

**Limousine Associations of New Jersey  
Board of Directors Meeting  
Wednesday September 17, 2014 \* 10 AM – 11:30 AM  
Minutes**

The meeting was called to order at 10:25 AM.

Attendees were: President **James Moseley**, Vice President **Jeff Shanker**, Secretary **Jason Sharenow**, Treasurer **Barbara Chirico**; Directors **Anthony Azara**, **Jon Epstein**, **Karen Gajda**, **Kay Hoskins**, **Philip Jagiela**, **John Maziarz**, **Michael Renahan**, **Bob Schiavo**, **Eddie Somers**, **Barry Trabb** and **Chris Weiss**; lobbyist **Barry Lefkowitz**; executive director **Patricia Nelson**.

Absent were PAC Chair **Pete Corelli**, Immediate Past President **Tim Rose**; Directors **Don Kensey**, **Paul Rosenberg**, **Jim Salinger** and **David Seelinger**.

**8/20/14 Board Conference Call Minutes**

**A motion to approve the 8/20/14 board conference call minutes as presented was made by Shanker, seconded by Chirico and unanimously approved.**

**9/3/14 Special Board Conference Call Minutes**

**A motion to approve the special 9/3/14 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 9/1/14, was \$16,029 with no payables outstanding.

**A motion to approve the financial report as presented was made by Shanker, seconded by Epstein and unanimously approved.**

**President's Report**

- **September 17, 2014 General Meeting**  
Moseley reviewed the agenda for the afternoon's general meeting, thanked the event's sponsors (Cadillac Professional Vehicles, the American Motor Products Bus Tour and Rolling Road Show and Wolfington Body Co.) and requested the directors make every effort to welcome the meeting guests.

- **Bulletin Board on LANJ.org**  
Moseley advised the new “Bulletin Board” feature for LANJ.org has been renamed “The LANJ Line.” He said the new member benefit would be announced at the afternoon general meeting and a flyer describing its capabilities would be distributed to meeting attendees (copy also included in the board meeting materials). Work to make The LANJ Line operational by 10/1/14 is on schedule and opt-in information will be communicated to members in early October.
- **Recognition for Exceptional Member Contribution**  
Moseley recalled the lengthy discussion about the LANJ Premiere Sponsorship entitlements on the 8/17/14 board call. Following the call, he was reminded that LANJ has more than one long-time member who has provided exceptional support – financial and otherwise – to the organization for years...but is not a Premiere Sponsor *per se*.

He commented that, as of now, these exceptional members remain among “the unsung heroes” and questioned if a recognition program – perhaps patterned similarly to the recently approved 2015 Sponsorship Program – should be established to “give back” to these exceptional members.

**A motion to create an exceptional member recognition/entitlement program was made by Shanker, seconded by Sharenow and unanimously approved.**

Nelson volunteered to draft a program that would be in concert with the 2015 Sponsorship Program and present it for review on the 10/15/14 board call.

Additional discussion resolved that candidates for this exceptional recognition program are to be nominated at the discretion of board member(s) and each recognition is to be reviewed by the board annually to determine if any change should be made to the observance.

### **Executive Director’s Report**

- **Membership Status**  
As of 9/15/14, LANJ has 91 members including:
  - 55 paid through 12/31/14; and
  - 36 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:

### **“Simple” Print Promotion Pieces**

Nelson called the directors’ attention to the sample print promotion “brochures” which she designed for operator and supplier member recruitment. Created using Microsoft Word, the two are meant to serve as templates that can be adapted as needed and then printed in a limited quantity for the demand on hand. Having such brochures allows for continued promotional flexibility at minimal cost.

### **Ad Series for *Limousines and Buses 4 Sale* and *Chauffeur Driven***

Insertion order plans for **Limousines and Buses 4 Sale** and **Chauffeur Driven** have been created and the first new ads are running in the September/October 2014 and October 2014 issues respectively.

### **9/17 and 11/4 General Meeting Invitations/Promotions**

Seventeen email promotions, from 8/12 through 9/16, were sent to members and prospects to attract attendance to the 9/17 meeting. A similar promotion program will be set and implemented for the 11/4 meeting.

### **New Membership 4Q 2014 Prospect Promotion**

Nelson requested board approval to conduct a new membership promotion program targeting 430 LANJ operator prospects by direct mail in late October. She said the estimated out-of-pocket cost for doing this is \$650.

Weiss said, if Nelson would supply the promotions, he would augment her mailing with a second one to those names in his database that are not currently in the LANJ database.

**A motion to approve up to \$1,000 expenditure for direct mail new membership promotion in October 2014 was made by Shanker, seconded by Somers and unanimously approved.**

Discussion prompted resolve to include an incentive in the promotion, specifically: “Join on or at the 2014 Chauffeur Driven Show and \$150 towards your first year dues will be paid by Chauffeur Driven, Chosen Payments and Complete Fleet and Limousine Sales” (\$50/each).

### **Legislative Committee Report**

Shanker reiterated his view (expressed previously on the 8/17/14 and 9/3/14 board conference calls) that LANJ should engage a public relations firm to spread a TNC-related public safety message to the New Jersey public.

He suggested that a program could be undertaken just for a few months...until LANJ's bill A3401 (which says TNCs must abide by the same regulations as traditional chauffeured transportation companies) is passed into law. He further indicated that he has a quote (still to be negotiated) from a PR professional he believes qualified to take on the assignment.

Jagiela revealed the National Limousine Association (NLA) also is entertaining the idea of hiring public relations representation to combat TNC illegalities.

Discussion prompted the resolve to hold a special board conference call within the coming week to continue consideration of PR firm retention for LANJ.

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

The meeting was adjourned at 11:38 AM.

Submitted by:



Jason Sharenow  
Secretary



Patricia Nelson  
Executive Director