

**Limousine Association of New Jersey  
Board of Directors Meeting  
NJHA Conference and Event Center, Princeton  
Tuesday March 31, 2015 \* 10 AM – 11:30 AM  
Minutes**

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

Attendees were: President **Jeff Shanker**, First Vice President **Jason Sharenow**, Second Vice President **David Seelinger**, Secretary **Karen Gajda**, Treasurer **Jon Epstein**, PAC Chair **Pete Corelli**; Directors **Jeff Brodsky**, **John Maziarz**, **Michael Renehan**, **Steve Rhoads**, **Bob Schiavo**, **Christian Stochholm**, **Barry Trabb** and **Chris Weiss**; legal counsel **Seth Kurs**; executive director **Patricia Nelson**.

Absent (excused) were Immediate Past President **James Moseley**; Directors **Anthony Azara**, **Barbara Chirico**, **Kay Hoskins**, **Don Kensey**, **Tim Rose** and **Eddie Somers**.

**2/18/15 Board Meeting Minutes**

**A motion to approve the 2/18/15 board meeting minutes as presented was made by Sharenow, seconded by Corelli and unanimously approved.**

**Financial Report**

Epstein advised the LANJ bank balance was \$34,532.

Corelli said the LANJ PAC had a \$4,617 balance.

**President's Report**

- **New Legal Counsel**

Shanker introduced LANJ's new legal counsel, Seth Kurs, principal of Massar & Kurs, P.A. in East Windsor. Kurs has agreed to serve on a *pro bono* basis. LANJ, in turn, has extended supplier membership (LANJ Bronze Sponsor) to his firm.

- **New DBA (Doing Business As), Bank Account and Mail Address**

Shanker advised the new DBA would be executed when director and former treasurer Chirico is able to be present for the transaction. Following this, a new bank account will be opened and a New Jersey mail address will be established.

- **National Limousine Association Hill Day and Association Summit**  
Shanker called the group's attention to the upcoming NLA events: 2015 Day on the Hill and Association Summit that are scheduled for June 10-11 in Washington, D.C. He said he would not be able to attend either event and asked for volunteers to represent LANJ in his place. Corelli, Epstein, Renehan and Schiavo expressed interest. Shanker confirmed that Nelson would participate on both days.

## **Executive Director's Report**

- **Membership Status**

As of 3/27/15 LANJ has 118 members including:

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

- **2015 Renewals**

Five renewal notices have been sent for 2015 membership.

As of 3/27/15, 42 or 80.8% of the 52 whose membership expired on 12/31/14 have been renewed for 2015.

A fifth notice was sent on 3/16/15 to those who had not responded by that date. This notice indicated that the "grace period" for 2015 renewals would expire on 3/31/15 and any company not renewed by that date no longer would be considered a current member (though membership can and will be reestablished if/when renewal or new membership is undertaken).

Schiavo said he called the outstanding operators to encourage them to renew their membership for 2015 and did get some positive responses (though no renewals). Nelson said she would follow up as appropriate.

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

The 1Q and 2Q 2015 marketing plan status report was provided for the board's review. Two items were given special attention:

- The operator prospect list now has been expanded to more than 1,000 New Jersey companies. Almost all records include company name, mailing address and telephone. Approximately 400 include contact name and/or email address.

Efforts will continue to secure as many outstanding contact names and email addresses as possible. Vetting of the list (testing the validity of mailing address and/or email address) still is to come for the major portion of the list.

- The current format for **LANJ E-News** is simple text. No graphics are included.

Nelson queried the board to determine whether they wanted to continue with this format or have a template with graphics professionally designed.

Discussion concluded that Nelson should secure quotes for a template design from Create-A-Card, DriveProfit and Thom Dupper, LANJ's current webmaster, as well as research the potential of using Constant Contact for this purpose and report back her findings on the April 15 board conference call.

Further discussion determined that, effective with the April 14 issue, two editions of **LANJ E-News** are to be published: 1) members only; and 2) prospects located in Connecticut, Delaware, New Jersey, New York and Pennsylvania (**Chauffeur Driven** contact list). Weiss agreed to manage the distribution of the latter edition.

- **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).

In addition, in mid-March, Moseley called each company whose verification was outstanding as of his contact date. He has indicated that, as soon as possible, he will re-call those who still remain outstanding.

As of 3/27/15, 59 companies or 67.0% of the current 88 LANJ operator members have complied with the request.

## **Membership Committee Report**

- **New Operator Member Recruitment: Email and Telemarketing Program**

Epstein confirmed two new member recruitment emails (initially focused on the transportation network company [TNC] impact on operators' businesses) were sent to the **Chauffeur Driven** contact list (above) on 3/13 and 3/23. This was followed by a telemarketing blitz for qualifying leads conducted by Chosen Payments staff on 3/25-27.

He requested volunteers to join him in completing the third phase of the recruitment plan, namely, to call the prospects who agreed to take such calls from LANJ board members. Maziarz, Schiavo, Sharenow and Stochholm volunteered.

Brodsly said he has created an email attachment that should be used to capture applicant dues. The same has been added to the "Join" page on LANJ.org and also can be embedded in future e-blasts.

- **New Supplier Member Recruitment**

Epstein called the directors' attention to the preliminary vendor prospect list compiled by Brodsly and Weiss and indicated personal contact by board members would be key to securing new memberships.

### **Social Media Committee Report**

Seelinger confirmed his committee's primary social media focus would be on Facebook and LinkedIn. He also indicated his intention to significantly update LANJ.org.

He said he planned to ask committee member Jennifer Wong (DriveProfit) to serve as co-chair of the Social Media Committee.

### **Legislative Committee Report**

Shanker shared two documents: 1) a letter to New Jersey legislators that describes LANJ's concerns about A-3765 as amended; and 2) a comparison of the current New Jersey "limo law" and A-3765.

He said the same would be emailed to all LANJ members within a few days with a plea for them to forward the documents to their own state legislators requesting their support of LANJ's position.

Shanker advised that he hopes to get A-3765 revised again and then be able to have the revision sent on to the New Jersey Senate. He also, once again, suggested the need for engaging a public relations firm to assist with blasting the LANJ position to the media, the lawmakers and the public. Seelinger emphasized that mass mailing/emailing is an absolute requirement for achieving success in this battle.

Lastly, Shanker said that a fundraising event for Assemblyman Joseph Lagana (D-38) would be held on April 29 and he hoped to have as many board members as possible there to demonstrate LANJ's support in return for the support Lagana is demonstrating for LANJ's position on TNC regulation. Epstein, Rose and Seelinger committed their attendance.

### **5/13 Auction Plan**

Shanker reminded the directors that the May 13 LANJ general meeting would include the organization's annual fundraising auction. Donations for auction items are requested from all.

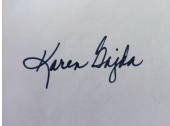
**New Business**

Discussion prompted agreement to establish a new Merchandising Committee to be chaired by Stockholm. The plan is to advertise the LANJ brand and LANJ's causes through promotional items such as pens and shirts.

**A motion to adjourn the meeting was made by Shanker, seconded by Seelinger and unanimously approved.**

The conference call meeting was adjourned at 11:55 AM.

Submitted by:

A square box containing a handwritten signature in cursive script, which appears to read "Karen Gajda".

Karen Gajda  
Secretary

A handwritten signature in cursive script, which appears to read "Patricia Nelson".

Patricia Nelson  
Executive Director