

**Limousine Advisory Group  
Minutes for the October 30, 2012  
140 West Flagler Street, 908**

**Members Present:**

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Judith Barron	Carey International, Industry Rep.
Neil Goodman	Aventura Limousine, Industry Rep
Freddy Castro	Signature Limousine, Industry Rep.
Mark Mitros	MIA Landside Operations
Luciano Aoki	Consumer Representative
Freddy Wong, Jr.	Seaport Representative
William Talbert	GMCVB Representative
Antonio Meilan	Meilan Limo, Industry Rep.
Michael Solomon	USA Transportation, Industry Rep.

**Staff Present:**

Joe Mora	Division Director, For-Hire Transportation.
Steve Bobes	Administrative Officer, For-Hire Transportation
Raul Gonzalez	Special Project II, For-Hire
Transportation Bridgette Newsome	Secretary, For-Hire Transportation

Mr. Mora conducted member roll call and advised LAG members and informed the Chairwoman, all members were present.

Chairwoman Baron commenced meeting, welcoming members and requested they adherence to the meeting agenda, and contain there side bar and/or telephone conversations to a minimum, both, at the table and, in the audience.

**Approval of the Minutes**

Ms. Baron requested committee approval of the October July 3129, 2012 Limousine Advisory Group minutes. Mr. Solomon offered a motion to approve the July 31October 29, 2012 minutes as written, seconded by Mr. Talbert with, unanimous Committee approval.

**Stretch Limousines**

Mr. Mora reviewed Chapter 31, Section 31-601 (jj) of the Code of Miami-Dade County which ddefined s the stretch limousine categorys as: a sedan cut and stretched a minimum of forty-two (42) inches long bbeyond its standard basis, manufactured to carry between six to eight (6-8) persons, excluding the driver. Mr. Mora suggested modifyingexplained to members, by replacing the verbiage ofword "stretch" limousine from from the sedan category to "luxury vehicles." This minuet revision would provide a greater opportunity for industry growth in the marketplace.. Mr. Mora also explained further, the word "sedan" coveredis a very limited

category to the industry given manufacturers have recently discontinued manufacturing these vehicles with current vehicle being changed by the manufactures.

Mr. Solomon proffered a motion to modify the definition of a stretch limousine to include the word luxury vehicles to replace sedans; seconded by Mr. Goodman, with unanimous approval.

Mr. Mora quantified his statement explains by stating, replacing stretch limousines from sedans to luxury vehicles will give the limousine industry the flexibility, given current trending for newer vehicles. with current trends of new vehicles.

Further discussion pursued regarding what standards were in place for "luxury" sedans/limousines. Mr. Castro inquired to the cost of these vehicles. Mr. Mora replied, all vehicles must meet minimum pricing standards and he could provide him with a list of those vehicles for his review. Audience members proposed several questions regarding this luxury sedan category that the Committee answered accordingly.

Recommendation was made by Mr. Solomon inquired how suggested proposed language for a commissioner to represent the change of,ing of stretch limousine sedans to luxury vehicles, be presented to a commissioner. Mr. Mora responded all language change require commission sponsorship and the department would be seeking that sponsorship to bring forth this action to the Board. Mr. Mora stated the Committee would be notified upon scheduling of Board review.

### **Growth Formula**

Mr. Mora read Chapter 31, from the limousine code Ssection 31-606(7) of the Code, as follow: "

Develop and implement, in cooperation with the industry, service expansion and improvements," to commence a discussion basis for establishing a.

Mr. Mora standard informed member that this the only growth mechanism stand formula and growth mechanisms forfor thee limousine industry.

Mr. Mora also continue to read from the Scode section 31-603(b)(i) of the Code, which stated i: "randoms a lottery process that states:

Random selectionselection or lottery for new issues. A random selection or lottery process shall be conducted as determined by the director. The random selection or lottery process shall be conducted by an individual who shall not have responsibility for the enforcement of this chapter. All fees and applications must be received by the (CSD) no later than fifty (50) calendar days after the announcement of the lottery."

Mr. Mora further readalso inread from Section 31-603 (a), under "rules governing the distribution of luxury limousine sedan for-hire license and processthe code Lottery process." in

Mr. Mora stated the code Section 31-603(c)(v)(1) of the Code, the only mechanism allowable to provide additional licenses was to conduct requires a lottery that should provide additional licenses. Applicants must meet Code requirements in Section 31-602 and Section 603 and licenses shall be distributed as follows: Subsection 603 (v)(1) of the C The code reads: Two-thirds (2/3) to holders of a current and valid limousine for-hire license; and (v)(2) One-third (1/3) to applicants who are not holders of current and valid limousine for-hire license. also has a mechanism which has the breakdown number of licenses, where 2/3 of the holder current valid limousine for-hire and 1/3 of applicants who holds a valid limousine license.

Mr. Mora advised that the Code has a mechanism for how to distribute limousine licenses and generated three years of additional licenses numbers, but not a built in growth formula model. Mr. Mora states the code generated three years of additional licenses. Staff would be reaching out to other regulators to ascertain how they handled growth formula models within their jurisdictions. What basis or equation should be applied? How population affect business versus airport and seaport travel to include hotel occupancy. What is percentage of local business? Many of these factors would become part of an equation to define formula equator.

Mr. Solomon proffered a motion to establish a LAG Sub-committee with a minimum of three (3) members to review and establish a growth formula mechanism for the limousine industry. Motion was, seconded by Mr. Goodman with, unanimous Committee approval.

Much discussion pursued from members to audience with regard to factors in creating a growth formula mechanism. Mr. Talbert reminded members, the Greater Miami Visitors Bureau had valuable historical data that could be made available and would provide critical information for Sub-Committee deliberations. Mr. Castro felt the growth mechanism should be handled by the Visitors Bureau.

Other members were opposed to just that factor. Mr. Solomon discussed market over growth and other mitigating factors important in establishing a formula and future industry growth.

Members appointed the following members who agreed to preside over a Growth Formula Sub- committee, listed as followed: Mike Solomon (designated sub-committee chair), Mr. William Talbert, Judith Baron and Neil Goodman. Mr. Talbert volunteered to host a sub-committee meeting in his office. Members agreed to accept Mr. Talbert's offer. Members were asked to submit recommendations, in writing, to Mr. Mora's office who in turn, will forward suggestions to the sub-committee chair. Members would be advised of a sub-committee meeting date established by Mr. Mora.

### **Adjournment**

Ms. Barron offered a motion to adjourn, seconded by Mr. Solomon, with unanimous approval. There being no further business, the meeting was adjourned.