteers contribute more than 11,000 hours of time and almost 100,000 miles, worth more than \$500,000 in direct contributions to the agency. The hours and mileage are matched with their federal grants, making a total value of more than \$2 million for a variety of wildlife projects.

Mr. Toulouse noted that he had distributed to the Commission a mock advertisement ([Exhibit H-5](#)) that could be placed in all of NDOW's publications as well as on its website, encouraging the public and constituents to purchase the license plate.

A copy of Mr. Toulouse's testimony is available as [Exhibit H-6](#).

In response to a question from Senator Breeden regarding the current license plate that depicts a bighorn sheep and says "Support Wildlife," Mr. Toulouse stated that the "Support Wildlife" plate is by the Nevada Record Book Committee, and they are a separate 501(c)3 organization and not part of NDOW.

Responding to a question from Senator Nolan regarding whether the proposed design of NDOW's special license plate meets the requirements for license plates, Martha Barnes, Administrator, Central Services and Records Division, DMV, responded that, after the plates are approved, the DMV works with the applicants to make sure the license plate meets the requirements set down in the statutes.

Responding to a question by Mr. Roberts regarding marketing and the number of plates that would be sold, Mr. Toulouse stated that NDOW has tentative plans about how the license plate would be marketed through publications, brochures, and NDOW's website. Mr. Toulouse stated that around 1,400 people had signed a petition for the special license plate, there are about 130,000 applicants for big game tags each year, and about 35,000 fishing license purchases.

- Mr. Hafen stated that law enforcement in Nevada is beginning to implement a new technology called the automatic license plate reader (LPR), and they are having difficulty reading some license plates. He requested that the Department of Public Safety be allowed to test the final design of the license plate with the new LPR.

### ***United States Air Force Thunderbirds***

- Chair Carlton stated that there will be no presentation by the United States Air Force Thunderbirds regarding their application for a special license plate ([Exhibit I](#)) and because the applications are considered in chronological order, if the applications preceding it are chosen, the U.S. Air Force Thunderbirds' application will remain in the queue.

### ***March of Dimes***

- Michelle Gorelow, M.A.Ed, Director of Program Services, Nevada Chapter, March of Dimes, described the application for a special license plate submitted by the March of Dimes ([Exhibit J-1](#) and [Exhibit J-2](#)) and gave a Microsoft PowerPoint presentation ([Exhibit J-3](#)) regarding the March of Dimes and its request for a special license plate. The presentation included information on: (1) the history of the March of Dimes; (2) successes of the March of Dimes; (3) its mission to improve the health of babies by preventing birth defects, premature birth, and infant mortality; (4) challenges in the United States and in Nevada; (5) its strategic approach of community services, advocacy, research, and education; and (6) how a specialty plate would benefit the March of Dimes.

## **PUBLIC COMMENT**

- Wendy Rudder, President-Elect, Nevada Airports Association, Alamo, Nevada, stated there is an Aviation plate, but it was discontinued because not enough plates were purchased. However, funding is still received from the active plates and a request has been made to bring the plate back into circulation. Ms. Rudder noted that some of its members have mistakenly purchased Reno Air Race plates, but would purchase the Aviation plate if it is available.
- Chair Carlton noted the Aviation plate is number eight in the queue of pending applications.
- Kevin Baily, Carson City, Nevada, stated he is the 2006 Wayne E. Kirch Award winner and a board member of the Carson Fly Fishing Club. Mr. Baily said he has been an NDOW volunteer for 11 years in the capacity of fisheries and angler education and described the Trout in the Classroom program. He noted that he has logged 286 hours and 1,245 miles and asked that the Commission give NDOW's request for a special license plate its utmost consideration.



- Bob Inscho, Sparks, Nevada, said he has been a volunteer with NDOW for ten years, is currently involved in supporting the bear research/capture program, and he supports NDOW's application for a special license plate.
- John Schulte, Reno, Nevada, said he has been a volunteer with NDOW for eight to ten years, the volunteer program is very worthwhile and effective, and the special license plate would help support wildlife resources.

## **WORK SESSION—DISCUSSION AND ACTION REGARDING 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 that have been on file with the Department of Motor Vehicles since 2006. A copy of the application is included in a document titled "Work Session Document," from which the members will be working when discussing and possibly approving pending applications.

- Chair Carlton announced that two special license plate spots are available, and the special plate application for the National Law Enforcement Officers Memorial Fund has been withdrawn.
- Assemblyman Atkinson stated that he does not have a problem with the proposed UMC license plate if the wording can be changed to "supporter" instead of "professional."
- Senator Nolan stated that his recommendation is to support the two plates that were received first in chronological order: the NDOW license plate, and the UMC license plate with the recommendation that was made to change the wording to health care "sponsor" or something similar.
- Assemblyman Atkinson stated that he agrees with Senator Nolan's recommendation.
- Chair Carlton asked if the nonvoting members of the Commission had any concerns with the recommendation, and Michael Fischer, Director, Department of Cultural Affairs, said he agrees with the recommendation.
- The Commission **APPROVED THE FOLLOWING ACTION:**

SENATOR NOLAN MOVED FOR APPROVAL OF THE SPECIAL LICENSE PLATES FOR THE UNIVERSITY MEDICAL CENTER FOUNDATION, INC., AND NEVADA'S DEPARTMENT OF WILDLIFE. THE MOTION WAS SECONDED BY ASSEMBLYMAN ATKINSON AND PASSED UNANIMOUSLY. ASSEMBLYMAN CHRISTENSEN WAS ABSENT FOR THE VOTE.

## **PUBLIC COMMENT**

There were no public comments at this time.

## **ADJOURNMENT**

There being no further business to come before the Commission, the meeting was adjourned at 4:30 p.m.

Respectfully submitted,

---

Anne Vorderbruggen  
Senior Research Secretary

---

Marjorie Paslov Thomas  
Principal Research Analyst

APPROVED BY:

---

Maggie Carlton, 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 copy of *Nevada Revised Statutes* 482.367001 through 482.36705, provided by Marjorie Paslov Thomas, Principal Research Analyst, Research Division, LCB.

[Exhibit C](#) is a matrix of the Special Plate Fund active special plates and revenue, provided by the Department of Motor Vehicles (DMV).

[Exhibit D](#) is a letter dated September 30, 2010, to the Members of the Commission on Special License Plates from Paul V. Townsend, CPA, Legislative Auditor, LCB.

[Exhibit E](#) is a Special Plate Matrix titled “Plates for Consideration by Commission,” provided by the DMV.

[Exhibit F-1](#) is a “Specialty License Plate Petition” from the University Medical Center of Southern Nevada, UMC Partners in Excellence Foundation, Inc., received by the DMV on April 6, 2006.

[Exhibit F-2](#) is letter dated October 7, 2010, to Senator Maggie Carlton, Chair, Commission on Special License Plates, from Suzanne Hackett, Executive Director, University Medical Center Foundation.

[Exhibit F-3](#) is a packet of materials titled “Request for a Specialty License Plate to Support the Development of a New Multi-Organ Transplant Service at the Center for Transplantation at UMC,” dated October 13, 2010, submitted by Suzanne Hackett, Executive Director, University Medical Center Foundation.

[Exhibit G-1](#) is the Specialty License Plate Petition from Al Bertone representing the National Law Enforcement Officers Memorial Fund, received by the DMV on June 12, 2006.

[Exhibit G-2](#) is a letter dated October 4, 2006, from Assemblywoman Bonnie Parnell to Senator Dennis Nolan, Chairman, and Members of the Commission on Special License Plates, regarding “Law Enforcement License Plates.”

[Exhibit G-3](#) is a letter dated October 5, 2006, from Steve Albertsen, Undersheriff, Carson City Sheriff’s Office, to Senator Dennis Nolan, Chairman, and Members of the Commission of Special License Plate.

[Exhibit G-4](#) is a letter dated October 6, 2010, from Lilli Frost, Carson City, Nevada, to Senator Maggie Carlton, Chair, and Members of the Commission on Special License Plates, regarding Law Enforcement License Plates.

[Exhibit G-5](#) is a letter dated October 7, 2010, from Herbert V. Giobbi, Chief Operating Officer, National Law Enforcement Officers Memorial Fund, Washington, D.C., to The Honorable Maggie Carlton, Chair, Commission on Special License Plates, regarding “Logo Usage for Nevada Memorial License Plate.”

[Exhibit H-1](#) is the Specialty License Plate Petition from Doug Hunt, Acting Director, Nevada Department of Wildlife (NDOW), received by the DMV on September 12, 2006.

[Exhibit H-2](#) is a letter from Kenneth E. Mayer, Director, NDOW, to Senator Maggie Carlton, Chair, Commission on Special License Plates, dated September 27, 2010.

[Exhibit H-3](#) is an e-mail dated October 4, 2010, from Gil Yanuck, Carson City, Nevada, to Marjorie Paslov Thomas, supporting the NDOW license plate.

[Exhibit H-4](#) is a letter dated October 12, 2010, from Kyle Davis, Political Director, Nevada Conservation League, to Senator Maggie Carlton, Chair, Commission on Special License Plates, in support of the NDOW special license plate.

[Exhibit H-5](#) is a mock advertisement for the NDOW special license plate, submitted by Kim Toulouse, Staff Conservation Educator, NDOW.

[Exhibit H-6](#) is the written testimony of Kim Toulouse, Staff Conservation Educator, Reno Office, NDOW, dated October 13, 2010.

[Exhibit I](#) is the Specialty License Plate Petition submitted by Joshua Thomas Clendenen, representing the United States Air Force Air Demonstration Squadron Thunderbirds, received by the DMV on January 19, 2007.

[Exhibit J-1](#) is the Specialty License Plate Petition submitted by Michelle S. Gorelow, March of Dimes Foundation-Prematurity Campaign, received by the DMV on April 6, 2007

[Exhibit J-2](#) is a letter from R. Dale Andreason, State Director, March of Dimes Nevada Chapter, to “Committee Members” dated September 30, 2010.

[Exhibit J-3](#) is a Microsoft PowerPoint presentation titled “March of Dimes Nevada Chapter,” presented by Michelle Gorelow, M.A.Ed., Director of Program Services, Nevada Chapter, March of Dimes.

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, other materials distributed at the meeting, and the audio record 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.