



Consumer Services Department  
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**Agenda  
Taxicab Advisory Group  
October 25, 2011 - 2:00 P.M.  
140 West Flagler Street, Room 908  
Miami, FL 33130**

1. Welcome and Introductions
2. Approval of Minutes of July 26, 2011
3. Selection of the 3<sup>rd</sup> Quarter, Chauffeur of the Quarter
4. Taxicab Stand Update
5. Miami-Dade County's new Table of Organization
6. Review of Commissioner Martinez newly adopted WAC Ordinance
7. Updates:
  - 2011 Taxicab Lottery
  - Upcoming Public Auction
8. Credit Card Solution
9. Underserve Area (UA) & Smart
10. 2012 Tentative Quarterly TAG Meeting dates:  
January 24, April 17, July 24, October 23, 2011
11. Adjournment

**Minutes of the Taxicab Advisory Group (TAG)  
July 26, 2011 - 2:00 PM  
140 West Flagler Street, Conf. Room #908**

**Members Present:**

Dr. William Samek	Consumer/Chairperson
Dawood Akhtar	Chauffeur
Ilene Hyams	Office of ADA Coordination
Les Eisenberg	PSC Principal
Rolando Aedo	Visitor Industry Representative
Monica Beltran	MIA Representative
Diego Feliciano	License Holder

**Members Absent:**

Jerry Moskowitz	PSC Principal
Fred Wong	Seaport Representative
Anson Jean-Pierre	Chauffeur

**Staff Present:**

Joe Mora	Director, PTRD
Steve Bobes	Administrative Officer, PTRD
Ivan Cotayo	Enforcement Officer, PTRD
Nancy Perez	Senior Executive Secretary, CSD
Bridgette Newsome	Secretary, PTRD

Mr. Mora informed the Chair a quorum had been reached and that both Vice Chair Moskowitz and Mr. Fred Wong had informed his office they would be on vacation and absent from this meeting and requested their absence be excused.

Dr. Samek commenced the meeting, welcomed members and reviewed the agenda.

Mr. Mora advised members former Consumer Services Department Director, Ms. Cathy Grimes Peel retired effective June 1, 2011. Consumer Services Department's Deputy Director Mario Goderich has been appointed Interim Director until such time the Mayor permanently appoints someone to this position.

**Approval of the Minutes**

Dr. Samek requested members approve the July minutes. Ms. Hyams moved the 7/26/2011 minutes, seconded by Mr. Feliciano, with unanimous Committee approval.

**Chauffeur of the 1<sup>st</sup> & 2<sup>nd</sup> Quarters**

Ms. Beltran nominated driver 1-3 for Chauffeur of the 1<sup>st</sup> Quarter, seconded by Mr. Akhtar, with unanimous approval. The Committee voted also on the Chauffeur for the 2nd Quarter. Mr. Aedo nominated Driver 2-1, seconded by Mr. Feliciano, with unanimous approval. Each recipient will receive a monetary prize for providing outstanding customer service under the provisions of the chauffeur of the quarter program.

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**Taxicab Stand Updates**

Mr. Mora read into record newly created and reinstated taxicab stands located throughout Dade County. The locations identified were:

- **A four (4) car stand at the Four Season Hotel located at 1435 Brickell Avenue**
- **A two (2) car stand on the West side of Washington Avenue/South of 16<sup>th</sup> Street**
- **A two (2) car stand at the Royal Palm Hotel located at 1545 Collins Avenue**
- **A one (1) car stand at the Publix on SW 27<sup>th</sup> Avenue and 22<sup>nd</sup> Terrace**

Due to the heavy road construction underway on Miami Beach, Mr. Cotayo was instrumental in having the temporary taxi stands below established, they are:

- **A two (2) cars stand adjacent to Nikki Beach Hotel**
- **A two (2) 1000 Block on Washington Avenue adjacent to the West Garden Hotel**

The Department negotiated an increase from a three car stand to a five car stand with the Ritz Carlton Hotel and, during special events temporary taxi stands will be set in place to accommodate passengers and drivers at both Sun Life Stadium and the Miami Beach Convention Center

**Legislative Update:**

Mr. Mora advised members of the Board's recent adoption of two ordinances sponsored by both Commissioner's Diaz and Martinez. Mr. Mora discussed the various provisions and ordinance amendments. He stated, new vehicles placed in service will have to be equipped with the proper technology, have a fixed base and be connected to a Passenger Service Company, operate 24-hours a day, seven days a week.

**Front Seat Usage**

Mr. Mora discussed the Hotel Association concerns regarding front seat availability and possible use for loading passengers and there knowledge of driver resistance. Mr. Mora suggested the Hotel Association calendar a meeting for further discussion of this matter and offered to have County staff follow-up.

**Underserve Area (UA) & Smart Trip Sheets**

Mr. Mora reviewed the procedural process underway in conducting a study that strictly involves drivers in the Underserve Area's. PTRD Staff are collecting data from driver trip sheets that will be utilized to provide the necessary information. Thus far, 81% of UA drivers have participated in voluntary trip sheet submission to the department. Upon completion of the data collection, this information will be formalized and placed into a spreadsheet for future use.

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**Renewal Procedures**

Mr. Mora informed members, to avoid delay and possible errors, new procedures would be implemented for processing taxicab renewals. Mr. Mora explained the renewal process, citing the taxicab annual renewal period spans from February thru March of each calendar year. And stated, this was an enormous amount of workload in a short span, solely processed by PTRD's Licensing staff. Therefore, to eliminate the heavy workload demands and probable errors due to staff fatigue as well as, to eliminate the enormous wait time for owners. The department has decided to review this process to develop new processing procedures for the handling of these renewals.

**Adjournment**

There being no further business, Dr. Samek moved to adjourn, seconded by Ms. Beltran, approved by all.

The meeting therefore adjourned.

**CHAUFFEUR NOMINATIONS**  
**July – September 2011**  
**3<sup>rd</sup> Quarter**

**Nomination #3-1**

CR original application 12/27/2004  
Citations 0 – Complaints 0

In an email to the Consumer Services Department, the passenger writes:

Subject: A most pleasant experience getting into a taxi at MIA

On Saturday, July 2 we arrived from a Delta flight anticipating the usual unpleasant experience getting into a taxi. As a Miami Native, we have arrived at Mia to the most unpleasant experiences by the taxi drivers. Sometimes not taking the first taxi.

This time we were very surprised to hear a nice greeting from the taxi driver, who said "Welcome to Miami and may I help you". It was such a warm and pleasant greeting that it took it us by surprise. The trip home was just great and my wife and I would like to commend this driver. His name was (the nominee) and his taxi number was xxxxx.

We hope in the future he is used as an example of what Miami is all about and how warm this city really is. As this is the type of greeting all taxi drivers should use when they approach a new arrival to Miami. They are the first greeting anyone hears in Miami.

He should be part of the training course for all Taxi Drivers.

Again, we want to thank (the nominee) for a warm and friendly ride home.

Vicki and Hardy Katz

**Nomination #3-2**

CR original application 12/9/1999  
Citations 0 – Complaints 0

In an email to the Consumer Services Department, the nominator writes:

**To:** Consumer (CSD)

**Subject:** Good Deed

On 7/12/2011 a 74 year old man in a wheelchair lost his wallet on Ocean Drive. A cab driver (the nominee) found the wallet and was able to contact the owner. It was agreed that Mr. Andrade would meet the passenger at the Miami Beach Police Station. (The nominee) returned the wallet on 7/13/2011. The passenger asked me to recognize (the nominee) for the good deed. I know he lives around the area of 10<sup>th</sup> Street and Meridian Ave according to the info I was given.

Tony LaMacchio, Police Sergeant  
Patrol Division / Bikes  
Miami Beach Police Department

**Nomination #3-3**

*CR original application 05/10/2010*

*Citations 3 – Complaints 0*

*In an email from Consumer Services Department Mediation Center, the staff member writes:*

Steve,

I received a call from Mr. James Posteraro (412) 554-1039. He wanted to give a compliment for the above referenced driver. The consumer was picked up on 7/21/11 in the late evening at 13<sup>th</sup> and Washington Avenue in Miami Beach and taken to the Lincoln Road garage. The consumer left his wallet in the cab. The driver took the wallet to the consumer's home; he was very appreciative.

**Nomination #3-4**

*CR original application 09/15/1986*

*Citations 3 – Complaints 0*

*In an e-mail submitted to the Consumer Services Department the passenger writes:*

Good morning Mr. Gonzalez,

This is to convey our heartfelt gratitude to (the nominee) for going beyond the call of duty when transporting our daughter, Caitlin O'Neill, during the night of September 20-21, 2011. Caitlin had been sick with flu-like symptoms the prior weekend, which became extremely severe that night to the point where she had to be transported to the ER immediately. She is unfamiliar the Miami area, having just moved there as a new grad student of FIU, and asked (the nominee) to take her to any ER immediately. Because of her high fever and physical state at that time, (the nominee) would have been justified in refusing to transport her, but he did not. He made the wise choice to immediately take her to Mercy Hospital ER and upon arrival, when she had reached the point where she could not walk any longer, carried her into the ER himself and made sure she was seen at once. His actions may very well have saved Caitlin's life as she was admitted to Mercy Hospital near sepsis shock. Caitlin was able to leave the hospital 3 days later and continues to make good progress today.

Thank you (the nominee)! People like you deserve praise and recognition.

Clasina G.M. O'Neill (parent)  
1-973-703-0232  
cgmoneill@me.com