

**AGENDA
SPECIAL BOARD MEETING
TEXAS DEPARTMENT OF MOTOR VEHICLES
THURSDAY, JULY 6, 2017
8:00 A.M.**

THIS MEETING WILL BE VIA VIDEOCONFERENCE

THE PUBLIC PHYSICAL LOCATION WITH PRESIDING OFFICER:

Texas Department of Motor Vehicles
4000 Jackson Ave., Building 1, Lone Star Room
Austin, Texas 78731

- 1. Roll Call and Establishment of Quorum**
- 2. Consideration and Action: 100 Year Plate - Jeremiah Kuntz**
- 3. Adjournment**

The Board will receive public comment on the agenda item that is under consideration by the Board in this meeting. No action will be taken on matters that are not part of the agenda for the meeting.

The agenda item may be presented by the named presenter or other TxDMV staff.

Pursuant to Section 30.06, Penal Code (trespass by holder of license to carry a concealed handgun), a person licensed under Subchapter H, Chapter 411, Government Code (concealed handgun law), may not enter this property with a concealed handgun.

Any individual with a disability who plans to attend this meeting and requires auxiliary aids or services should notify the department as far in advance as possible, but no less than 2 days in advance, so that appropriate arrangements can be made. Contact Stacy Steenken by telephone at (512) 302-2380.

I certify that I have reviewed this document and that it conforms to all applicable Texas Register filing requirements.

CERTIFYING OFFICIAL: David D. Duncan, General Counsel, (512) 465-5665.

To: Texas Department of Motor Vehicles Board
From: Jeremiah Kuntz, Vehicle Titles and Registration Division
Agenda Item: 2.
Subject: 100 Year Plate

RECOMMENDATION

The Vehicle Titles and Registration Division seeks board approval or denial of the proposed TxDMV sponsored plate design submitted for consideration.

PURPOSE AND EXECUTIVE SUMMARY

Statutory authority for the board to approve non-vendor specialty plates is in Transportation Code, Section 504.801. The board's approval criteria is clarified in Administrative Code(s); §217.45; Specialty License Plates, Symbols, Tabs, and Other Devices.

The year 2017 marks the 100th anniversary of the first license plate issued by the State of Texas. The state prison system began manufacturing license plates in 1935, and the Texas Department of Criminal Justice estimates that by 2016, inmates had created some 650 million plates. In 1965, the Texas Highway Department, now known as the Texas Department of Transportation, began offering personalized vanity plates to the public for an additional fee.

By means of advanced technology, the Texas Department of Transportation began producing digitally printed, vinyl-covered aluminum plates in 2009, and three years later, the TxDMV unveiled the current general-issue plate, which utilizes black type of a white background and holographic security features.

The TxDMV now offers 420 plate designs in addition to the general scheme, including many that honor military veterans. Their sale generates revenue for a variety of state programs, and their role as identifying markers provides essential aid to law enforcement officers in the performance of their work. Incidental to their primary function, license plates have now become state icons, collector's items, a means of personal and state expression, and even decorative features, notably in countless roadside diners.

The TxDMV would like to offer a limited edition license plate to commemorate the centennial of the first state-issued license plate in the Lone Star State. Section 504.801 requires this plate to retail for \$30. Of the \$30, \$29.50 would be distributed to the TxDMV revenue fund and \$0.50 would be distributed to the local county tax assessor-collector.

Procedurally, for collectors, the department reserved a small inventory of plate patterns, which would be available only to the first 100 orders of the centennial plate. The first 100 orders would feature the number "100" followed by three letters. This plate would feature the department's standard, six-character, random alphanumeric pattern from the 101st order on. Because of the design, a logo in the middle of the plate, the department would not allow personalization. The plate would be available from September 2017 to August 2018 and thereafter, only by renewal. This will be the first time a specialty plate that is not a general issue plate would have a limited life span. Specialty plates are forever (except vendor plates by contract).

100 Year Anniversary License Plate



19

TEXAS

17

100  YRS

100 YEAR PLATE

