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Agenda
Limousine Advisory Group
April 24, 2012 - 10:00 A.M.
140 West Flagler Street, Room 908
Miami, FL 33130

1. **Roll Call**
2. **Welcoming Remarks**
3. **Approval of the October 18, 2011 Meeting Minutes**
4. **Selection of LAG's Chair and Vice-Chair positions**
5. **Commissioner Martinez Vehicle Entry Age Ordinance - Update**
6. **Growth Formula / Lottery**
7. **American Shuttle**
8. **Enforcement of Groupon & Quick Livery Advertisments**
9. **2012 Tentative Quarterly LAG Meetings: July 31, October 30, 2012**
10. **Adjournment**

Limousine Advisory Group
Minutes for the October 18, 2011
140 West Flagler Street, 908

Members Present:

Austin Cohen, Chair	Red Limo
Judith Barron	Carey International
Carla Boroday	Associated Limo
Neil Goodman	Aventura Limousine
Antonio Meilan	Meilan Limo
Mark Mitros	MIA Landside Operations
Freddy Wong, Jr.	Seaport

Members Absent:

Paul Cookley, Vice Chair	Ritz Carlton
William Talbert	GMCVB

Staff Present:

Joe Mora	Division Director, For Hire/SPEED
Steve Bobes	Administrative Officer, For Hire/SPEED
Leonard Elias	Consumer Advocate, BACP/SPEED
Raul Gonzalez	Special Project Officer, For Hire/SPEED
Bridgette Newsome-Forbes	Secretary, For Hire/SPEED

Mr. Mora conducted member roll call and advised the Chair a quorum had been reached. Mr. Mora informed the Chair, Messrs. Cookley and Talbert were provided an excused absence.

Mr. Cohen welcomed members and commenced meeting:

Approval of the Minutes:
Mr. Cohen requested members review the July minutes. Mr. Goodman offered a motion to approve the July 12, 2011 minutes, seconded by Mr. Mitros, with unanimous approval.

Refresher Sunshine Law:
Mr. Elias reviewed the State's Sunshine law governing prohibition of Board member discussions outside the confines of LAG meetings in regard to LAG agenda items and other related topics. Mr. Elias reiterated meetings in the sunshine that are conducted by LAG must be: properly noticed; open to the general public; and, minutes of each meeting are taken.

Commissioner Martinez Vehicle Entry Age Proposed Ordinance:
Mr. Mora discussed the adoption of Commissioner Martinez Vehicle Entry Age proposed Ordinance on October 4, 2011.

The ordinance provides temporary relief measures to vehicle age limitations for wheelchair accessible taxicabs (WAC) by extending the vehicle replacement age by one (1) year. The ordinance also amends vehicle age limitations for luxury, stretch, and super-stretch limousines by allowing them to be placed into service at three (3) years (instead of two (2) years of age) in 2011 and 2012.

December 31, 2012 this relief provision will convert back to the standard two year entry period.

Miami Dade County's Table of Organization:
Mr. Mora discussed pertinent aspects of the County Mayor's reorganization plan in relation to the department name change from CSD to Sustainability, Planning and Economic Enhancement Department (SPEED) and the name change of PTRD to For-Hire Transportation. Mr. Mario Goderich was appointed Interim Assistant Director of SPEED's Economic Enhancement and will continue his oversight of the For Hire division of the former Consumer Services Department. Deputy Mayor Jack Osterholt was appointed Interim Director of SPEED until such a time the Mayor appoints a permanent replacement.

Chairs Goals for Improvement:
Mr. Cohen stated, although he operates a small company, his main concerns were for industry chauffeurs and experience ridership. Mr. Cohen continues to express concern with the large amount of consumer complaint received by the department during 2009 & 2010. Those numbers totaled: 710 complaints in 2009 and, 731 complaints in 2010.

Mr. Mora advised members the 2009 and 2010 complaints in question were ninety percent (90%) and/or primarily from taxi drivers which produce well over a thousand trips per day. Mr. Mora expressed, his ultimate concern were to seek solutions to decrease the amount of complaints from all areas of the for-hire industries.

Emulating property rights of Luxury permits that currently exist for taxis in Miami:
There has been a significant increase in value as it pertains to taxi owners when permit changes are made having to do property rights. This could improve to be beneficial to the limousine industry during a recession giving the industry some kind of leverage with the bank.

Mr. Mora provided historical data, that upon adoption of the Limousine Ordinance in May 2000, limousines were created as a permit number and not that of a medallion. Limousines are considered valued under a closed category. Presently, luxury sedans are valued in today's market at approximately $12,000 - $15,000 thousand dollars each.

Miami International Airport Payment Procedures:
Mr. Cohen expressed frustration with the MIA payment procedure which does not require credit card payments. Mr. Cohen feels MIA needs to facilitate a better solution for payment processing such as email invoicing with utilization of credit card payments via email.

Mrs. Boroday mentioned, if for some reason, a statement via US mail from MIA isn't received, a late charge is automatically added to the next monthly statement cycle.

Mr. Mitros advised of MIA's implementation of the new AVI system by Gate Keeper. The new system provides users with a pin number access and ability to view monthly transactions. The system also elevates paper invoices as well as provides companies with a better handle on transactions per companies. Mr. Mitros reiterated unfortunately he does not have control over the Finance Department's payment procedures process.

Continuing Education for Permit Owners:
Members discussed the possibility of holding permit holders liable for taking a short course of continuing education at least once every six months to enhance their knowledge base of the for hire industry.

Mr. Mora informed members the department continues to research various opportunities and implementation of continuing education for permit owners as a requirement during their renewal period.

Permit Color Enforcement Issues:
Mr. Cohen complained the color of this year's permitting decal was the same color as the previous year. Mr. Mora replied, limousines permits this year have all been renewed and although the colors were very similar they were not identical. Mr. Mora impressed, enforcement officers are not solely trained on decal colors they look for various items such as, expiration dates and timely inspections. Enforcement Officers take extra precaution when checking decals of similar colors and expiration dates. Mr. Mora stated, in the coming year the department will consider viewing color samples instead of selecting solely thru color names when placing this decal order.

Chauffeur Licensing Procedures:
Mr. Cohen suggested chauffeurs undergo a national background check instead of the statewide background check. Mr. Cohen stated fewer drivers were entering into the industry because of high licensing fees and other mitigating expenses and suggested these costs be reduced for initial chauffeurs who desire to enter this industry. Mr. Cohen complained, scheduling of training classes were too far apart for chauffeurs who desired to immediately start their employment with industry companies. With reduced fees and better training schedules Mr. Cohen implied chauffeurs would seek career opportunities in the industry.

Ms. Barron suggested the industry and for-hire division come together and create ways to improve a faster processing time for chauffeur licensing and training.

Ms. Boroday remarked County enforcement officers are able to recognize county license. Ms. Boroday expressed processing of chauffeur licenses within all three counties are time consuming and affects the industry at large.

Mr. Mora advised this department and members of Tri-County continue to seek out methods and escalate a process for obtaining a tri-county chauffeur license and training schedule.

Enforcement Productive:
Mr. Cohen discussed major events taking place throughout Miami-Dade County and suggested, the department should send out industry notices advising that for-hire enforcement representatives will be present throughout these events. Mr. Cohen remarked, legal operators continue to lose business to illegal companies during events such as these.

On August 9, 2011 CSD provided for-hire vehicle training to three (3) Miami Beach Police Officers as part of a train-the-trainer program. MBPD Officers, upon program completion, will be assigned to train other interested police officers to enforce for hire sections of the Code. Officers were provided with in-depth knowledge aiding them in identifying unlicensed for-hire vehicles, unlicensed limousine operators and out-of-county trip exception requirements to determine Code compliance.

Luxury Sedan Vehicle Age & Colors:
Mr. Mora advised an industry representative not present today had various concerns with vehicle age & colors and re-stated standard limousine colors: black, white, silver or navy.

Growth Formula/Lottery
A lottery is used as a mechanism for growth. Mr. Mora explains growth formula to members by stating, there is a growth mechanism in the ambulance ordinance which the department regulates as well.

Mr. Gonzalez explained ambulance companies are allowed to expand if each unit in their fleet receives five calls or more per unit within sixty days.

Luxury Sedan Hybrid Vehicles:
Mr. Cohen discussed hybrid vehicles, their usage and environmental enhancements and impressed the importance for industry leaders to maintain integrity, permit types and operations when operating luxury sedan vehicles.

Mr. Mora reiterated operating standards for high-end hybrid vehicles and various types that can be used such as, Lexus and Cadillac's.

Red Cap/Designated Driver Program:
Mr. Cohen reminded members of the lengthy discussions from the previous LAG meeting regarding driver programs. Robert Lopez of Majestic Limousine suggested no sponsorship for these type drivers.

Ms. Boroday voiced her dismay and knowledge of another designated driver program company working out of Ft. Lauderdale.

Enforcement Stats:
A total of 49 limousine enforcement actions have been undertaken, to include:

- 15 citations for no valid or current for-hire license
- 28 citations for failure to comply with out-of-county origin exceptions
- 2 citations for allowing a person to operate w/o a chauffeur registration
- 2 citations for advertising other than approved rate
- 2 citations for publishing advertisement for ground transportation service w/o a for-hire license
- 1 citation for operating a for-hire vehicle w/o a current, valid operating permit or inspection decal
- 1 citation for operating a vehicle in violation of any vehicle standard

In addition: 26 citations issued to drivers for failure to obtain a chauffeur registration; 38 citations for failure to provide a valid chauffeur registration; and, 45 citations for operating a for-hire vehicle without a valid inspection decal. (All industries)

Dispatched additional enforcement coverage to insure limousine services compliance at below events:

- Premio Juventud July 21, 2011International Medical Exposition
- (FIME) August 10, 2011
- Multiple football games at the Sun Life Stadium (Dolphins / UM)
- American Society for Radiation Oncology (ASTRO) event from October 1-6, 2011
- As part of a regularly scheduled event four (4) MIA Sweep every month were conducted.

Adjournment:
Ms. Boroday offered a motion to adjourn, seconded by Mr. Goodman, with unanimous approval. The meeting was adjourned.