

**Limousine Associations of New Jersey
Special Board of Directors Conference Call
Wednesday September 3, 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**, **Kay Hoskins**, **Philip Jagiela**, **Don Kensey**, **Michael Renehan**, **Paul Rosenberg**, **Bob Schiavo** and **Chris Weiss**; legal counsel **Matthew Daus**; lobbyist **Barry Lefkowitz**; executive director **Patricia Nelson**.

Absent were Directors **Karen Gajda**, **John Maziarz**, **Jim Salinger**, **David Seelinger**, **Eddie Somers** and **Barry Trabb**.

The primary purpose of this special board conference call was to discuss the potential of engaging a public relations firm for representation in LANJ's fight against transportation network company (TNC) illegalities.

Rose said the TNC issue has become a propaganda war and he'd like to see LANJ mount a campaign for legitimate operators and, in so doing, get press on the importance of proper vehicle and chauffeur licensing, legally required insurance coverage and public safety.

Rose also indicated he'd like LANJ to set a meeting with someone he has worked with in the past, specifically, Mike Kempner, president and CEO of MWW, a public relations firm that has two of its nine worldwide offices in New Jersey (Trenton and East Rutherford).

Shanker said he knows another public relations professional that he'd like to contact in addition.

Daus cautioned that mounting a PR campaign will be very expensive and, in order to have success, must be implemented with a public relations team that has both strong political connections and strong media connections in New Jersey.

He also volunteered that LANJ should consider investing in technology, e.g. an app which could compete directly on TNC terms, rather than a public relations program.

Several board members countered this by asking what good is an app if no cars are available to respond to its generated requests. They clarified by saying that few, if any, traditional chauffeured transportation companies have idle cars and stand-by chauffeurs that could pick up customers at a moment's notice during peak demand times.

A motion to investigate two or three public relations firms for potential engagement in LANJ's fight against TNC illegalities and a possible communications campaign targeted at New Jersey legislators and the general public for presentation (including cost analysis and effectiveness) and discussion at the September 17, 2014 board/member meeting was made by Shanker, seconded by Rosenberg and unanimously approved.

Additionally, it was agreed that a committee, specifically Corelli, Moseley, Rose and Shanker, would spearhead the investigatory effort.

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

The call was adjourned at 11:11 AM.

Submitted by:



Jason Sharenow
Secretary



Patricia Nelson
Executive Director