

**Limousine Advisory Group  
Amended Minutes for the January 18, 2011  
140 West Flagler Street, Suite 908**

**Members Present:**

Neil Goodman, Chair	Aventura Limousine
Carla Boroday	Associated Limo, Vice Chair
Austin Cohen	Red Limo
Paul Cookley	Ritz Carlton
Mark Mitros	MIA, Landside Operations
Antonio Meilan	Meilan Limo
William Talbert	GMCVB

**Members Absent:**

Khalid Salahuddin	Seaport
Robert Lopez	Majestic Limousine

**Staff Present:**

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

Mr. Mora conducted member roll call, informed members Commissioner Joe Martinez was elected Chair of the Board of County Commissioners. He reiterated members were bound by the Sunshine Law therefore discussions outside of meetings in regard to items on the agenda were prohibited. Mr. Mora informed the Chair a quorum was present.

Mr. Goodman welcomed members.

**Approval of the Minutes:**

Mr. Goodman commenced meeting with review of the September 28, 2010 minutes. Ms. Boroday requested clarification on Mr. Cohen's motion regarding entry age for luxury sedans. Mr. Mora replied the motion was to eliminate the entry age not exit age for all luxury sedans, stretch and super stretch categories. Mr. Talbert offered a motion to approve the minutes, seconded by Mr. Cookley, with unanimous approval.

**Commissioner Souto's Proposal**

Mr. Mora advised in December, 2010, the Board approved a first reading Board item proposed by Commissioner Souto's. Mr. Mora advised Commissioner Souto proposed an ordinance requesting a one year extension period for for-hire vehicles until December, 2011.

Vehicles scheduled for retirement by December 31, 2010 were given an inspection decal expiring on January 31, 2011. These decals were placed on vehicles while the Department waits for the outcome of this legislation. Upon passage of the ordinance, any existing vehicles properly licensed by the Department, will be given a one-year extension.

Mr. Meilan stated Commissioner Souto was amazed to learn of the for-hire industry's hardship. He reminded members they should keep in mind that in 2012 Town Cars would no longer be manufactured and their industry would lose money and a full year of service once Commissioner Souto's amendment was approved. Mr. Mora responded the proposed legislation will affect Limousines, For-hire vehicles and PMC's currently licensed. If a vehicle retired 12/31/2010 then it would be given an additional year to operate.

Mr. Goodman stated that customers are looking for newer vehicles. Not older vehicles. Mr. Meilan expressed how their industry cannot afford new vehicles.

Mr. Cohen said that Commissioner Souto's proposal was currently not for new vehicles. Bringing in new vehicles (2 years or less) was a challenge for his business due to the economy and inefficiency. Mr. Cohen suggested the entry age for vehicles entering into a fleet be eliminated instead of the current two year stipulation. Mr. Cohen agreed with Messrs. Talbert and Meilan that as a limousine industry it was imperative that these standards remain higher.

Mr. Mora encouraged members to attend Commission meetings when these agenda items are heard.

### **Inspection Fees**

Mr. Mora reviewed the department's Implementing Order which establishes the fee schedule. He clarified vehicle inspection fees for both the taxi and limousine industries were \$38.00 and TD-42's were \$70.00.

Mr. Meilan requested an understanding of the \$3 dollar fee increase. Mr. Meilan expressed although the \$3 increase may not be exorbitant, it was for his company. Mr. Mora responded, the department had not had a fee increase in this area in the past ten years and the additional revenue would help support regulatory functions.

A representative requested clarification on possibly industry receiving temporary discounts on inspections fees. Mr. Mora advised a discussion regarding reduction of fees took place at a previous TAG meeting and was predicated on the outcome of proposed legislation if passed, and the department's ability to conduct future lotteries or an auction. At this point, no reduction in inspection fees has occurred.

### **Chauffeur Registration Expirations**

Mr. Mora informed members chauffeur registration expiration dates for all drivers respectively is their date of birth. At the onset, a chauffeur may apply for either a 12 month or 24 months initial license application or a renewal. Mr. Mora advised chauffeur registration expirations were not pro-rated although a chauffeur could in fact receive additional months (up to 18 months) depending on birth date and the initial license process date. Such an extension would only apply to an initial application. As a courtesy, PTRD also mails out reminder notices to drivers 90 days prior to their expiration date. Members agree the birth date renewal system works.

Mr. Talbert requested future items placed on LAG agenda's should include the sponsor and/or requestor's name desirous of reviewing the item. The Chair agreed.

### **Color Scheme – (PMC & Limousine)**

Mr. Mora discussed the approved uniform color scheme for luxury sedans and limousines vehicles, they are: black, white, silver, and navy.

Mr. Talbert inquired about the maximum percentage of advertising on these vehicles. Mr. Mora responded, only taxicabs were County authorized to advertise on the roof tops; which expanded to the rear quarter panel of the doors as well as door wraps. Advertising on the glass is prohibited. Mr. Mora advised there were very few Jitneys & PMC's promoting advertisements. Jitney and PMC's vehicles must be approved by the department.

Mr. Bobes advised there are standards in place for placement of advertising on taxi cabs such as the company's name and for-hire number. All PMC's vehicles must have a uniform color scheme on vehicles. Mr. Mora advised if members are interested in changing the color scheme for PMC's it would require a modification in the code. Mr. Meilan stated he would like to add a color to a PMC. Mr. Mora responded, PMC vehicles do not have a color restriction but must be one uniform color. According to the PMC Code, any change would require a Code amendment.

### **Enforcements Stats**

Mr. Mora in response to a follow up request by Mr. Talbert read into record PTRD Enforcement activities from January, 2010 to present. There were: **281** limousine enforcement actions occurred with citations issued with a breakdown as followed: **138** citations for out of county origin, **85** citations for advertising or permitting operations without a current or valid for-hire license, **22** citations for allowing a person to drive without a valid chauffeur registration (CR), **16** citations permitting or authorizing any chauffeur to operate a for-hire vehicle without a license displayed (for the company), **9** citations operating a for-hire vehicle without a current valid permit or an inspection decal, **8** citations issued for

publishing advertisement for ground transportation service without a for-hire license. **3** citations issued for failure to complying with minimum rates. Mr. Mora stated also included were additional stats from other industries, which were **152** citations issued to drivers without CR, and **255** citations issued to drivers operating a for-hire vehicle without a valid decal. There were four limo sweeps conducted at Miami International Airport (MIA). Enforcement staff also attends various events such as: the Heat games, Orange Bowl FedEx game and the upcoming Sony Ericson event.

Mr. Cohen remarked the biggest issues are illegal activities operating along Ocean Drive on Miami Beach. Mr. Cohen stated our department has limited officers and lack communication and requested an email account be established to handle illegal actions and anonymous tips. Mr. Mora responded this department is self sustaining and had to furlough six officers two years ago due to budget cuts.

Officer Cotayo discussed enforcement actions taken on the Beach and various issues when dealing with private vehicle owners. Enforcement officers approach vehicles to determine legality of limo operation and at that time owners must produce their documentation. Staff work in conjunction with Miami Beach Police Department thru an Interlocal Agreement and will train MDPD' Motorcycle Unit on Chapter 31.

Mr. Talbert suggested reaching out and partnering with Michael Aller's office, the Mayor and City of Miami Beach Manager to work together to resolve the illegal activities occurring on the Beach. Mr. Talbert suggested this meeting be held in City Hall and would assist staff in scheduling as he was committed to improving the image of this City. County staff agreed to work with Beach personnel as well as Mr. Saul Frances of Off-Street Parking to calendar a meeting.

Mr. Talbert also suggested enforcement issues should be placed as the first item on all future LAG agendas. Mr. Boroday suggested, time permitting, "New Business" also be included on these agendas.

**Adjournment:**

There being no further business, Mr. Talbert moved to adjourn, seconded by Mr. Cohen, and approved by all. The meeting therefore adjourned.