Limousine Advisory Group
Meeting Minutes for February 13, 2013
140 West Flagler Street, 908
Miami, Florida 33130

Members Present:

Neil Goodman	Aventura Limo, Industry Rep.
Freddy Castro	Signature Limo, Industry Rep.
Ron Hoye	Carey International, Industry Rep.
Mark Mitros	MIA Landside Operations
Antonio Meilan	Meilan Limo, Industry Rep.
Luciano Aoki	Consumer Representative
Freddy Wong, Jr.	Seaport Representative
William Talbert	GMCVB Representative

Members Absent:

Michael Solomon	USA Transp., Industry Rep.

Staff Present:

Joe Mora	Division Director, For-Hire Transp.
Steve Bobes	Admin Officer, For-Hire Transp.
Raul Gonzalez	Special Project II, For-Hire Transp
Bridgette Newsome	Secretary, For-Hire Transp.
Nancy Perez	Senior Ex. Secretary, Business Affairs

Mr. Mora conducted member roll call and informed the Vice-Chair, all members were present. Mr. Mora informed members he recently learned Chairwoman Judith Baron tendered her resignation to her employer which, therefore, disqualified her from sitting on this advisory group.

Vice-Chair Goodman commenced the meeting thanking participants for attending and welcomed members.

Approval of the Minutes:
Mr. Goodman requested approval of the October 29, 2012 Limousine Advisory Group minutes. Mr. Castro motioned to approve the October 29, 2012 minutes as written, seconded by Mr. Talbert, with unanimous approval.

Chairperson Position:
Mr. Mora re-stated the above, former Industry Representative & LAG Chairwoman Judith Baron was no longer qualified to hold a LAG seat. That being said, Mr. Mora advised members, a vote to fill the vacant seat needs to occur. After some discussion, members agreed Mr. Neil Goodman's role as LAG's Vice-Chair would remain status quo and members would nominate a new committee chair.

Nominations for LAG Chair commenced with Mr. Goodman nominating Michael Solomon and Mr. Meilan nominating Freddy Castro as possible candidates. Although, members placed their

votes, the outcome was tied. Mr. Mora recommended given the tied vote to table this issue until the LAG's quarterly meeting in April.

UBER

Mr. Mora provided background information on an on-demand private business venture named Uber. Uber desires to establish business in the South Florida marketplace. Uber, based in various cities throughout the United States, is quickly becoming a concern for regulators and those in the taxi and limousine industries.

Mr. Mora further stated Uber dispatches the nearest driver to pick-up passengers. Customers are sent text messages indicating estimated time of arrival, as well as, arrival wherein a sleek black vehicle awaits. Upon arrival, customers provide drivers with their desired travel destination information. No monetary is exchange between drivers and customers.

Mr. Talbert expressed, South Florida is a world class, high-end, global destination with tremendously huge events bringing massive tourist to the city. Mr. Talbert expressed his discontent, lack of understanding and rational regarding servicing customers. Mr. Talbert believed all vehicles picking up passengers must be fully equipped with a credit card system and modern technology to provide the motoring public, which is the customer, with convenience and overall service.

Mr. Mora noted at the International Association of Transportation Regulator (IATR) Conference held in Washington, D.C. Uber was a major topic for discussion. Mr. Mora stated IATR submitted their concerns to the California Public Commission in regards to Uber's-Digital Dispatching Service. IATR also question the Commission reasoning in regards to Uber's request to be license as a charter service under the State of California regulations. Mr. Mora remarked Washington D.C. operators expressed a huge concern with Uber not working with providers and passenger service companies. Mr. Mora indicated Uber believes their company should not be regulated.

Mr. David Cardenas introduced himself as a representative of Southern Strategy and indicated he would be lobbying on behalf of Uber. Mr. Cardenas further stated his company was familiar with the Codes of Miami-Dade County and emphasize no known regulations have been violated. Mr. Cardenas discussed Uber's intent to lobby for legislative change in three areas of the current Limousine Code. They were: 1) the one-hour pre-arrangement stipulation; 2) 2-hour minimum rates and they are questioning the laws that stipulates black cars pay more than taxicabs; and, 3) the amount of limousine licenses held within the industry.

Mr. Cardenas went on to say the company has seen a huge growth in the population, both culturally and economically over the last eleven years. The company believes the market place is the appropriate dictator for determining the volume and necessity for the number of limousines operating in today's market. Mr. Cardenas insisted, Uber was not stealing customers nor were they operating illegally, they are desirous in building a working relationship with the limousine industry throughout Miami-Dade County.

Members raised several concerns and discussed compliance to the County's Limousine Codes. Industry members noted, they have tried unsuccessfully over the years to bring change to existing limousines laws but these changes have not been supported by the Commission. Members believed this industry needed to move forward and advance with current technology to satisfy customers and become better passenger service companies.

Member discussion pursued as well as engaging audience participations to determine the best methods for review and propose changes to the limousine ordinance. Mr. Goodman express concerns with Uber's customer disclaimer noted on the company's website, which read: "the quality of the transportation services scheduled through the use of the service or application is entirely the responsibility of the third party provider who ultimately provides such transportation services to you. You understand, therefore, that by using the application and the service, you may be exposed to transportation that is potentially dangerous, offensive, harmful to minors, unsafe or otherwise objectionable, and that you use the application and the service at your own risk."

Mr. Goodman also stated the Miami-Dade County Commissioners should be made aware of Uber's website's disclaimer.

Vehicle Entry Age:
Mr. Mora recapped the current laws regarding vehicle entry age standards for limousines. For luxury sedans: the entry age was five years; and, super-stretch is seven years with the retirement age remaining the same. While this change allowed operators the ability to purchase an older model year vehicle this legislation carries a sunset provision which will expire on all vehicles, December 31, 2013. Beginning January 1, 2014 model years for all vehicles would revert back to their original status. Mr. Mora stated the granting of additional years could only be approved by the Board of County Commissioners. He was aware several members during committee discussions had voiced their concerns regarding the appearance and condition of these older vehicles in operation in Miami.

Vehicle Listing:
Mr. Mora reminded members the criteria and vehicle list for luxury limousine vehicles was developed by the department with a standard minimum vehicle price commencing at $42,000. Members questioned how standards were set and suggested the list be modified to include the addition of the Chrysler 300 to the vehicle list. Members stated, the vehicle starting price was $38,000.00 for a 6 cylinder and the vehicle is considered an ego friendly hybrid car. Mr. Mora noted their concerns and advised he would discuss this matter with the department's Assistant Director.

Adjournment
Mr. Goodman offered a motion to adjourn, seconded by Mr. Meilan, with unanimous approval. There being no further business, the meeting adjourned.