

**BOARD OF TAXICAB
COMMISSIONERS**

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CITY OF LOS ANGELES
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SELETA J. REYNOLDS
GENERAL MANAGER

ITEM #3

BOARD OF TAXICAB COMMISSIONERS

MINUTES

Thursday, February 21, 2019

10:00 AM

CONVENED

The Board of Taxicab Commissioners convened a regular meeting on Thursday, February 21, 2019 at 10:05 AM in Room 1070, City Hall at 200 North Spring Street, Los Angeles.

ADMINISTRATIVE ITEMS

ITEM NO. 1 – WELCOME

President Spiegelman called the meeting to order and welcomed all those present noting that those wishing to testify before the Board must fill out a speaker's form. He informed the audience that if anyone is a registered lobbyist, City ordinance requires that it should be indicated on the speaker's form. He also reminded everyone that this session is being broadcast on Council Phone, to speak into the microphone and to silence cell phones.

ITEM NO. 4 – COMMUNICATIONS

There was no communication reported.

ITEM NO. 5 – COMMISSION BUSINESS

President Spiegelman addressed the Board, commenting on Item No. 9. He mentioned last week's Transportation Committee meeting in which the committee voted 2 to 1 to continue a motion to repeal 415(c), allowing for this informational hearing today.

NEIGHBORHOOD COUNCIL COMMENT

There was no neighborhood council comment taken.

PUBLIC FORUM

Public comments were taken.

ITEM NO. 2 – ROLL CALL (Taken out of order)

Present: Commissioners Mampre Pomakian, Jesse Noonan and Eric Spiegelman; Seleta Reynolds, General Manager; Jay Kim, Assistant General Manager; Michael Nagle, Deputy Assistant City Attorney; Jarvis Murray, Taxicab Administrator

Absent: Commissioner Andrea Martinez

Arrived After Roll Call – Commissioner Boris Gorbis

INFORMATION ITEM

ITEM NO. 6 – THANK YOU, MARILYN

President Spiegelman addressed the Board, introducing former Commissioner Marilyn Grunwald, and commending her for her 6 years of dedicated service to the Board.

Commissioner Gorbis also addressed the Board, commenting on former Commissioner Grunwald's stellar service on the Taxicab Board.

Former Commissioner Grunwald addressed the Board, recounting several memorable moments during her tenure on the Board.

ITEM NO. 7 – CITYWIDE PROGRAM UPDATES

Joshua Fogelson, Cityride Project Manager, addressed the Board, informing them of recent updates to the Cityride Program.

Question and answer session occurred.

ITEM NO. 8 – TAXICAB REGULATION STUDY

Joe Iacobucci, Principal and Project Leader from Sam Schwartz Transportation Consultants, addressed the Board, giving an interim progress report on the Taxicab and PTV study.

Jarvis Murray, Taxicab Administrator, also addressed the Board, stating that once the study is complete, the framework for the new system should be in place by January 2020.

Question and answer session occurred.

Public comments were taken.

ITEM NO. 9 – INFORMATIONAL HEARING REGARDING FIREFLY AND THE COMPANY'S DIGITAL ADVERTISING DISPLAY TECHNOLOGY

President Spiegelman addressed the Board, explaining that the speakers have been invited to answer the Board's questions about the technology and business model that Firefly represents.

Deputy Assistant City Attorney Michael Nagle addressed the Board, stating that 415(c) was not placed on the agenda today as Council and Committee requested. However, he said the discussion can take place as to the business model and how it operates. He advised that if 415(c) comes up in public comments, the City Attorney's advice still stands. He then left the meeting.

Pete Gould, Head of Public Policy, and Sanjay Ranchod, General Counsel from Firefly, addressed the Board.

Question and answer session occurred.

Seleta Reynolds, General Manager, addressed the Board, weighing in with concerns to include the following: 1) Economics for taxi drivers and how to put funds back in their pockets due to the erosion of the taxicab business, 2) Competitor companies offering better incentives and the importance of the City's role in implementing a permitting structure with City oversight, and 3) A safety component and the effects of distracting advertisements on public safety.

Public comments were taken.


ITEM NO. 3 – MINUTES (Taken out of order)

President Spiegelman moved, seconded by Commissioner Pomakian to table the approval of the December 6, 2018 minutes until the next meeting. Unanimously APPROVED.

ADJOURNMENT – PURSUANT TO GOVERNMENT CODE SECTION 54956.7

With no further business before the Board of Taxicab Commissioners, President Spiegelman moved, seconded by Commissioner Pomakian, to adjourn the meeting. Unanimously APPROVED.

The meeting adjourned at 12:38 P.M.

Approved: 3/21/19
Board of Taxicab Commissioners

Commission Executive Assistant