

Minutes of the Limousine Advisory Group (LAG)
April 12, 2011 - 10:00 AM
140 W. Flagler Street, Room #908

Members Present:

Neil Goodman	Aventura Limousine, Chair
Carla Boroday	Associated Limo, Vice Chair
Austin Cohen	Red Limo
William Talbert	GMCVB
Antonio Meilan	Meilan Limo

Members Absent:

Paul Cookley	Consumer
Robert Lopez	Majestic Limos
Mark Mitros	MIA, Landside Operations
Khalid Salahuddin (Fred Wong)	Seaport

County Staff Present:

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

Mr. Mora conducted member roll-call and informed the chair a quorum was present.

Mr. Goodman welcomed members and requested review of the January 18, 2011 minutes. Mr. Cohen requested clarification on page 2 paragraph 3 of the January minutes where it stated vehicles entering into a fleet should be three years old or less. Mr. Cohen stated he believed there was no mention of an exit age when stating his motion. Mr. Mora stated the motion was to eliminate the entry age not exit age for luxury sedans vehicles and the minutes would be amended.

Mr. Talbert offered a motion to approve this amendment to the minutes, seconded by Mr. Cohen, with unanimous approval.

Commissioner Souto's Vehicle Age Extension Ordinance

Mr. Mora informed Members Commissioner Souto's Ordinance regarding vehicle age extension was adopted by the Board on March 1, 2011. The ordinance extended the expiration age for a total of 47 qualifying for hire vehicles in the following categories: limousines, taxis and PMC's. Mr. Mora advised these vehicles will be granted an extension only through December 31, 2011.

Limousine Advisory Group Vacancies

Mr. Mora discussed the upcoming LAG vacancies. He advised the application period closed April 11th and six applications were received. Mr. Talbert inquired which seats were vacant. Mr. Mora replied two industry seats were expired, Mr. Goodman and Mr. Lopez. Staff understood Mr. Lopez did not intend to run again for

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his seat. Although Mr. Goodman submitted an application this Committee would have to elect a new chair. Mr. Mora anticipated the selection and final decision to fill these two vacancies could be expected in the forthcoming weeks.

Luxury Sedan Listing

Mr. Mora advised Members the updated information regarding the value and threshold for luxury vehicles was \$45,000 and the information sheet has been updated and distributed for their review. Mr. Mora discussed vehicle threshold and value not cost for these luxury vehicles were based on information garnered from the www.edmunds.com website. Other makes and models may be considered by the department on a case-by-case basis.

Miami Beach Police

Mr. Mora recognized Mr. Goodman and Mr. Feliciano for their efforts in following up a prior request to meet with representatives from the City of Miami Beach. A meeting took place and the Beach was very receptive to assisting the County with enforcement activities and will augment the enforcement efforts already established thru an Interlocal Agreement.

Mr. Cotayo advised he has completed a training module that will assist Beach Officer's in citing violations. Beach Officers not yet trained will be scheduled for training once activities and events slow down on the Beach. Upon completion of training, their participation and enforcement efforts will enhance after hour enforcement detail and citing illegals.

Mr. Mora informed 19 motormen from the Miami-Dade Police Department have also gone through the department's training and have begun citing violators under Chapter 31. Two sting operations occurred and future operations will be conducted.

As an FYI, 80% of funds collected for these fines go directly back to the respective agency providing an incentive for agencies to work closely with the department.

Mr. Feliciano thanked Mr. Mora and his staff for their participation and attendance at this meeting. Ms. Boroday discussed an illegal Georgia operator operating at the *Jazz in the Garden Festival* held last month at SunLife Stadium. Mr. Mora reiterated upon sighting an illegal, companies should immediately report their findings to County Staff for investigative handling. Although Mr. Mora stated he would look into this incident, it is difficult to investigate matters such as this one after the fact.

Designated Driver Program

Mr. Mora discussed a recent article written in [The Miami Herald](#) that quoted staff. Mr. Mora clarified the quote and reiterated presently there were no provisions in the current Code prohibiting customers from hiring drivers to drive their personal vehicle(s). The Code expressly states it applies when vehicles are owned by

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companies, rented with drivers, or are for hire vehicles. It does not apply to personal vehicles and individuals seeking to hire a personal driver.

Industry members had several concerns especially regarding insurance provisions. Exclusionary provisions when someone is paid this in turn becomes a for hire vehicle similar to the Avis Drive-U matter.

Members requested staff seek an opinion from the County Attorney's Office and report findings back to the Committee at their next meeting. Mr. Talbert requested staff survey other municipalities to ascertain whether they have issues with these type companies and their mechanism for handling.

Ms. Boroday offered the following motion, privately owned companies such as the Designated Driver Program who employ personal drivers those driver's must obtain a chauffeur's registration through Miami-Dade County, seconded by Mr. Meilan. The Committee voted 3 in favor, 2 opposed. Motion passed.

Mr. Mora informed members, an ordinance sponsored by Commissioner Barriero recently adopted by the Board prohibits County Administration from submitting agenda items with the exception of procurement matters. Therefore, such items need to be sponsored by a commissioner.

Minimum Rates

Mr. Mora reviewed the maximum limousine rates established at \$80.00 for a one way trip. He reminded members, these rates were 3 1/3 times the "wait time" of a taxicab fare which is \$24.00 to include a transfer fee, parking, tolls, plus 15% gratuity, plus additional fuel surcharge and other charges customers pay which is standard industry practice. Ms. Boroday stated hourly rates were not an issue. No further discussion occurred regarding this topic.

Enforcement Stats

Mr. Mora provided the following enforcement update. A total of 78 Limousine enforcement actions were taken from January 12, 2011 to present:

- 1 citation for authorizing a chauffeur to operate a for-hire vehicle without a current permit displayed;
- 2 citations for public advertising for ground transportation without a for-hire number;
- 5 citations for operating a for-hire vehicle without a valid permit or decal;
- 5 citations for permitting or authorizing a person to operate a vehicle;
- 9 citations for failure to have a valid or current for-hire license;
- 38 citations for failure to comply with out-of-county origin exemption.

A total of 75 citations were also issued for operating a for-hire vehicle without a valid inspection to industries at large.

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Adjournment

Prior to adjournment, Committee members requested the July 11th LAG meeting be re-calendared. Members agreed the end of July or beginning of August would be a more appropriate time due to vacation schedules. Mr. Mora advised a date would be found and Committee members would be so advised.

Mr. Talbert offered a motion to adjourn, seconded by Mr. Meilan, with unanimous approval. The meeting was adjourned.