

**Limousine Associations of New Jersey
Board of Directors Conference Call
Wednesday August 20, 2014 * 10 AM – 11 AM
Minutes**

The meeting was called to order at 10:03 AM.

Attendees were: President **James Moseley**, Vice President **Jeff Shanker**, Secretary **Jason Sharenow**, Treasurer **Barbara Chirico**, PAC Chair **Pete Corelli**, Immediate Past President **Tim Rose**; Directors **Anthony Azara**, **Jon Epstein**, **Karen Gajda**, **Kay Hoskins**, **Philip Jagiela**, **Don Kensey**, **Michael Renehan**, **Bob Schiavo**, **Barry Trabb** and **Chris Weiss**; executive director **Patricia Nelson**.

Absent were Directors **John Maziarz**, **Paul Rosenberg**, **Jim Salinger**, **David Seelinger** and **Eddie Somers**.

Moment of Silence

At Sharenow's request, the board had a moment of silence in memory of Boston Coach senior vice president Marc Martine who recently passed away on August 14 at age 48.

7/16/14 Board Conference Call Minutes

A motion to approve the 7/16/14 board conference call minutes as presented was made by Epstein, seconded by Shanker and unanimously approved.

Financial Report

Chirico advised the LANJ bank balance, as of 8/20/14, is \$19,552.

As a point of reference, she said the 7/31/14 balance was \$25,000 while the 7/31/13 balance was \$11,000.

Corelli advised the current LANJ PAC balance is \$846.

A motion to approve the financial report as presented was made by Schiavo, seconded by Gajda and unanimously approved.

President's Report

- **September 17, 2014 Member Meeting**

Moseley confirmed the upcoming member meeting would be held on September 17 at the Princeton Marriott at Forrestal in Princeton. The meeting sponsors are Cadillac (the lead sponsor), the Chosen Payments/Create-A-Card, Inc./American Motor Products group and Wolfington Body Co. The total sponsorship revenue is \$8,000.

- **Right Response Rebate Agreement**
Right Response, a company that sells first aid kits, is scheduled to make a presentation about their products at the September 17 meeting. In turn for this opportunity, Right Response will rebate to LANJ 10% of all sales made to the meeting's attendees.
- **November 4, 2014 Member Meeting**
The November member meeting will be held on November 4 at the Taj Mahal in Atlantic City. Capacity Coverage and Lancer Insurance Company are the meeting sponsors for a total commitment of \$10,000. Assuming approval from his Washington, D.C. superiors, Chris Rotondo of the U.S. Department of Transportation has agreed to serve as the event's keynote speaker.
- **Bulletin Board on LANJ.org**
Moseley indicated that, per agreement on the 6/18/14 board call, LANJ has contracted with web master Thom Dupper to provide an upgraded membership display page and a member-to-member messaging capability on/with LANJ.org. The cost for doing this is \$2,820 and the work is to be completed by 10/1/14.

The membership display page will permit companies to be listed by member category, e.g. operator, supplier, in alphabetical-by-company order. Contact information and website link will be included in each member record.

The member-to-member messaging capability will offer two options: 1) emergency and 2) routine. Emergency messages will resolve as text messages pushed out to members with smartphone numbers in the database. Routine messages will resolve as emails sent to all members with email addresses in the database. These messages also will be displayed on a "Classified" page for 30 days following initial transmission.

Extensive promotion of these enhancements is planned. It is anticipated that the messaging capability will prove to be a very effective tool for member retention and recruitment.

Executive Director's Report

- **Membership Status**
As of 8/20/14, LANJ has 91 members including:
 - 54 paid through 12/31/14; and
 - 37 paying monthly by credit card
- **Status Report: 3Q and 4Q 2014 Marketing Plan**
The 3Q and 4Q 2014 marketing plan status report was presented for the board's review. Several items were given special notice:

Sponsor Category Entitlements

Nelson presented a new sponsorship entitlement program, modeled after the NLA program that she initiated in 2006 during her tenure as NLA executive director, and recommended that it be adopted by LANJ for 2015.

Discussion prompted some questions, primarily regarding the Platinum Sponsor exclusivity entitlement.

A motion to approve the 2015 LANJ Sponsor Program as presented except for one amendment, specifically that Platinum Sponsorship include exclusivity in the sponsor company's business category at the Platinum Sponsor level only, was made by Shanker, seconded by Corelli and unanimously approved.

It also was agreed that, when publicized, the 2015 LANJ Sponsor Entitlement Program description would clarify: 1) Platinum Sponsorship is permitted for one company only in any business category; and 2) if a business category has a Platinum Sponsor, other companies in that same category are welcome to choose Gold or Bronze Sponsorships.

When the current Platinum Sponsor company list was enumerated during the discussion referenced above, a board member questioned why Complete Fleet and Limousine Sales was not included. Several board members affirmed that, because of its organization and hosting of the traditional and all-important money-raising LANJ luncheon and auction meeting each May, Complete Fleet long has held Platinum Sponsor status.

A motion to reaffirm that Complete Fleet and Limousine Sales is a LANJ Platinum Sponsor was made by Corelli, seconded by Chirico and unanimously approved.

Legislative Committee Report

Shanker said the meeting with Assemblyman Charles Mainor (D), chair of the Transportation and Independent Authorities Committee and sponsor of the LANJ-supported TNC-related bill currently being shepherded through the New Jersey State Legislature, and lobbyists representing the transportation network company Uber, originally scheduled for July 30 and then rescheduled for August 14, was cancelled on August 13 by the lobbyist group. Shanker had planned to participate in the meeting as LANJ's representative.

He noted that, although LANJ is making as many outreaches regarding the TNC issues as possible, the late summer timing /vacation season is thwarting most efforts to make significant progress at this time.

Rose emphasized that the TNC issue undoubtedly is the most critical that LANJ has ever addressed and noted that, among the many relevant considerations that are being faced, his own company as well as others have begun to lose chauffeurs as they turn to driving their own vehicles under TNC auspices.

New Business

Jagiela advised the National Limousine Association (NLA) had just released a position paper on transportation network companies to address the major concerns that chauffeured transportation operators have raised regarding TNC non-compliance with transportation industry regulatory, legal, safety and insurance requirements.

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

The call was adjourned at 11:18 AM.

Submitted by:

A handwritten signature in black ink, appearing to read "Jason", is placed over a light gray rectangular background.

Jason Sharenow
Secretary

A handwritten signature in black ink, reading "Patricia Nelson", is written in a cursive style.

Patricia Nelson
Executive Director