

**Limousine Associations of New Jersey
Board of Directors Conference Call
Wednesday November 19, 2014 * 10 AM – 11:00 AM
Minutes**

The meeting was called to order at 10:04 AM.

Attendees were: President **James Moseley**, Secretary **Jason Sharenow**, Treasurer **Barbara Chirico**, PAC Chair **Pete Corelli**, Immediate Past President **Tim Rose**; Directors **Jon Epstein**, **Kay Hoskins**, **Philip Jagiela**, **Paul Rosenberg**, **Bob Schiavo**, **Eddie Somers**, **Barry Trabb** and **Chris Weiss**; lobbyist **Barry Lefkowitz**; executive director **Patricia Nelson**.

Absent were Vice President **Jeff Shanker**; Directors **Anthony Azara**, **Karen Gajda**, **Don Kensey**, **John Maziarz**, **Michael Renehan**, **Jim Salinger** and **David Seelinger**.

10/15/14 Board Meeting Minutes

A motion to approve the 10/15/14 board meeting minutes as presented was made by Chirico, seconded by Hoskins and unanimously approved.

Financial Report

Chirico advised the LANJ bank balance was \$23,200 with no payables outstanding.

Corelli said the PAC balance was \$1,017.

President's Report

- **2015 LANJ Board Meeting and Call Calendar**
Moseley called the directors' attention to the revised 2015 board meeting and call calendar included in their materials. He reviewed the potential conflicts (with traditional meeting/call dates) and affirmed the workable dates for the year. He also confirmed that the November general meeting will be held at/during the 2015 LCT-NLA East Show in Atlantic City.
- **January 2015 General Meeting**
Moseley advised the sponsor(s), venue and guest speaker(s) for the January 21, 2015 general meeting still are to be determined, though he commented that Battisti Customs has indicated interest in sponsorship of the event.
- **Potential LANJ Board Restructuring**
Moseley noted several concerns about the LANJ Board of Directors current structure, namely the number of directors (too many) and the issue of even representation between northern New Jersey and southern New Jersey-based board members.

He also indicated his preference to have the DBA name of the organization changed to “Limousine Association of New Jersey.”

Moseley asked the board members to think about these issues in preparation for a more in-depth discussion on the 12/17/14 board conference call.

Additional discussion suggested changes to the LANJ bylaws might be recommended.

- **2015 LANJ Election of Officers**

Moseley said the 2015 election of officers would take place at the board meeting on 1/21/15. He requested board members anticipate a preparatory discussion for this on the 12/17/14 board conference call.

Executive Director’s Report

- **Membership Status**

As of 11/14/14, LANJ has 112 members including:

- 72 paid through 12/31/14 or after; and
- 40 paying monthly by credit card

- **Status Report: 3Q and 4Q 2014 Marketing Plan**

The 3Q and 4Q 2014 marketing plan status report was provided for the board’s review. Several items were given special notice, specifically:

“Bulletin Board” Feature (The LANJ Line) on LANJ.org

Promotion to encourage members to opt in to The LANJ Line has been ongoing since its introduction in mid-October. As of 11/14/14, 16 members have opted in. Promotion will continue indefinitely.

4Q Prospect Promotion Timetable and Implementation

The new member direct mail promotion campaign launched on 10/17/14 and supplemented by email follow-ups and on-site solicitations at the 2014 LCT East and Chauffeur Driven Shows netted 14 new members.

2015 Operator and Vendor/Sponsor Renewal Promotion

2015 renewal requests were sent on 11/7/14 via USPS to members paid through 12/31/14 only. The next renewal notice will be mailed on 12/5/14 to the first request’s non-respondents.

Establish Membership Committee for Additional Initiatives

Nelson said, now that many “basic” marketing initiatives have been created and are being implemented on a routine basis, she recommends LANJ establish a Membership Committee to ensure additional recruitment/retention programs are put into place during the coming year and in future years.

Discussion indicated agreement to this with Chirico, Corelli, Epstein, Schiavo, Trabb and Weiss volunteering to serve as committee members. Nelson also promised to work with the committee hand-in-hand to determine goals, ensure regular meetings (conference calls), provide periodic reports and requests for board approval and spearhead implementation steps.

A director suggested that this new committee consider the issues raised by Moseley regarding potential board restructuring, DBA name change, board member geographic representation and certificate of insurance (or other such requirement) for operator membership. Nelson said she would set a conference call on these items for the Membership Committee prior to the 12/17 board call so the committee’s consensus could guide that call’s dialogue.

- **3Q and 4Q 2014 Marketing Accomplishments (vs. Goals)**

The YTD accomplishments (vs. the goals first articulated on the 7/16/14 board conference call) were presented for the board’s review:

- > **#1 Goal**

- Achieve total membership of 100 as of 12/31/14, an 11.1% increase from YTD (7/16/14) membership of 90

- > **Accomplishment**

- As of 11/14/14, LANJ has 112 members, a 24.4% increase from 7/16/14.

- > **#2 Goal**

- Add tangible member benefits for operators, e.g., bulletin board feature on LANJ.org

- > **Accomplishment**

- The bulletin board feature – now called The LANJ Line – was added in mid-October. Promotion to encourage member opt-in is ongoing.

- > **#3 Goal**

- Add tangible member benefits for vendors/sponsors, e.g., repeated email and online publicity to members and prospects

- > **Accomplishment**

- The 2015 Sponsor Entitlement Program, which includes significantly expanded yearlong promotion for vendor members, has been designed and Board approved.

> #4 Goal

Create and extensively broadcast online, email and print benefits promotion to retain current and attract new members

>Accomplishment

LANJ.org, print and email promotions to members and prospects now are continuous as well as consistent in presentation and messaging.

> #5 Goal

Increase frequency, professional presentation and usefulness of all member communications and industry education.

> Accomplishment

LANJ E-News now is published twice monthly. LANJ.org now features an easy-to-search membership directory and has been updated so all content is current.

- **1Q and 2Q 2015 Marketing Schedule**

Nelson called the group's attention to the preliminary 1Q and 2Q 2015 Marketing Implementation Schedule she had prepared, emphasizing that it would be expanded as the Membership Committee determines its specific objectives for the year.

Legislative Committee Report

In Shanker's absence, Lefkowitz delivered the Legislative Committee Report and confirmed that a hearing before the New Jersey Assembly Transportation and Independent Authorities Committee regarding the LANJ-proposed Assembly Bill 3401 is set for 12/8/14.

Lefkowitz noted that LeRoy Jones, chairman of the Essex County Democratic Committee and lobbyist for the Communications Workers of America Local 1039, was instrumental in ensuring the hearing's scheduling. He also advised that New Jersey Senator Diane Allen has become a supporter of LANJ's efforts in its fight for public safety and against transportation network company illegalities.

Lefkowitz emphasized that careful preparation for testimony at the 12/8/14 hearing would be imperative as would recruiting as many LANJ members as possible to attend the session.

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

The meeting was adjourned at 11:15 AM.

Submitted by:

A handwritten signature in black ink that reads "Patricia Nelson". The script is cursive and fluid, with the first letters of each word being capitalized and prominent.

Patricia Nelson
Executive Director