

**Limousine Associations of New Jersey  
Board of Directors Conference Call  
Wednesday October 15, 2014 \* 10 AM – 11:00 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**; Directors **Anthony Azara**, **Jon Epstein**, **Kay Hoskins**, **Philip Jagiela**, **Don Kensey**, **John Maziarz**, **Michael Renehan**, **Bob Schiavo**, **David Seelinger**, **Barry Trabb** and **Chris Weiss**; executive director **Patricia Nelson**.

Absent were Immediate Past President **Tim Rose**; Directors **Karen Gajda**, **Paul Rosenberg**, **Jim Salinger** and **Eddie Somers**.

**9/17/14 Board Meeting Minutes**

A motion to approve the 9/17/14 board meeting minutes as presented was made by Shanker, seconded by Chirico and unanimously approved.

**9/26/14 Special Board Conference Call Minutes**

A motion to approve the special 9/26/14 board conference call minutes as presented was made by Chirico, seconded by Shanker and unanimously approved.

**Financial Report**

Chirico advised the LANJ bank balance was \$13,877 with no payables outstanding.

Corelli said the PAC balance was \$516.

**President's Report**

- **2015 LANJ Board Meeting and Call Calendar**

Moseley called the directors' attention to the proposed 2015 board meeting and call calendar included in their materials. He said he anticipates following current custom and scheduling the meetings and calls on the third Wednesday of each month at 10 AM ET.

Discussion focused on the venue and sponsors for the January 2015 general meeting. Moseley said he and Corelli would approach the vendors who are prime sponsor candidates for the event.

- **2015 LANJ Election of Officers**  
Moseley also reminded the board that the January board meeting is the occasion for officer election for the coming year, that his one-year term will be completed at that time and he will not stand for re-election. Chirico also said that she wanted to step down as LANJ treasurer in January.
- **Request for Auction Item from Charity Committee, 2014 Chauffeur Driven Show**  
Moseley said LANJ had been asked by the 2014 Chauffeur Driven Show Charity Committee to donate an item for the upcoming event's auction. Chirico said she would create a basket of gift certificates to include the donations from LANJ board members. Numerous members indicated they would contribute to the basket.

### **Executive Director's Report**

- **Membership Status**  
As of 10/14/14, LANJ has 98 members including:
  - 60 paid through 12/31/14 or after; and
  - 38 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:

#### **"Bulletin Board" Feature Added to LANJ.org**

Nelson advised webmaster Thom Dupper had completed installation of The LANJ Line feature on LANJ.org. Ongoing promotion to prompt member opt-in is planned.

#### **4Q Prospect Promotion Timetable and Implementation**

The new member promotion campaign, approved by the Board on 9/17/14, will be launched on 10/17/14. Direct mail solicitations will be sent to the prospects with mailing addresses in the LANJ database. Multiple email solicitations – by the LANJ office and by Chauffeur Driven – will augment the direct mail. The special \$150 savings offer on first year dues will serve as the headlining message in all communications.

#### **Exhibit Plans for 2014 LCT East and 2014 Chauffeur Driven Shows**

The new member special offer also will be extended to prospects that visit the LANJ exhibit booth at the LCT and Chauffeur Driven Shows. Nelson will staff the booth at both events.

#### **2015 Renewal Promotion Timetable and Implementation**

2015 renewal requests will be sent on 11/7/14 via USPS to members who currently are paid through 12/31/14 only.

### **Exceptional Member Recognition Entitlements**

Nelson asked for board approval of the draft "Exceptional Member Recognition Entitlements" program she had prepared. Discussion prompted agreement to her plan as proposed and reiteration that any exceptional member recognition would be based on merit not quota.

### **1Q and 2Q 2015 Marketing Plan**

The draft 1Q and 2Q 2015 Marketing Plan will be presented for board review, discussion and approval on the 11/19/14 board conference call.

### **Legislative Committee Report**

Shanker said the New Jersey Assembly committee meeting to hear testimony for LANJ-proposed Assembly Bill 3401 was being delayed due to the lawmakers' indecision regarding the appropriate review entity: the Law & Public Safety Committee chaired by Assemblyman Charles Mainor (D-31) or the Transportation and Independent Authorities Committee chaired by Deputy Speaker and Assemblyman John Wisniewski (D-19).

He also advised that LANJ lobbyist Barry Lefkowitz would be a guest speaker at the 10/17/14 Insurance Council of New Jersey meeting which also would include attendees from the transportation network company Uber. Shanker said he would be at the meeting as well in order to ask questions/raise issues to gain the New Jersey insurers' attention to the concern of public safety *vis a vis* TNC operations.

Seelinger indicated that Advocates for Fairness in Transportation (AFT), which he recently co-founded with operators Cheryl Berkman and Jonna Sabroff, continues to work against TNC illegalities. He advised that, among other initiatives, AFT is having all media items related to TNCs amassed on a daily basis and this electronic library will be available to LANJ if requested.

Schiavo suggested LANJ operators place flyers regarding TNCs and the issue of public safety in their vehicles to raise consumer awareness.

### **New Business**

Jagiela said the National Limousine Association would present a \$5,197 check to LANJ at the upcoming 2014 LCT East Show. This is a 20% rebate of dues from NLA members who also are LANJ members and represent dues received in 1Q and 2Q 2014 by the NLA.

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

The meeting was adjourned at 11:07 AM.

Submitted by:

A handwritten signature in black ink, appearing to read 'Jason', on a light gray rectangular background.

Jason Sharenow  
Secretary

A handwritten signature in black ink, appearing to read 'Patricia Nelson', in a cursive style.

Patricia Nelson  
Executive Director