

**Limousine Association of New Jersey  
Board of Directors Conference Call  
Wednesday February 18, 2015 \* 10 AM – 11:00 AM  
Minutes**

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

Attendees were: President **Jeff Shanker**, First Vice President **Jason Sharenow**, Second Vice President **David Seelinger**, Secretary **Karen Gajda**, PAC Chair **Pete Corelli**, Immediate Past President **James Moseley**; Directors **Anthony Azara**, **Jeff Brodsky**, **Barbara Chirico**, **Kay Hoskins**, **Don Kensey**, **John Maziarz**, **Steve Rhoads**, **Paul Rosenberg**, **Bob Schiavo**, **Christian Stochholm** and **Chris Weiss**; executive director **Patricia Nelson**.

Absent (excused) were Treasurer **Jon Epstein**; Directors **Tim Rose**, **Eddie Somers** and **Barry Trabb**. Absent (unexcused) was Director **Michael Renehan**.

**1/21/15 Board Meeting Minutes**

**A motion to approve the 1/21/15 board meeting minutes as presented was made by Corelli, seconded by Moseley and unanimously approved.**

**2/3/15 Board Conference Call Minutes**

**A motion to approve the 2/3/15 board meeting minutes as presented was made by Moseley, seconded by Chirico and unanimously approved.**

**Financial Report**

Chirico advised the LANJ bank balance was \$38,686 with no payables outstanding.

Corelli said the LANJ PAC had a \$4,127 balance with several pledges still outstanding.

**President's Report**

- **New Legal Counsel**

Shanker announced that Seth Kurs (Massar & Kurs, P.A., East Windsor) has agreed to serve as LANJ's legal counsel on a *pro bono* basis and in exchange for supplier membership (LANJ Bronze Sponsor).

- **New DBA (Doing Business As) for LANJ**

He also said that Kurs will ensure the appropriate documents are filed to secure "Limousine Association of New Jersey" as the new official DBA for the organization.

- **New Jersey Mailing Address Set-Up**

Shanker affirmed he would secure a New Jersey mailing address for LANJ, possibly at a UPS store local to his company, and arrange for the mail to be forwarded routinely to Nelson at her Philadelphia office.

- **3/25/15 Meeting Venue, Sponsor(s) and Speakers**

Shanker advised LANJ Platinum Sponsor Wolfington Body Company would be the sponsor of the next general meeting scheduled for 3/25/15.

Sharenow said he wanted to hold the meeting at the NJHA Conference and Event Center in Princeton but the venue was booked for that date.

**A motion to change the meeting date to Tuesday 3/31/15 was made by Sharenow, seconded by Chirico and unanimously approved.**

Sharenow confirmed the NJHA Conference and Event Center as the 3/31/15 meeting venue. A choice of speaker(s) (if any) for the meeting still is to be made.

- **New Committee Start-Ups: Education and Social Media**

Shanker said he wanted the two new committees, Education and Social Media, to begin working right away.

Seelinger, chair of the Social Media Committee, indicated he already had a page for the Limousine Association of New Jersey, set up on Facebook.

Nelson said she would solicit volunteers for both committees in the 2/24/15 issue of **LANJ E-News**.

- **Legal Counsel Review of New Member Recruitment Promotion**

Shanker said he would have Kurs review and provide a legal opinion on the text drafted for an upcoming new member e-blast solicitation that gives focus to TNC illegalities.

## **Executive Director's Report**

- **Membership Status**

As of 2/17/15 LANJ has 115 members including:

- 54 paid through 12/31/15;
- 9 paid after 12/31/14 but before 12/31/15;
- 12 paid through 12/31/14 only (still to be renewed for 2015); and
- 40 paying monthly by credit card.

- **2015 Renewals**

Thus far, four renewal notices have been sent for 2015 membership.

As of 2/17/15, 40 or 76.9% of the 52 whose membership expired on 12/31/14 have been renewed for 2015.

A fifth notice will be sent on 3/13/15 to those who have not responded by that date. This notice will indicate that the “grace period” for 2015 renewals will expire on 3/31/15 and any company not renewed by that date no longer will be considered a current member (though membership can and will be reestablished if/when renewal or new membership is undertaken).

Schiavo volunteered to call the non-responsive company owners to encourage them to renew their membership for 2015.

- **Status Report: 1Q and 2Q 2015 Marketing Plan**

The 1Q and 2Q 2015 marketing plan status report was provided for the board’s review.

- **Operator “Legal Authority to Operate” Verification**

Three communications to date have been emailed to LANJ operator members requesting verification of their company’s “legal authority to operate” and USDOT number (if any).

As of 2/17/15, 37 companies or 42.0% of the current 88 LANJ operator members have complied with the request.

Moseley volunteered to call the non-responsive company owners to request their compliance.

- **LANJ.org Update and Other Sponsor Entitlements**

LANJ.org has been updated to fulfill the online promotion entitlements for 2015 LANJ Platinum, Gold and Bronze Sponsors.

The updates include banner ads for the Platinum and Gold Sponsors, recognition by category of all sponsors on the home page and in the membership directory and links from the LANJ.org home page to the sponsors’ respective websites.

Other, non-online entitlements, also are being fulfilled per the specifications of the board-approved 2015 LANJ Sponsorship Program.

## **Membership Committee Report**

- **Arrangement with DriveProfit, LLC for Email Campaigning**  
Committee co-chair Epstein said a barter arrangement had been made with the marketing services firm DriveProfit. In return for 2015 LANJ Bronze Sponsorship, DriveProfit will design and produce a series of new member recruitment email blasts.

As previously agreed, **Chauffeur Driven** will distribute the e-blasts to its list of contacts in Connecticut, Delaware, New Jersey, New York and Pennsylvania.

- **New Operator Member Recruitment; Email Blast Program**  
Epstein confirmed the new member recruitment email blast program would initially focus on the transportation network company (TNC) impact on operators' businesses and the worthwhile investment of LANJ membership to combat the associated loss(es).

Nelson has drafted an e-blast message for the first recruitment communication (in what is anticipated to be an e-blast series). Shanker reiterated he would have the e-blast copy reviewed by legal counsel before it is provided to DriveProfit for design and production.

- **New Supplier Member Recruitment**  
Committee members Brodsky and Weiss are compiling a target list for new supplier company recruitment.

## **Legislative Committee Report**

Shanker advised that, on 2/9/15, representing the chauffeured transportation industry of New Jersey, he testified in front of the New Jersey Senate Transportation Committee hearing on S-2592, a proposed bill that would regulate transportation network companies as traditional chauffeured transportation companies, and S-2742, a bill that mirrors proposed Assembly legislation to establish insurance and safety requirements for companies that use a digital network or software application to match passengers with drivers.

His testimony called for TNCs to only run commercially licensed vehicles, have commercial liability insurance and be bound by state fingerprint background checks and annual vehicle safety inspections. He also brought the Transportation Committee members' attention to the implications of TNCs' current use of independent contractors and their uncollected employment and business taxes including sales tax on service.

As no vote was taken at the hearing of moving either S-2592 or S-2742 out of committee, LANJ and its lobbying firm, the Kaufman Zita Group, next will craft a position statement on TNCs and the chauffeured transportation industry and step up their one-on-one education blitz with New Jersey lawmakers.

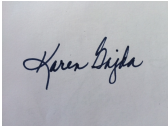
### **Old Business**

Shanker said two TNC-related meetings are scheduled at the upcoming 2015 International LCT Show (3/16-18/15) in Las Vegas. Seelinger said Advocates for Fairness in Transportation (AFT), which he co-founded, also would host a meeting during the show and encouraged LANJ board members to attend.

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

The conference call meeting was adjourned at 11:15 AM.

Submitted by:



Karen Gajda  
Secretary



Patricia Nelson  
Executive Director