



City of Milwaukee

200 E. Wells Street
Milwaukee, Wisconsin 53202

Meeting Minutes TAXICAB REVIEW BOARD

ALD. JAMES BOHL, JR, CHAIR
*Justice Khalsa, Elizabeth A. Nicols, Todd O'Leary, Carmela Peot,
Michael Sanfelippo, Peter N. Tsounis*

Staff Assistant, Terry MacDonald
Phone: (414)-286-2233; Fax: (414) 286-3456, E-mail: tmacdo@milwaukee.gov

Friday, March 13, 2009

9:00 AM

Room 301-B, City Hall

Meeting convened: 9:08 A.M.

1. Roll call

Present 5 - Bohl, Nicols, O'Leary, Khalsa and Tsounis

Excused 2 - Sanfelippo and Peot

2. Approval of the minutes of the March 13, 2009 meeting

A motion was made by Ald. Bohl to amend the minutes as follows:

Under agenda item number five, in the fourth line down, change Mr. Pfaff replied from, "Mr. Pfaff replied that it has been 28 years since there has been an increase in taxicab fares"; to "Mr. Pfaff replied that it has been 28 years since the wait time charge has been increased."

Ms. Nicols moved approval of the minutes as amended, Mr. O'Leary seconded. There were no objections.

3. Report by Police Department and Department of Public Works on taxicab vehicle maintenance enforcement and inspection schedule

Sergeant Chet Ulickey, Milwaukee Police Department, License Investigation Unit and Officer Mary Sagora appeared on this matter.

Ald. Bohl directed members to the two e-mails (Exhibit 1) sent to Ms. MacDonald, Staff Assistant by Mr. Michael O'Donnell, Dept. of Public Works (DPW). Mr. O'Donnell could not make this meeting and instead he sent written information on the inspection cost and hours and a check list that DPW uses for the vehicle inspections.

Sergeant Ulickey said Officer Mary Sagora is the Police Dept. staff in charge of the taxicab licensing procedures and for Public Passenger Vehicle (PPV) inspections.

Sergeant Ulickey referred to Mr. O'Donnell's e-mail regarding the cost and hours for the vehicle inspections. He indicated that the Dept. of Public Works absorbs all the cost for the PPV vehicle inspections, including the police staff costs. He said he had a conversation with Mr. O'Donnell regarding increasing the inspection hours by adding another day and they concluded that it would be too costly for the City. He said they also discussed the possibility of having on-call inspections, but concluded that would not be feasible either, because the mechanics are very busy with vehicle repairs and the Police staff is limited. He respectfully requested that the inspection schedule be kept at the day and time that is already in place.

Mr. Khalsa asked if the recent increase in taxicab permit and public passenger driver license fees could cover the cost it would take to add additional vehicle inspection times?

Mr. Pfaff, License Division, replied that the current fee increases for the taxicab permit and public passenger driver license is to cover the current costs for the background investigation, the vehicle inspection and for the License Division administrative cost to process the application.

Ald. Bohl asked if there is ever a rush of vehicles that come in for inspections?

Officer Sagora replied that the numbers of inspections vary from week to week, all depending on how many taxicab permit changes take place. She said they also do random inspections. She said typically there are 3-10 vehicles inspected per week.

Ald. Bohl asked if there is more than one DPW inspector present to do the vehicle inspection?

Officer Sagora replied that there are two DPW vehicle inspectors present during the annual inspections periods that take place in April and October for two weeks and during the two weeks following the annual inspection periods.

Mr. Khalsa replied that there isn't enough time given for each vehicle inspection and the inspectors are rushing through the inspection.

Ald. Bohl asked what does the Police Dept. staff and the DPW staff do at the vehicle inspections?

Officer Sagora replied that the Police Dept. does the paperwork, such as current registration, trip records, etc., which is the first step and then the DPW mechanic does the inspection.

Ms. Nicols said that according the Mr. O'Donnell's report the inspection site location was changed in the year 2000 and that money was then allocated for 37 hours of travel time. She asked if the location was changed back could they use some of the money allocated for travel time to add more hours or days for inspections?

Sergeant Ulickey replied that the previous location that was used for vehicle inspections was a mobile trailer and the cars were lined up outside. He said he would not be in favor of going back to that type of location. He said right now the location for the vehicle inspections is located in a Dept. of Public Works site, which is indoors and it is within reasonable driving distance.

Ald. Bohl asked if it is that big of an issue that additional times are not offered?

Mr. Khalsa replied in the affirmative.

Ald. Bohl asked if the problem is that the vehicle is just not ready for the inspection or is it the time of the inspection that isn't convenient?

Mr. Khalsa replied that sometime the inspections are backed up or the driver just makes the inspection time by five minutes or the driver's trip sheets are not done at the time of inspection.

Officer Sagora replied that the ordinance states that it is the permit owner's responsibility to produce the trip sheets.

Mr. Khalsa asked if the trip sheets could be submitted in digital format on a CD?

Officer Sagora replied that the ordinance states that the trip sheet be provided in written form.

Mr. Khalsa asked what would cause a vehicle to be red tagged?

Officer Sagora replied that red tagging is done strictly for safety issues, such as, steering, exhaust, brakes, suspension, etc., but a vehicle is not red tagged for just a brake light being burnt out. She said that if a brake light is out the driver would be asked to bring back the vehicle for a reinsertion, but it is not red tagged and the vehicle can still be driven.

Ald. Bohl said that it would be up to the Council to find the funds for additional police staff to provide additional inspection days or hours and at this time he doesn't see where that would come from.

Ald. Bohl said that this issue can be kept open for further discussion at future meeting, but at this the inspection time schedule will remain as is.

4. Discussion relative to the enforcement of taxicab regulations

Sergeant Chet Ulickey, Milwaukee Police Department, License Investigation Unit appeared on this matter.

Sergeant said that he talked to the City of Franklin's City Clerk and she advised him that she received 346 applications for taxicab permits, but have only issued 14 taxicab driver licenses and 11 taxicab vehicle permits.

Sergeant Ulickey handed out a copy of the Franklin's taxicab ordinance and complaint form (Exhibit 2).

Sergeant Ulickey said a police officer went out one night and did not find a Franklin taxicab in the downtown and UWM areas that he was patrolling. He also called a Franklin taxicab to come into Milwaukee to pick him up and they refused his request.

Ald. Bohl asked if Franklin placed a cap on its taxicab permits?

Sergeant replied in the negative.

Ald. Bohl asked if the City of Franklin has the same taxicab rules and regulations that Milwaukee does?

Sergeant said that the City of Franklin doesn't require vehicle inspection done by the City and it also doesn't require trip logs. The City of Franklin requires that the taxicab owners provide a certified mechanic sign off for the vehicle inspection and vehicle owners are required to provide proof of insurance.

5. Presentation by VISIT Milwaukee on the Certified Tourism Ambassador Program

Mr. O'Leary handed out materials on the Certified Tourism Ambassador Program (Exhibit 3).

Mr. O'Leary said the reason VISIT Milwaukee took on the Certified Tourism Ambassador Program is to increase tourism in the Milwaukee area.

Mr. O'Leary said the class is held once a month and VISIT Milwaukee staff teaches the class.

Ald. Bohl asked if any taxicab owners or drivers have taken the class yet?

Mr. O'Leary replied in the negative. He said that could be because it hasn't been promoted to taxicab owners and drivers yet.

Ald. Bohl suggested that VISIT Milwaukee might want to tailor a class for taxicab drivers. He suggested paring down the Certified Tourism Ambassador Program class, because taxicab drivers wouldn't be considered in the category of a hotel maitre d'.

Mr. O'Leary replied that this is a nationwide certified program and VISIT Milwaukee doesn't have any input in creating the program or class materials, VISIT Milwaukee just provides the class.

Ald. Bohl suggested that VISIT Milwaukee might want to look at creating a class of their own that is tailored to taxicab drivers.

Ms. Nicols replied that some kind of maitre d' training should be required for taxicab drivers. She said she would like the Certified Tourism Ambassador Program, as is, become mandatory.

Mr. Khalsa replied that the Certified Tourism Ambassador Program is a good program, but some of the drivers cannot read english and some do not have a high level of education.

Ms. Nicols replied that an audio tape of the class could be provided.

Mr. O'Leary replied that VISIT Milwaukee works with non-english speaking persons interested in taking the class.

Mr. Khalsa said he has added some information regarding the Certified Tourism Ambassador Program onto his website already. He said it is a great course, but it isn't for everyone.

Ald. Bohl said he isn't in favor of the City passing a requirement that all taxicab drivers are required to get a Certified Tourism Ambassador Program certificate.

Mr. Tsounis said that if the class is promoted to the taxicab drivers that the Certified Tourism Ambassador Program class is a good class for them to take, some drivers would take it.

Ald. Bohl suggested that a follow-up discussion regarding the Certified Tourism Ambassador Program topic be taken up at future board meeting.

6. Discussion on comparison report provided by Legislative Reference Bureau on taxicab service charges

Mr. Richard Withers, Legislative Reference Bureau and Mr. Rich Pfaff, License Division appeared on this matter.

Ald. Bohl directed the board members to the memorandum prepared by Mr. Withers regarding "A Comparison of Charges for Baggage and Extra Passengers,..." (Exhibit 4).

Mr. Withers briefly summarized his survey findings.

Mr. Khalsa said the surcharge for extra passengers has recently been increased.

Mr. Khalsa said he is open to suggestions on the baggage surcharge and he is also in favor of just eliminating the baggage surcharge.

Ald. Bohl said he will have some additional discussions with Mr. Withers on the surcharges and will then bring it back before this board for further discussion at a future board meeting.

7. Discussion on comparison report provided by Legislative Reference Bureau on other comparable cities taxi regulations on service requirement times

Mr. Richard Withers, Legislative Reference Bureau appeared on this matter.

Ald. Bohl directed the board members to the memorandum prepared by Mr. Withers regarding "...A Review of Taxi Regulations Setting Maximum Time From Calls for Service to Pick-up" (Exhibit 4).

Mr. Withers said that Minneapolis had a 30 minute pickup time requirement that wasn't enforceable in any meaningful way so they have eliminated it.

Mr. Khalsa said that the 30 minutes requirement isn't practical and he requests that the City of Milwaukee eliminate it.

Ald. Bohl said that a way that the 30 minute pickup time could be dealt with, is that if the pickup destination is located in the City of Milwaukee there should be the 30 minute requirement, but if the pick up destination is outside the City limits it should not be a requirement.

Ald. Bohl suggested the driver tell the passenger how long it will take to pickup the passenger.

Mr. Khalsa replied that the taxicab dispatching is all computerized and that the driver does not have personnel contact with the passenger prior to the pickup.

Ald. Bohl said he will have some additional discussion with Mr. Withers on the 30 minute pickup requirement and will then bring it back to this board for further discussion at a future board meeting.

8. Next meeting date, time and agenda

Next meeting date: Friday, May 22, 2009 at 9:00 A.M.

Agenda items for next board meeting:

Ms. Nicols asked if discussion relating to surveys on who takes taxicabs in the City be heard at the next board meeting? She asked if LRB staff could do some research for surveys that have already been done?

Ald. Bohl said he would also include the following agenda items to be discussed by the board at its next meeting:

- 1. Discussion relating to taxicab surcharges and fares.*
- 2. Discussion relating to the Certified Tourism Ambassador Program.*

Meeting adjourned: 11:24 A.M.

Terry J. MacDonald
Staff Assistant

MacDonald, Terry

From: O'Donnell, Michael
Sent: Thursday, March 05, 2009 7:43 AM
To: MacDonald, Terry
Cc: Tews, Jeffrey
Subject: Cab and Limo Insp

Terry,

I am sorry I cannot attend the board meeting on Friday, March 13. I made some notes that explains DPW involvement in the Public Passenger Vehicle Inspection process. This includes the employee-hour and cost figures from calendar year 2008. I hope this is helpful.

Mike

Michael O'Donnell
Quality Assurance Coordinator
City of Milwaukee DPW
Fleet Services
414-286-2720

3/9/2009



Taxicab and Limousine Inspections

Under ordinance 100-51-2 "A vehicle inspection conducted by the police department or its designee shall be required for each vehicle..."

Historically, the Department of Public Works has provided a qualified mechanic or other capable garage employee to assist the Milwaukee Police Department in the inspection of Public Passenger Vehicles. The cost of providing such service has been borne by the DPW

In past years, such inspections took place in a parking lot adjacent to the DPW Central Repair Garage in the Menomonee valley. As a convenience to many of the parties, the location was changed in the mid 2000's to a DPW facility at 2637 S 31st Street.

In the calendar year 2008, DPW Fleet Services employees spent a total of 477.3 hours stationed at the inspection site along with 37 hours of travel time between their regular work location and the inspection site. The total time involved with Taxicab and Limousine Inspections was **514.3 hours**.

Using the 2008 computed shop labor rate of \$50.43, the 2008 cost to DPW was **\$25,936.15**

If a similar amount of time is spent in 2009, the cost will be **\$26,321.87** using the current rate of \$51.18. The labor rates are computed to reflect wages, benefits and overhead costs.

The vehicle Repairs section of DPW is routinely very busy. Any additional time spent providing inspectors will result in additional work delays in getting City and MPD vehicles repaired and back on the road. An individual "appointment" will generally cause DPW to sacrifice at least one hour of our limited employee time at a cost of **\$51.18**. We will also lose an hour of productivity for each occurrence of a specially-arranged inspection.

From: O'Donnell, Michael
Sent: Friday, March 06, 2009 11:17 AM
To: MacDonald, Terry
Cc: Tews, Jeffrey
Subject: RE: Cab and Limo Insp
Terry,

Attached is a sheet showing the inspection procedures. Most of the drivers/operators know the routine pretty well, have their paperwork in order, and have already pre-checked their vehicle to make sure it will pass. When this is the case, the entire inspection goes quickly and smoothly.

Not specifically shown on the checklist, there are also some 'common sense' items that come up from time-to-time like: gasoline stored in the trunk (prohibited) or rear seat bottoms not firmly attached (looking for lost coins or other items).

Hope this helps.

Mike

Michael O'Donnell
Quality Assurance Coordinator
City of Milwaukee DPW
Fleet Services
414-286-2720

From: MacDonald, Terry
Sent: Thu 3/5/2009 8:24 AM
To: O'Donnell, Michael
Cc: Tews, Jeffrey
Subject: RE: Cab and Limo Insp

Hi Mike;

Yes, those notes you sent regarding the hours and cost will be very helpful.

The Board is also looking for information on what you are looking for when inspecting taxicab vehicles, such as working lights, etc.

Sincerely,

Terry J. MacDonald, Staff Assistant
City of Milwaukee, City Clerk's Office
200 East Wells St., Room 205
Milwaukee, WI 53202
414-286-2233
Fax: 414-286-3456
Terry.Macdonald@milwaukee.gov



Public Passenger Vehicle Inspections

There are a number of documents required at the time of inspection. These are checked by the Police Officer at the inspection.

- Inspection Notice
- Owners Permit (or) Receipt of Car Change
- Vehicle Registration
- Trip Sheets for all drivers for previous six months
- Street Map or other guide
- Taxi-meter license if applicable
- Taxi-meter inspection certificate if applicable

The mechanic and/or officer checks the following for presence and/or proper operation. Generally, the driver will be asked to stay in the car to operate the various lights, etc. when directed.

- | | |
|--|--|
| • Seal on Meter | • Mirrors |
| • Proper Markings (License #, Name) | • Windows |
| • Rate and complaint placard | • Wipers and wiper blades |
| • Body Color (replacement parts not painted to match, spots of primer, etc.) | • License plates, front and rear, securely bolted |
| • Clean – interior, exterior, trunk | • Headlamps |
| • Minor body damage | • Tail lights |
| • Arm rests, door and window handles | • Brake lights |
| • Seat belts for all passengers – available and in working condition | • Turn Signals |
| • Horn | • Back-up lights |
| • Latches working properly – hood, doors, trunk | • Parking/marker lights |
| • Spare tire – available and inflated | • License plate light |
| • Driver license display light | • Dome light |
| • Heater, defroster, air conditioning working properly | • Permit number – visible in the passenger compartment |
| | • Warning/hazard lights |

In addition, the mechanic will take the vehicle on a short test drive to test some common performance areas like steering and braking.

The following items are **CRITICAL** and defects in any of these categories will cause a “Red Tag” meaning the vehicle cannot be used for public transit until the defect is corrected.

- | | |
|-------------------------|-------------------|
| • Exhaust System | • Fuel System |
| • Steering | • Suspension |
| • Brakes | • Emergency Brake |
| • Tires | • Wheels/Rims |
| • Excessive Body Damage | |

Vehicles used for disabled person transportation will be inspected for the proper operation of:

- | | |
|----------------------------------|--------------------------|
| • Doorways for Wheelchairs | • Ramp or Lifting Device |
| • Wheelchair Clamps/Safety Belts | • Rear Emergency Door |

In addition to all of the above requirements, vehicles must meet all applicable federal, state, and local codes and standards.



CHAPTER 232 TAXICABS

[HISTORY: Adopted by the Common Council of the City of Franklin 8-5-1997 by Ord. No. 97-1461 as Sec. 13.08 of the 1997 Code. Amendments noted where applicable.]

GENERAL REFERENCES

Licenses and permits — See Ch. 169.

Vehicles and traffic — See Ch. 245.

§ 232-1 License required.

No person shall engage in the business of operating a taxicab in the city without first having secured a license therefor. Applications for such license shall be made, in writing, to the Clerk and shall state thereon the name of the applicant, the intended place of business and the number of cabs to be operated. If the applicant is a corporation, the names and addresses of the President and Secretary thereof shall be given.

§ 232-2 Definitions.

As used in this chapter, the following terms shall have the meanings indicated:

TAXICAB

[Amended 2-6-2001 by Ord. No. 2001-1637]:

A.

Any vehicle carrying passengers for hire for which public patronage is solicited, excepting:

(1)

Any municipal or other governmental agency bus or school bus;

(2)

Vehicles operating on established routes which are regulated by the Public Service Commission of Wisconsin;

(3)

Vehicles rented to be driven by the renter or renter's agent, commonly known as "rent-a-cars"; and

(4)

Vehicles operated solely as funeral cars or ambulances.

B.

For purposes of this chapter, vehicles commonly designated "limousines" shall be considered a "taxicab."

§ 232-3 Character of applicant.

No such licenses shall be issued to or held by any person who has been convicted of a felony, nor shall such license be issued to or held by any corporation if any officer thereof would be ineligible for a license under the foregoing conditions.

§ 232-4 Fee.

A.
The annual fee, payable in advance, for such license shall be as stated in Chapter 169, Licenses and Permits. Whenever the number of cabs so operated shall be increased during the license year, the licensee shall notify the Clerk of such change and shall pay the additional fee.

B.

Except as hereinafter provided, the Council may issue or refuse any such permit as the public welfare, convenience or necessity may require and shall refuse to issue it when it shall find that transportation facilities already available are adequate to meet the public need. Such available transportation facilities shall be considered adequate to meet the public need when there is one taxicab operating in the city for each 1,200 of its population.

§ 232-5 Rates.

Editor's Note: Former § 232-5, Certificate of income, was repealed 2-6-2001 by Ord. No. 2001-1637. This

ordinance also renumbered former §§ 232-7 through 232-15 as 232-6 through 232-14, respectively.

A.

No license granted under this chapter shall be effective until the licensee files with the City Clerk a schedule of rates of fares. No licensee or driver shall charge or permit to be charged any other or different rates of fares than those listed on such schedule on file. The rates of fares upon such schedule on file shall remain in effect for a minimum duration of six months. The rates of fares established by any licensee under this chapter shall be posted in a conspicuous place in all taxicabs in print size easily read by passenger(s). Any initial application shall be subject to a six-month probation term.

[Amended 2-6-2001 by Ord. No. 2001-1637]

B.

The charges herein set forth shall be binding upon the owners and chauffeurs of such cabs, and any collection of fares in excess of said rates shall be punished as provided in this chapter.

C.

If demanded by the passenger, the driver in charge of the taxicab shall deliver to the person paying for the hiring of the same, at the time of such payment, a receipt in legible type or writing, containing the name of the owner, the city license number or the meter number and any item for which the charge is made, the amount paid and the date of payment. No passenger shall fail or refuse to pay the lawful fare at the termination of the trip.

§ 232-6 Notification of applications for additional licenses.

The holders of any existing license shall be notified of every application made by any other person for a taxi license.

§ 232-7 Insurance requirements.

A.

No taxicab shall be operated unless it is covered by a bond or public liability policy as follows:

[Amended 2-6-2001 by Ord. No. 2001-1637]

(1)

For injury or death of one person: \$100,000.

(2)

For death or injury of two or more persons in the same accident: \$300,000.

(3)

For the injury or destruction of property: \$50,000.

B.

Such insurance company, if a surety policy is tendered, shall be a company entitled to do business in the State of Wisconsin. Such bond or insurance policy shall be approved by the Mayor and by the City Attorney as to form and execution.

§ 232-8 Conditions of operation; equipment.

A.

No taxicab shall be operated unless it bears a State of Wisconsin license duly issued; and no cab shall be operated unless it is equipped with proper brakes, lights, tires, horn, muffler, rear vision mirror and windshield wipers, in good condition. The city shall inspect every taxicab so often as may be necessary to see to the enforcement of the provisions of this chapter.

B.

Each taxicab, while operating, shall have on each side in letters readable from a distance of 20 feet the name of the licensee operating it. If more than one cab is operated by a licensee, each cab shall be designated by a different number, and such number shall also appear on each side of said cab.

§ 232-9 Taxicab driver's license.

A.

No person shall drive a taxicab unless he or she shall have secured a license therefor.

B.

The annual fee for a taxicab driver's license shall be as set forth in Chapter 169, Licenses and Permits.

[Amended 12-15-1998 by Ord. No. 98-1526]

C.

No such license shall be issued to any person who is not competent to operate a motor vehicle or who is not familiar with the traffic laws and ordinances. A police officer shall examine each applicant for a taxicab driver's license to determine the competency of the applicant, and no such license shall be issued excepting on the certificate of the officer that the applicant has demonstrated his or her ability to operate a motor vehicle as required herein.

D.

Each applicant for a taxicab driver's license must file with his or her application, which shall be prepared by the City Clerk, two recent photographs of himself or herself, one of which shall be kept on file by the City Clerk, and the other shall be attached to the license issued by the city.

§ 232-10 Unlawful use.

No person shall knowingly permit any taxicab to be used in the perpetration of any crime or misdemeanor.

§ 232-11 Passengers.

A.

The driver of any taxicab shall accept as a passenger any person who seeks to so use the taxicab, provided that such person is not intoxicated and conducts himself or herself in an orderly manner.

B.

The driver shall take his or her passenger to his or her destination by the safest and most direct route from the place where the passenger enters the cab.

§ 232-12 Council supervision.

The Council may supervise and regulate taxicabs and keep the rates within the limits prescribed by this chapter and determine the adequacy of the service being furnished. The Council may prescribe rules and regulations and issue orders in conformity with this chapter.

§ 232-13 Revocation of license.

In addition to any penalty authorized by this chapter, any license shall be subject to revocation upon any licensee's conviction for any violation of this chapter. The Council may, at its discretion, revoke any license granted under this chapter pending or in advance of the criminal or civil prosecution of the licensee.

§ 232-14 Violations and penalties.

In addition to the suspension or revocation of any license or permit granted under this chapter, any person who shall violate any provision of this chapter shall be subject to a penalty as provided in Chapter 1, General Provisions, § 1-19.

NOTICE TO PASSENGERS

Complaints regarding rates or service may be addressed in writing to:

License Division Manager, City Clerk's Office
Room 105, City Hall, 200 E. Wells St.
Milwaukee, WI 53202-3570
license@milwaukee.gov

Complainants: Please provide the name of the driver, vehicle number, company name, trip date and time, and details of the complaint.

Providing this passenger complaint card in the vehicle is required pursuant to s. 100-51.5-1-d, Milwaukee Code of Ordinances.

cdl-199tt (1/09)

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cdl-199tt (1/09)



Tourism is big business to destinations across the country. It's no surprise that a great deal of money goes into courting potential visitors to our area. These visitors infuse "new money" into the local economy representing \$2.6 billion in direct spending and supporting over 64,000 jobs in Greater Milwaukee!

Working to increase tourism is vital to the life of a city, and that's what VISIT Milwaukee's Certified Tourism Ambassador (CTA) program is all about. It is more than a training class. It is a nation-wide *certification* program that serves to *increase tourism* by educating and inspiring front-line hospitality employees, key staff members, volunteers and even ordinary citizens to *turn every visitor encounter into a positive experience*. Positive impressions mean returning visitors and repeat business.

In the fall of 2007, Milwaukee became just the 4th city in the country to implement the CTA model following Kansas City, Tucson and Phoenix. Since then, Lexington, Spokane, Baltimore, Dallas/Ft. Worth, Anaheim, Fayetteville and Door County have either launched or are developing the program.

To date, over 600 people have gone through VISIT Milwaukee's CTA classes, each one becoming a vital representative in promoting Milwaukee as an attractive destination for leisure and business travel! Those 600 people represent over 130 businesses in the metro area who have enthusiastically embraced the CTA concept. This positive support is evident in the roster of business leaders who endorse the program including Co-Chairs Bill Otto, President-Marcus Hotels & Resorts and Joe Bartolotta, Owner-Bartolotta Restaurant Group. The backing of Milwaukee Mayor Tom Barrett and Milwaukee County Executive Scott Walker has earned them honorary CTA status.

Each of us has a key role to play in increasing tourism to our area. Every interaction we have with a visitor is an opportunity to create a memorable experience which enhances Milwaukee's image as an exceptional city where friendly, knowledgeable and helpful people abound! Become a CTA, encourage your peers and staff to do the same and begin to view customer encounters in a whole new light!

Don't hesitate to direct any questions you might have to Colleen McCarrier, CTA Assistant, VISIT Milwaukee at 414.287.4242 or cmccarrier@milwaukee.org or visit www.ctanetwork.com for further information. We hope to hear from you soon!

Sincerely,

Todd O'Leary, CTA
Director of Membership at VISIT Milwaukee





How do I become a Certified Tourism Ambassador (CTA)?

- You register for and complete a CTA class. Classes are offered once every month at a variety of times and locations in the Milwaukee Metro Area. The cost is \$25.

How do I sign up for a class?

- Log on to www.ctanetwork.com and view the "Schedule of Classes" for Milwaukee. Go back to the home page, click on "Application Form" and begin your registration. **OR** you can call our CTA assistant at 414-287-4242; she can mail you a registration form or take your information over the phone.

What's the class like? Will I have to do anything to prepare?

- 2-3 weeks prior to the class, a binder will be mailed to you containing reading material and written exercises to be completed before the class. Average time needed for the pre-class prep is 4-6 hours.
- Reading material covers many topics, including Milwaukee's history, cultural diversity, the power/value of tourism, resource-finding, exceeding customer expectations, all geared to keep the student well-informed.
- The class is a casual 1-day, 4-hour session presented by VISIT Milwaukee facilitators. 15-30 people from a variety of businesses and age groups participate in group discussion and class exercises.
- At the end of the class, a short open-book exam is given. If needed, you may retake the exam at a future date, and we will work with you one-on-one to ensure success!

What happens after the class?

- Once the examination is passed, the individual earns the Certified Tourism Ambassador (CTA) designation, and a certificate and pin are and mailed to the new CTA!
- The CTA designation is a professional credential and can be used behind your name to denote your commitment to your profession (ex. Tom Harris, CTA). This designation goes with you even if you change employers or move to another state.

What are the benefits of being a CTA?

- CTA's have access to additional career-enhancing information on the ctanetwork.com website.
- CTA's, as part of a select group, receive exclusive invitations to networking events; an *Experience Milwaukee* card, entitling them to ½ price admission to 16 area venues; free passes to two major area attractions; free or discounted offers to local theater performances; an invitation twice a year to participate in day-long Familiarization (FAM) Tours, where CTA's board motor coaches and become "tourists in their own town;" and six CTA newsletters per year.

How do CTAs maintain their designation?

- CTA designation is renewable on an annual basis by earning 50 "points" and by paying a \$15 renewal fee. Points are earned each time a CTA attends a theater performance, networking event, visits an attraction, volunteers, reads a tourism industry article or attends a tourism-related seminar or class.

VISIT Milwaukee is an Accredited Provider of the Certified Tourism Ambassador (CTA) Program on behalf of the Tourism Ambassador Institute™, the national oversight body for the certification program.



2009 Certified Tourism Ambassador (CTA) Classes

The following classes are available for registration.
Class registration deadlines are two weeks before the date of the class.

Tuesday, April 14

12:30-4:30pm (Registration 12:00-12:30pm)
Bella's Fat Cat Frozen Custard & Jumbo Burgers, 2737 South Kinnickinnic Avenue

Thursday, May 21

5:30-9:30pm (Registration 5:00-5:30pm)
Comfort Inn and Suites Downtown Lakeshore, 916 East State Street

Tuesday, June 16

12:30-4:30pm (Registration 12:00-12:30pm)
Boerner Botanical Gardens
Free tour of gardens 11am-12noon

The following classes will be available soon for registration.

Tuesday, July 21, 2009

8:30am-12:30pm (Registration 8:00-8:30am)
Villa Terrace Art Museum

Tuesday, August 25, 2009

12:30-4:30pm (Registration 12:00-12:30pm)
Bacchus - A Bartolotta Restaurant

Tuesday, September 15, 2009

8:30am-12:30pm (Registration 8:00-8:30am)
Wyndham Milwaukee Airport Hotel & Convention Center

Thursday, October 22, 2009

5:30-9:30pm (Registration 5:00-5:30pm)
Hampton Inn & Suites Milwaukee, 176 West Wisconsin Avenue

Tuesday, November 17, 2009

12:30-4:30pm (Registration 12:00-12:30pm)
Charles Allis Art Museum

Tuesday, December 8, 2009

8:30am-12:30pm (Registration 8:00-8:30am)
Discovery World



**VISIT Milwaukee's
Certified Tourism Ambassador (CTA) Program
Participating Businesses 2007-2009**

AAA Travel Agency
About Town Car Services
Alverno College
Ambassador Hotel
Apples of Eden
Association of Equipment Manufacturers
Bacchus - A Bartolotta Restaurant
Bartolotta Catering & Events at the Grain Exchange
Bartolotta Catering Co & Events at Pier Wisconsin
Bartolotta Restaurant Group
Bartolotta's Lake Park Bistro
Best Western Midway Hotel Brookfield
Best Western Milwaukee Airport Hotel & Conference Center
Bradley Center Sports & Entertainment Corporation
BridgeStreet Worldwide
Captain Frederick Pabst Mansion
Champps Americana
City of Milwaukee
Coach USA
Coldwell Banker Relocation
Comfort Suites Milwaukee Airport
Country Inn & Suites Milwaukee Airport
Courtyard by Marriott Milwaukee Downtown
Crowne Plaza Wauwatosa
Crystal Limousine & Coach, Inc
Danceworks, Inc.
DENIS and COMPANY
Department of City Development
Deutsche Asset Management
Discovery World at Pier Wisconsin
Doubletree Milwaukee City Center
Ferch's Restaurant LLC
FinishMaster Inc
First Stage Children's Theater
Friends of Boerner Botanical Gardens
Frontier Airlines
General Mitchell International Airport
Go Airport Connection
GTI Diagnostics

Hampton Inn - Brookfield
Hampton Inn - Milwaukee Airport
Hampton Inn & Suites
Hampton Inn Milwaukee NW
Harley-Davidson Motor Company
Harley-Davidson Museum
Hilton Garden Inn Milwaukee Park Place
Hilton Milwaukee City Center
Hospitality Inn & Suites - Milwaukee Airport
Hotel Metro
Hyatt Regency Milwaukee
In Tandem Theatre, Inc.
InterContinental Milwaukee
IPC International/Shops of Grand Avenue
Isaacs Parking Service (Family LTD)
JCPenney
JC's Pub & Grill
KBC Tour Company LLC
Knickerbocker on the Lake
Lake City Restaurant & Lounge
Lake Express, LLC
Lakefront Brewery
Levy Restaurants at Bradley Center
Lucille's Rockin' Pianos
Manpower Inc.
Marcus Center for the Performing Arts
Marquette University
Martial Arts America
McGivern & Company
Mickey Schaefer & Associates LLC
Midwest Airlines, Inc.
Miller Brands
Milwaukee Area Technical College
Milwaukee Art Museum
Milwaukee Brewers
Milwaukee Chamber Theatre
Milwaukee County Parks
Milwaukee County War Memorial Center
Milwaukee Downtown BID #21
Milwaukee Public Museum
Milwaukee Repertory Theater
Milwaukee Symphony Orchestra
MMAC
Mr. B's
Olympia Resort & Spa
Omega Meetings and Incentives
Omega World Travel
Omega World Travel/Mega Housing Management



VISIT Milwaukee's Certified Tourism Ambassador (CTA) Enrollment Application

Congratulations on your decision to become a Certified Tourism Ambassador™!

Easy On-Line Registration for Individuals and Multiple Company Participants at www.ctanetwork.com

Completed applications along with the \$25 non-refundable application fee may be mailed to:
VISIT Milwaukee, Certified Tourism Ambassador Program, 648 N. Plankinton Ave., Ste. 425, Milwaukee, WI 53203.
For registration questions contact Colleen McCarrier at 414/287-4242 or cmccarrier@milwaukee.org

Contact Information (please print): Please provide the following information so we may stay in touch with you and provide you with important, up-to-date information on the program and new happenings in the region.

First Name: _____ Last Name: _____
Professional Title: _____
Company: _____
Work Address: _____
City: _____ State: _____ Zip: _____
Work Phone: () _____
Supervisor Name (Optional): _____
Supervisor E-Mail (Optional): _____
Home Address: _____
City: _____ State: _____ Zip: _____
Home Phone: () _____
Cell Phone (Optional): () _____
Preferred E-Mail: _____
Preferred Contact Method: (check one) E-Mail Mail
Preferred Mailing Address: Work Home
Special Needs: _____

Classroom Session Choice (Indicate your first and second choice)

1. Location: _____ Date: _____
2. Location: _____ Date: _____

By signing this application I agree that I:

- Currently work and/or volunteer in the hospitality or tourism industry and that my current duties include directly or indirectly serving the region's tourist/visitors.
- Will demonstrate my commitment to becoming a Certified Tourism Ambassador™ (CTA) which I understand is an official Industry designation presented the Tourism Ambassador Institute™ (TAI™), that reserves the right to revoke certification or refuse renewal of certification at their sole discretion and I understand and agree that certification as a Certified Tourism Ambassador™ (CTA) does not constitute TAI's warranty or guarantee of my fitness or competency to practice in the hospitality or tourism industry.
- Will complete the required pre-class reading and exercises; open-book exam and assignments.
- Will actively participate in a half-day education/training session.
- Will work to earn annual certification renewal points every year in order to maintain my CTA designation and that it is my responsibility to be aware of current requirements for renewal of certification, as the TAI™ may update or revise the materials/requirements over time.
- Will continue my education by learning about how to best serve my customers and what the region has to offer.
- Will keep VISIT Milwaukee informed of any changes to my contact information, authorize VISIT Milwaukee to submit my name to be listed in TAI's nationwide list of CTAs and understand and agree that TAI™ may also use anonymous and aggregate application and examination data for statistical and research purposes.
- Will provide input to VISIT Milwaukee on how the program can be enhanced to meet my needs and the needs of my customers.
- Will uphold the status of the CTA by pledging to maintain the highest standard of personal conduct and ethics.

Signature: _____ **Date:** _____

Payment: The \$25 application fee is non-refundable and non-transferable.

Check (Make payable to: VISIT Milwaukee, Inc.) Amount enclosed: \$ _____
 Credit Card Visa/MC AMEX Discover
Credit Card Number: _____ Exp _____

Name on Card: _____ Signature: _____

ENTERTAINMENT, CELEBRATION & FUN!

VISIT
Milwaukee



Milwaukee CTA Update

By Todd O'Leary, CTA

Director of Membership at VISIT Milwaukee

414.287.4252 / toleary@milwaukee.org

Hello CTA's!

I hope this finds each of you enjoying all the great things Milwaukee has to offer this time of year. First and foremost, the arts season is in full swing! I saw many of you at the Marcus Center for the Performing Arts for *Happy Days—The Musical*. Special thanks goes out to the Marcus Center for extending that generous invitation! Our arts groups have been supportive of the CTA program—let's return the favor by telling our visitors to take in a performance!

I would like to announce an exciting new partnership! VISIT Milwaukee is working with the Milwaukee Area Technical College (MATC), who will require all of their students in the Tourism and Hospitality program to go through the CTA program! We are thrilled about this partnership and think that it will provide some great synergies between the academic world, who prepares future hospitality industry professionals, and the workplace in which they will soon put their education to work!

We are also working on putting together all of the exciting events that will take place for CTA's in 2009. First of all, we have our first CTA/VISIT Milwaukee Member Mixer scheduled for February 26th at Suite Milwaukee! This after-hours event will feature food and beverage, tours of this cool new nightclub and, of course, networking with your fellow CTA's and VISIT Milwaukee members. Plus, you'll receive 5 points toward recertification. Space is limited, so be sure to RSVP soon!

I look forward to seeing all of you at a CTA event soon!



The Lumps, the Grumps and the Pumped

By Colleen McCarrier, CTA Assistant

414.287.4242 / cmccarrier@milwaukee.org

Being back with the VISIT Milwaukee staff has just been the greatest way to begin this new year. From the people I work with every day to all of my fellow CTA's who I've either met in person or talked with on the phone, I'm surrounded by enthusiastic people. How great is that! And I'm constantly learning something new as I work with you to explore answers to your questions. Thank you for making the transition into this new role such an enjoyable one.

The CTA program emphasizes the importance and value of exceptional customer service, and being a part of that has made me even more aware of the quality of my interactions with front line employees. It's like when you buy a new car and suddenly see that same car everywhere you turn! From an airport counter in Michigan, to a downtown sandwich shop, from my local supermarket to an area department store, I notice I come in contact with "lumps" (those who don't seem to know they have a customer), "grumps" (those who seem to begrudge having to conduct business with their customers) and "the pumped" (those who seem to enjoy meeting every single customer). Not surprisingly, the lumps and grumps have a way of standing out, but I am startled to realize that service from those who are pumped is always a delightful *surprise*.

As we all know, a pleasant customer service experience should not be *surprising*...it should be the normal, expected thing. Trained CTA's know that *our* norm is to go above what is normal, to go beyond what is expected. Our goal is to create a truly *memorable* experience. It takes the same amount of time to be lumpy or grumpy as it does to be pumped! Whether the interface with a visitor or customer is three, thirteen or thirty minutes long, we can use that time to fashion either a positive or a negative encounter...same amount of time, dramatically different impressions made!

Since positive customer service works both ways, I also began to assess my own interactions with those who were providing service to me. Do I give them the courtesy and patience they deserve and help to make them feel there is value in what they are doing for me? Granted, sometimes you just can't get a response from a lump or a smile from a grump, and sometimes the one who's pumped can take up a little more time than you have. But the bottom line is that people, whether on the employee or customer side of the cash register, restaurant table, ticket booth or the telephone, deserve a respectful and enjoyable exchange with one another...and that means us!

The CTA program aims to maintain this awareness among its graduates no matter what side of the counter we find ourselves. Let's all keep doing our level best to keep Milwaukee notable for its friendly, helpful and exceptional people. I'm looking forward to meeting those people when I see *you* at the next CTA function. Embrace February! Be one of the pumped!

P.S. Don't miss the testimonials on the following pages. Congratulations to CTA Stacie Lancaster for her career advancement award and to CTA Yvette Patton for her service excellence recognition! You are true tourism ambassadors at work! And thank you Mike Schneider of Go Airport Connection for your enthusiastic endorsement and support of the CTA program.

Renewal of Certification News... Way to go Milwaukee CTA's!

50% of our CTA's renewed their certification for 2009! We were at the top of the list! The final renewal statistics for participating cities: Tucson—43%, Kansas City—36% and Phoenix-31%.

It's not too early to open up your 2010 renewal applications and **start recording point activity** each time you attend a CTA event, visit a museum, attraction or theater, volunteer or read a tourism-related article. Getting started is easy. Login to ctanetwork.com with your username and password; go to MY CTA in the lower left-hand column and click on "Annual Renewal of Certification" or "2010 Renewal Application."

Need help? Contact Colleen McCarrier at 414-287-4242 or cmccarrier@milwaukee.org

Paper applications are also available



Employer Spotlight Testimonials

Mike Schneider was surprised and pleased with the "very high quality" of information in the Milwaukee CTA Program. Mike was so "sold", that he put many of his employees through the program. Their reservationists and drivers have commented that they enjoyed their CTA class and materials and feel that they have benefited greatly from both. Go Airport Connection pays the certification fee for each employee and gives them \$50 cash for completing the program! They also pay the annual renewal fee for their CTA's. He feels that the cost per employee is exceptionally reasonable...actually a bargain!

Mike Schneider, Go Airport Connection

To submit a testimonial login to ctanetwork.com and click on Employer Spotlight in the upper left-hand column

Career Advancement Testimonial



"I can't rave enough about how the CTA program has positively affected my life. I became certified in May 2008 and since have encouraged 6 of my peers to get certified. I recently received The Spirit of Hampton Award being *recognized as a true hospitality leader & for showing extraordinary service & commitment to our guests & teammates.*"

-Stacie Lancaster, Lead Guest Service Agent, Hampton Inn Milwaukee-Airport

To submit a testimonial, login to ctanetwork.com, go to the Stay Professional box and click on Career Advancement



Service Excellence Testimonial

Dear Mr. Dunn, President of Go Airport Connection:

A very brief note to tell you about a very helpful Go Airport Connection employee who made my recent trip to Milwaukee so much easier. Her name is Yvette Patton, and she, in a very helpful, efficient manner, got the information I needed regarding my accommodations.

In rushing to the airport for my departing flight from Philadelphia, my itinerary did not come with me. When I arrived in Milwaukee, I went to several airline and airport employees to see if I could access my email so I could determine where I was staying. While they had internet access in front of them, they were unwilling to help me or offer suggestions--nothing.

My colleagues were traveling and could not be reached by phone, GE wasn't answering directly, and I found out they were in a meeting. I just kept asking, hoping someone would at least give me direction regarding an available internet connection. This in my view was important; my reservations were made for me by GE, and I did not know where I was staying.

I approached the Go Airport Connection kiosk and explained my situation (making little sense I am sure by this point). I had no hope of help, at this point. I was going to ask for a recommendation for overnight lodging near the GE facility and pay for it myself. I was so impressed with Yvette and her inviting willingness to help me and the fact that she was aware that GE training session participants go to the Crowne Plaza in Wauwatosa. Without me asking, she called them to confirm, smiled and made arrangements for my transportation.

You have no idea how I appreciated her caring, helpful, pleasant attitude. In reality, it is a shame that this is uncommon. Why don't people want to be enthusiastic, helpful and kind? She told me she is a Certified Tourism Ambassador for the city and loves helping people have a great experience in Milwaukee, and she was sincere.

In summary, you needed to know how I appreciated these acts of kindness. And for someone who left an ice storm in Philadelphia to come to Milwaukee in January, you have no idea how much this influenced my day. People do make a difference, and she did.

Most sincerely,

Cynthia Shillingsburg
Collegeville, PA

To submit a testimonial, login to ctanetwork.com, go to the Stay Professional box and click on Service Excellence

I NEED YOUR HELP!

In order to streamline our communications with you and ensure that you receive invitations, announcements and discount offers in a timely manner, I need your help. If you have a **home or office email address** which you have not yet entered into your online personal profile, please consider making that update today! Here's all you have to do:



- Go to ctanetwork.com and login with your CTA username and password.
- Once you've logged in, go to the MYCTA menu list on the lower left-hand side of the page and select "MANAGE PROFILE."
- Scroll down and fill in your email address in the "PREFERRED EMAIL" box.
- On the next line, "PREFERRED CONTACT METHOD," click on "EMAIL."
- Click "SAVE" when you are finished.

Last of all, and this is critical: just be sure that my email address, cmccarrier@milwaukee.org is not going to be blocked by your SPAM Filters. Either add me to your email address book or turn off the filter.

If regular mail is the only option and still your personal preference, I will be more than happy to continue to do so. As always, please do not hesitate to call me if you have any questions. Thanks for your consideration.

Visit the Web

www.visitmilwaukee.org

See the Monthly Calendar of Events section. Keep current on what's going on around town.

www.ctanetwork.com

-Stay Connected

Tell a friend about the CTA program, then click on "Refer a Friend" and enter yourself in a prize drawing held at the end of every year!

www.ctanetwork.com

-Stay Professional

Click on "CTA Pride" and "Career Tips" for useful information to help give you an edge in the professional world.

Experience Milwaukee! cards for 2009 should be arriving in your mail. Over sixteen VISIT Milwaukee members have generously participated in this CTA-exclusive offer, enabling you to explore, or rediscover, all that Milwaukee has to offer. **And don't forget, each attraction or museum you visit, each theater event you attend, is worth 10 points toward your 2010 Annual Renewal of Certification. Use your card and then log those visits!**

Thank you VISIT Milwaukee members and thank you Milwaukee CTA's for all that you do to reinforce Milwaukee's warm brand of hospitality. Keep up the great work and remember to "refer a friend" to the CTA program!



FREE Tours to Know About!

Here are some great ideas to tell visitors about and to look into yourself. A visit is worth **10 renewal points!**

Jelly Belly Visitor Center Train and Video Tour

Pleasant Prairie, WI
www.jellybelly.com 866-868-7522

The Pabst Theater Tour

Every Saturday at Noon
144 E. Wells St., Milwaukee
www.pabsttheater.org 414-286-5427

Harley-Davidson Powertrain Operations

Capitol Dr., Wauwatosa 414-343-7850

Miller Coors Brewery Tour Center and Brewery Shop

4251 W. State St., Milwaukee
millerbrewing.com 414-931-BEER

Friendly Historic Greendale

A variety of experiential tours are available at no cost or low cost in village shops and restaurants. Call the Reiman Visitor Center for information or to schedule a tour. 414-423-3080

Milwaukee Central Library

Wisconsin Avenue at 8th Street
Free tours, Saturdays at 1:30 p.m.



UPCOMING EVENTS

Thursday, February 26

CTA/Membership Mixer
5pm-7pm
Suite Milwaukee
\$10/person; CTAs only
To RSVP call 414-287-4242

Thursday, March 19

CTA Class
8:30am-12:30pm
Radisson Hotel Milwaukee-
West

Tuesday, April 14

CTA Class
12:30-4:30pm
Bella's Fat Cat Frozen
Custard & Jumbo Burgers
2737 S. Kinnickinnic Ave.

SEATS are still available for the above classes. Tell a friend! To register go to www.ctanetwork.com or call 414-287-4242

UPCOMING CONVENTIONS

***Watch for These
Visitors in Town!***

February 20-22

Veterans of Foreign Wars—Wisconsin Chapter

March 5-7

Wisconsin Society of Science
Teachers State Convention

March 9-11

Wisconsin Restaurant Association
Restaurant Expo

March 20-21

Harley-Davidson Motor Company,
Inc. Primary Officer Training



Harley-Davidson Museum Has Extended its Weekday Hours

Monday-Friday hours
are **now 10am-6pm**

Saturday and Sunday hours
remain from 9am-6pm



Meet a Milwaukee CTA

Jean Walczykowski, Milwaukee Public Museum

By Colleen McCarrier, CTA Assistant

There is no doubt about it. The fact that you are in extremely capable hands is obvious the instant you have the pleasure of meeting Jean Walczykowski. That positive impression is due in part to the apparent pride she takes in her professional appearance. But there is something else that immediately strikes you, and that is Jean's ability to communicate this: that

she is there to *personally* see to it that your visit is a pleasant and a safe one and that nothing will delight her more than being of service to you!

A native of the south side of Milwaukee, Jean is an 11-year veteran of the Visitor Assistant team at the Milwaukee Public Museum. Easy going but alert to everything going on around her, she manages to give the perfect measure of her full attention to every visitor encounter, and she does so gladly. Jean earned an Associate's Degree in Hotel Management from MATC and for a time was employed in the hotel industry doing sales and working the front desk. She was a correction's officer at the House of Correction in Franklin, Wisconsin for two years and then switched gears to be a stay-at-home mom for five years before coming to the Milwaukee Public Museum. I commented that going from being a correction's officer to working with tourists must have been quite a switch to make. Her reply was simply this, "it's all about respecting the customer," she said, "no matter the situation."

A typical day for her can be a rotation through the various duties that visitor assistants perform, such as working the Visitor Information desk as a receptionist. "People might come in to the museum with an item that they want someone to evaluate. The Milwaukee Public Museum is like the internet," she laughed. "We have all the answers here somewhere, but first, the visitor assistant has to know *who* to contact to get the customer the answers they're looking for."

Visitor Assistants also make the rounds of the exhibit floors answering visitor's questions or helping students locate exhibits in order to complete the answers on their worksheets. Jean said, "I just stay attentive to things. I make sure all the necessary lights are on, I might report if there's a spill that could be a hazard or if I notice any irregularities with the exhibits such as litter or water dripping from somewhere." The wonderful diorama of the Horicon Marsh is Jean's personal favorite. "My father-in-law lives in northern Wisconsin, and when we drive there, we go through Horicon. So this display just reminds me of all those trips...wonderful getaways. It also makes me feel like I'm outside."

When groups of students arrive, Jean might be the one to greet them, give them a safety briefing on the correct use of the escalators, explain that they must stay with an adult and what they should do if they get lost. Visitor Assistants deliver the prepared lunches to the lunchroom, monitor the lunchroom and recycling and keep the young visitors on schedule so the next school group can come in. On the day I visited Jean, over 700 students would be coming through the museum!

On occasion, Jean has worked a 2nd or 3rd security shift after the museum has closed. "It can be sort of scary," she said. "One instance that stands out is a night I was doing security, and an exhibit was being created on the 5th floor. I came around a corner with my flashlight and was met by a mannequin-in-progress! It sure startled me!"

(continued on next page)

Meet a Milwaukee CTA (continued)

What's the best part of Jean's job? "Seeing people have a good time," she said. "When people come in who haven't been to the museum in years, they see what's new and are excited about that, but they also see things they recall, and memories come rushing back! 'Where's the snake button?!' they want to know." The exhibits Jean has walked past thousands of times all become "brand new again from being part of the visitor's reactions. The public museum is a jewel, particularly when seen through someone else's eyes."

Jean became a Certified Tourism Ambassador (CTA) in May of 2008 as part of the Milwaukee Public Museum's enthusiasm for the value of the CTA program and its goal of having all of its front line employees trained and certified. "Before I took the class I thought it was just about us being this great museum," Jean said. "From the class I realized that we're all working toward the same goal. We can recommend our own venues to each other and recommend each other's venues to our visitors. I understood that each attraction, hotel, restaurant or theater is part of a bigger whole. I found out about the kinds of questions other people field, and those questions are very much the same as I get here," Jean said. The class created excitement for her. "After learning about the other venues, it made me want to become a tourist in my own city! It opened my eyes as a tourist."

What was her favorite part of the class? Jean answered that she "really liked the itinerary-building exercise. It was enlightening. Now when visitors ask me what there is to do, I first welcome them to Milwaukee, ask them where they're from and what brings them to Milwaukee. I engage with them a little bit more, and I remember to ask them how much time they have and what they like to do before giving them ideas."

One aspect of being a CTA that Jean values is the CTA newsletter. She particularly appreciates being aware of what conventions are coming to town. "Then I can expect when there may be an influx of people, know where they might be coming from and watch for the name badges that identify the group they're with," she said.

Jean actively works to involve and inform herself to make her visitor interactions more personal, more fun and more satisfying. She gives her best to the Milwaukee Public Museum and makes it her business to be a true ambassador for the city of Milwaukee. Thank you Jean!

Thank You VISIT Milwaukee MEMBERS!!

Harley-Davidson Museum for hosting our December 17, 2008 CTA classes.

Iron Horse Hotel for hosting our December, 2008 CTA Networking event.

Marcus Center for the Performing Arts for tickets to "Happy Days—the Musical."

First Stage Children's Theater for tickets to "Witness."

Exciting Events for hosting our January 22, 2009 CTA class.

Doubletree Hotel Milwaukee City Center for hosting our February 12, 2009 CTA class.

Radisson Hotel Milwaukee-West for hosting our March 19, 2009 CTA class.

You help us keep the momentum going!



**City
of
Milwaukee**

*INTERDEPARTMENTAL CORRESPONDENCE
LEGISLATIVE REFERENCE BUREAU*

Memorandum

To: Ald. James A. Bohl, Jr., Chair
Taxicab Review Board

From: Richard Withers, Legislative Fiscal Analyst ext. 8532

Date: February 18, 2009

Re: Taxicab Review Board – Memo 3
A Comparison of Charges for Baggage and Extra Passengers, and Review of
Taxi Regulations Setting Maximum Time From Calls for Service to Pick-up

At the initial meeting of the Taxicab Review Board on February 6, 2009, members of the Board requested additional information about several issues. The first request was for a comparison of charges for baggage and additional passengers in the cities surveyed for flag drop charges and mileage rates. The second was for information about regulations setting a maximum length of time between a call for service to the pick-up. The following table summarizes my findings:

<u>Survey City</u>	<u>Baggage Charge</u>	<u>Additional Passenger(s)</u>
Baltimore: A \$1 surcharge is permitted if taxicab arrives within 30 minutes of the call for service	Baggage charges are not authorized; "freight" may be refused	No charges authorized for additional passengers
Cincinnati: There is no time regulation for response to call for service	Packages, baggage or other items must be accepted without charge up to 50 pounds	Charges for additional passengers are prohibited
Columbus: There is no time regulation for response to call for service	Charges for bags are prohibited except that \$0.50 may be charged for an item over 50 pounds	Charges for additional passengers are prohibited
Indianapolis: If the taxi will not arrive in 15 minutes from the request, the caller must be advised at time of request for service	Baggage charges are not authorized	Up to \$0.65 may be charged for each additional passenger

EXHIBIT

tabbles

4

Minneapolis: Recently eliminated a 30-minute call to service requirement	Baggage charges are not authorized	There is no charge for additional passengers
Philadelphia: No apparent time requirement for response to call for service (still awaiting confirmation)	Baggage charges are not authorized	There is no charge for additional passengers except \$1 for each additional passenger from the airport into the city center
Portland: There is no time regulation for response to call for service	Baggage charges are prohibited	There is a \$1 charge for each additional passenger
Seattle: There is no time regulation for response to call for service	Baggage charges are prohibited	There is a \$0.50 charge for each additional passenger after 2 passengers over age 12
St. Louis: There is no time regulation for response to call for service	Baggage charges are not authorized	There is a \$1 charge for each additional passenger

Summary

Minneapolis has recently eliminated a 30-minute call to service. The 2 cities that address issues of response time take very different approaches: Baltimore allows a surcharge to be paid by the passenger if the taxicab arrives within 30 minutes; Indianapolis requires that callers requesting service be told if pick-up is not likely to be made within 15 minutes. None of the cities surveyed has a requirement similar to Milwaukee's that passenger pickup be made within 30 minutes of the call for service.

Authorization for baggage and additional passenger charges vary widely. Several cities expressly prohibit such charges.

Please feel free to contact the Bureau if you have questions or would like further information.

LRB09041-Memo 3
RLW
2/18/2009