

MINUTES OF THE JULY 17, 2024, BOARD MEETING

1. Call to Order

Chairman Dan Reaser called the meeting to order on Wednesday, May 15, 2024, at 9:30 a.m., at the location of the Nevada State Business Center, 3300 West Sahara Avenue, Suite 400, Nevada Room, Las Vegas, Nevada 89102.

Present from the Nevada Taxicab Authority Board

Chairman Dan Reaser

Vice Chairman Donald Soderberg

Member Rusty Graf

Member J.D. Decker

Present from the Taxicab Authority

Todd Park, Administrator

Lona Webb, Attorney

Joseph Ostunio, Deputy Attorney General

A. Pledge of Allegiance

Vice Chairman Soderberg led the Pledge of Allegiance.

B. Compliance with Open Meeting Law

Secretary Gail Gaison-Tyler stated the meeting was in compliance with the Open Meeting Law.

2. Public Comment

Members of the public must identify themselves for the record and are then invited to use three minutes to comment on items on the meeting agenda or on items not contained therein. Comments shall be directed to the Board and presented in a professional demeanor and not in a threatening, profane, vulgar, or abusive manner. *The Board may limit repetitive comments to balance time constraints. *

NRS 203.090 Disturbing meeting. Every person who, without the authority of law, shall willfully disturb an assembly or meeting not unlawful in its character shall be guilty of a misdemeanor.

No public comments. Item closed.

3. Action Item: Approve Board Meeting Minutes from May 15, 2024, Board Meeting (For Possible Action)

No changes, additions, or corrections requested by any Board Member.

Chairman Reaser moved to approve the minutes.

Motion passed and minutes approved. Item closed.

4. Industry Discussion (For Discussion Only)

No industry discussion. Item closed.

5. Review and assessment of aggregate statistics compiled from special event surcharge pilot programs, and discussion of factors to be evaluated in developing general surcharge rate order governing recurring special events. (For Discussion and Possible Action)

Cheryl Knapp-Gibbons: Henderson/Whittlesea

Michael Bailin: YCS

Desiree Dante: Lucky, Nellis, Western

John Hickman: Desert Cab

Event Surcharge Approvals:

- Cheryl reports that the F1 surcharge was improved with incentives, but TNCs were still charging, while they were not.
- Super Bowl surcharge of \$10 was approved.
- Annual surcharges for NCAA March Madness and EDC events were discussed, with stats showing a 39% increase for March Madness and similar increases for EDC events.
- A request was made to approve surcharges for F1, Super Bowl, EDC, and March Madness.

Justifications and Support:

- Michael Bailin justified the surcharge increase.
- Desiree Dante and John Hickman also supported the surcharge increase.

Member Decker discussed that the town is generally well-equipped to handle conventions. If the Administrator reports significant complaints related to conventions or if an industry expresses difficulty in securing drivers, the board may need to address these issues to benefit the public. Otherwise, it may be premature to seek problems that do not currently exist.

Vice Chairman Soderberg stated one issue we haven't addressed is the comparison between our approved surcharges and surge pricing used by ride-sharing companies. We know that ride-sharing services use surge pricing effectively, but we don't have a clear picture of how our surcharges compare to these surge prices. My current understanding is our surcharges do seem to increase the number of drivers available for events, which is beneficial. However, we lack data on whether our surcharges are in line with, lower than, or higher than surge prices. I'm unsure if we can track dynamic pricing from ride-sharing companies directly.

Administrator Park stated people generally appreciate knowing the exact amount they'll pay when they get into a cab and with our surcharges which they are aware of when they ride a cab. I've instructed my staff to collect data on visitor volumes for events such as the Taylor Swift concert and other major events to better understand how these events impact transportation needs and if you give me that authority to do that, we can review this data at our next meeting.

Chairman Reaser stated unlike ride-sharing companies, which can adjust surge pricing instantly based on demand, our surcharge system lacks this flexibility. Ride-sharing companies use algorithms to adjust prices automatically based on the volume of demand and the number of vehicles available.

Member Decker suggested we begin by consolidating existing pilot surcharge orders into a single standing order for the events we have previously approved. This approach will simplify our process and prevent delays caused by trying to address a broader range of issues all at once. This consolidated order can be discussed and potentially approved at our next meeting. This approach seems practical and manageable, allowing us to efficiently address current needs while keeping the process straightforward.

6. Application for Relief by YCS Yellow Cab LLC, YCS Checker Cab LLC, YCS Star LLC, New Cab Acq LLC, New Cab TT LLC, New Cab CT LLC, and New Cab 21 LLC to Modify the Color Schemes. (For Discussion and Possible Action)

Michael Balin and Kimberly Maxson Rushton is present on behalf of the application seeking approval for multiple taxi companies under a single

operational umbrella to adopt a uniform yellow color scheme while maintaining distinct insignias for each certificate holder.

Michael Bailin stated that the decision to paint all vehicles yellow was influenced by informal focus groups and feedback from traditionalists who recognize and favor the color. The aim is to enhance visibility and distinguishability in the market, particularly against competitors like Uber. A uniform color scheme will make it easier for customers to identify taxis, report lost items, or address complaints, thereby improving customer service and potentially increasing ridership.

The board members discussion revolves around whether a parent company, which owns multiple taxi certificates through its subsidiaries, can have all taxis under these certificates painted the same color (yellow) if they are all managed as a single entity.

There's debate on whether "certificate holder" should be interpreted to mean each individual certificate or the parent company. The discussion also touches on concerns about fair competition and the ability for the public to distinguish between different taxi services. A proposal is made to approve the application for uniform color across taxis under the same parent company, with the condition that if any certificate is transferred to a new owner not affiliated with the parent company, it must have a unique color scheme to ensure distinction.

This interpretation of NRS 706.8833 as to the meaning of certificate holder is only applicable to the construction of this statute AND because there is no undue competition between these companies.

Chairman Reaser stated if there is no further discussion, we will proceed to vote on the motion. Vice Chairman, Member Graf and Member Decker are in favor of approval. Chairman Reaser opposed of approval.

Motion passes. Item closed.

7. Staff Report (*For Discussion Only*)

A. Administrator's Report

Administrator Park stated that a recruitment for the Deputy Administrator position was done, and he was pleased to announce that they had successfully hired someone for the role and introduced Adam Teti as the new Deputy Administrator.

B. Enforcement/Compliance Report

Two new enforcement officers will start on Monday. Interviews for new dispatchers have been conducted. A mandatory training session for the entire agency is scheduled, during which enforcement staff will take an oath of office.

Recent operations uncovered a driver on the terrorist watch list, demonstrating the importance of rigorous checks. The enforcement team, despite being understaffed, has performed commendably.

C. Stats

- Medallion count remains unchanged at 3530.
- Lease decals number stands at 1547. The numbers can be compared with medallion data by the company.
- The number of violations in June was consistent with May. There were six impounds in June, down from twelve in May, which saw an increase due to a significant event.
- There were 263 accidents in June, down from 302 in May. Responding to accidents and handling calls takes considerable time.
- There were five incidents in June, potentially influenced by the extreme heat.
- There was a slight increase in total monthly trips and revenue compared to the previous year.
- The number of accidents and other incidents remains high, with detailed statistics provided for May and June.
- The agency continues to perform vehicle inspections, with a significant number of vehicles deemed out of service.

D. Legal Counsel

Nothing to report

E. Future Agenda Items

- Discussion on the surcharge matter
- Appeal case

8. Public Comment

Members of the public must identify themselves for the record and are then invited to use three minutes to comment on items on the meeting agenda or on items not contained therein. Comments shall be directed to the Board and presented in a professional demeanor and not in a threatening, profane, vulgar, or abusive manner. *The Board may limit repetitive comments to balance time constraints. *

NRS 203.090 Disturbing meeting. Every person who, without the authority of law, shall willfully disturb an assembly or meeting not unlawful in its character shall be guilty of a misdemeanor.

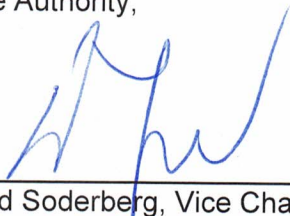
Kimberly Maxson-Rushton - Cooper Levenson

Kimberly commended the enforcement staff for their efforts in tackling illegal operators and urged certificated carriers to cooperate with enforcement actions.

9. Adjournment (Action)

Chairman Reaser moved for adjournment. All members are in favor of adjournment. Motion passes. Meeting adjourned.

By the Authority,



Donald Soderberg, Vice Chairman
Nevada Taxicab Authority

Dated: August 21, 2024
Las Vegas, Nevada