

**Limousine Associations of New Jersey
Board of Directors Conference Call
Wednesday July 16, 2014 * 10 AM – 11 AM
Minutes**

The meeting was called to order at 10:05 AM.

Attendees were: President **James Moseley**, Vice President **Jeff Shanker**, Secretary **Jason Sharenow**, Treasurer **Barbara Chirico**, PAC Chair **Pete Corelli**, Directors **Jon Epstein**, **Karen Gajda**, **Philip Jagiela**, **Don Kensey**, **John Maziarz**, **Michael Renehan**, **Bob Schiavo**, **Eddie Somers** and **Barry Trabb**; executive director **Patricia Nelson**.

Absent were Immediate Past President **Tim Rose**; Directors **Anthony Azara**, **Kay Hoskins**, **Paul Rosenberg**, **Jim Salinger**, **David Seelinger** and **Chris Weiss**.

6/18/14 Board Conference Call Minutes

A motion to approve the 6/18/14 board conference call minutes as presented was made by Shanker, seconded by Sharenow and unanimously approved.

Financial Report

Chirico advised the LANJ bank balance, as of 7/16/14, is \$24,525. Corelli advised the LANJ PAC balance is \$711.

President's Report

- **Former NLA Executive Director Fran Shane Funeral**
Moseley said he and several other LANJ members attended funeral services for former NLA executive director Fran Shane on 7/9/14.
- **July – December 2014 Calendar**
Moseley called the board's attention to the updated meeting/call calendar that had been included in the materials.
- **November 4, 2014 Member Meeting**
The November member meeting will be held on the 4th from 8 AM until 9:30 AM at the Taj Mahal in Atlantic City. **Chauffeur Driven** is donating the meeting space and Capacity Coverage and Lancer Insurance Company have been confirmed as the event's sponsors.

Moseley indicated his first choice for the meeting's guest speaker is Chris Rotondo of the U.S. Department of Transportation. Discussion prompted agreement to this and Moseley said he would proceed to extend the invitation. Should Rotondo be unavailable for that date, Moseley will ask that he speak at the 9/17/14 member meeting in Princeton.

- **September 17, 2014 Member Meeting**

Shanker said he intends to finalize the venue choice for the 9/17/14 meeting within the week and also should know by that time if Cadillac will take on the meeting's sponsorship.

Moseley said the American Motor Products/Chosen Payments/Create-A-Card, Inc. group also is planning to sponsor the event.

Discussion prompted an alternative suggestion for meeting sponsorship: Offering all vendor members the opportunity to have a table top exhibit for \$250/each in order to meet with operator members. It was agreed that this concept could be used for a future member meeting.

- **Sponsorship Exclusivity**

Moseley said he had been contacted by the credit card processing company Century Business Solutions wanting to become a LANJ Platinum Sponsor and a member-meeting sponsor. Because of Platinum Sponsor Chosen Payments' exclusivity entitlement (for the credit card processor business category), Moseley said he had to turn down their request.

This report prompted an extended discussion regarding ways to acknowledge new members, provide ongoing recognition for members and recruit new members. Nelson promised to implement as many of the suggestions as possible including personally calling the six companies whose 2014 memberships were paid by Complete Fleet and inviting them to the 9/17/14 member meeting where they will be recognized from the platform.

Executive Director's Report

- **Membership Status**

As of 7/16/14, LANJ has 90 members including:

- 54 paid through 12/31/14; and
- 36 paying monthly by credit card

The 2014 YTD renewal rate is 91.8%

As of 7/16/14, six 2013 members indicated they do not want to renew for 2014 and seven 2013 members were not responsive to the five renewal requests extended to date. While these 13 companies will no longer be considered current LANJ members (until/unless they renew or rejoin), they will be treated as prospects and solicited again for membership in the coming months.

- **Proposed 3Q and 4Q 2014 Marketing Plan**

Nelson reviewed the highlights of the 3Q and 4Q 2014 Marketing Plan (complete copy attached) which she had drafted for the board's consideration.

She noted that almost every implementation step would have its own action step plan and the promotional initiatives offered by **Chauffeur Driven** would be incorporated as appropriate.

Nelson also indicated that the implementation step document (attached) is intended to function as a progress report/monitoring device. An update will be provided for board review monthly going forward.

Legislative Committee Report

Shanker said LANJ currently is shepherding three bills in the New Jersey State Legislature, respectively relating to jitneys, autobuses and transportation network companies (TNCs).


He noted that a meeting with Assemblyman Charles Mainor (D), chair of the Transportation and Independent Authorities Committee and sponsor of the TNC-related bill (above), has been requested by lobbyists representing the transportation network company Uber and set for 7/30/14. He said it is imperative that LANJ be represented at the meeting.

Since he will be travelling on 7/30/14, Shanker has asked to have the meeting date changed. If that cannot be done, the board's discussion brought agreement that Moseley and Epstein – and possibly Jagiela – would attend in Shanker's place. Shanker promised to advise board members as appropriate to ensure representation for LANJ at the meeting.

A motion to adjourn the conference call was made by Shanker, seconded by Corelli and unanimously approved.

The call was adjourned at 11:12 AM.

Submitted by:



Jason Sharenow
Secretary



Patricia Nelson
Executive Director