

**Limousine Association of New Jersey  
Board of Directors Conference Call  
Wednesday April 15, 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**, Secretary **Karen Gajda**, Treasurer **Jon Epstein**, PAC Chair **Pete Corelli**, Immediate Past President **James Moseley**; Directors **Anthony Azara**, **Jeff Brodsky**, **Barbara Chirico**, **Kay Hoskins**, **Don Kensey**, **John Maziarz**, **Michael Renahan**, **Steve Rhoads**, **Bob Schiavo**, **Eddie Somers**, **Christian Stochholm** and **Barry Trabb**; executive director **Patricia Nelson**.

Absent (excused) were Second Vice President **David Seelinger** and Director **Chris Weiss** and (unexcused) Director **Tim Rose**.

**3/31/15 Board Meeting Minutes**

**A motion to approve the 3/31/15 board meeting minutes as presented was made by Moseley, seconded by Corelli and unanimously approved.**

**Financial Report**

Epstein advised the LANJ bank balance was \$38,888.

Corelli said the LANJ PAC had a \$3,900 cash balance with an additional \$4,500 in outstanding pledges.

**President's Report**

- **New DBA (Doing Business As), Mail Address and Bank Account**  
Shanker advised paperwork for the new DBA has been filed. When the DBA has been confirmed, a post office box will be opened in New Jersey. The checking account has been changed for Epstein's signature.
- **Public Relations Firm**  
Shanker expressed interest in engaging a public relations firm to "get the message out" regarding LANJ's position on TNC illegalities. He said he has asked for a second quote from the recommended firm whose first quote was \$5,000/month for services.

## **Executive Director's Report**

- **Membership Status**

As of 4/14/15 LANJ has 111 members including:

- 60 paid through 12/31/15 or after;
- 8 paid after 12/31/14 but before 12/31/15; and
- 43 paying monthly by credit card.

- **2015 Renewals**

Five renewal notices have been sent for 2015 membership.

As of 4/14/15, 43 or 82.7% of the 52 whose membership expired on 12/31/14 have been renewed for 2015. Nine companies have not renewed despite the seven solicitations implemented (direct mail, phone and email).

- **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:

- Jennifer Wong of DriveProfit volunteered to design a new **LANJ E-News** template and operational set-up without any charge.

Given this offer and its almost immediate timing for execution, 4/14 **LANJ E-News** was published in its traditional plain text format with the expectation that the 4/28 issue can be published in the new design.

While being mindful of the 3/31/15 board discussion on this, it was deemed best not to change "the look" for one issue only to change it again with the next issue. For the same reason, the two editions of **LANJ E-News** – 1) members and 2) prospects – also will launch on 4/28.

- Nelson called the board's attention to the marketing plan's 5/1 scheduled direct mail campaign for new members and asked if they wanted to proceed with it or, instead, devote recruitment efforts to telemarketing and social media outreach such as the Membership and Social Media Committees have initiated.

She said the estimated cost for mailing ~1,000 promotions is \$800.

Discussion indicated consensus for the direct mail campaign to proceed as long as it would be closely followed by a telemarketing campaign. Brodsky emphasized that the two efforts must take place in tandem to achieve success. Nelson said the Membership Committee should plan the program in detail on the group's 4/16 conference call.

- **Collection of Member Cell Phone Numbers**

Nelson advised Brodsky suggested collecting LANJ members' cell phone numbers so texts can be sent for event reminders. Brodsky said his company would be able to set up a program to implement this.

**A motion to collect LANJ members' cell phone numbers so texts can be sent for event reminders was approved 16-1 (Hoskins).**

### **Membership Committee Report**

- **New Operator Member Recruitment**

Epstein said he and committee members are making follow-up calls to the operator prospects qualified by the Chosen Payments telemarketing blitz.

Nelson reported two membership applications have been received thus far from the overall effort.

- **New Supplier Member Recruitment**

Epstein said that he had not received any responses from board members regarding his 3/31 request for volunteers to contact targeted vendor member prospects. Accordingly, he reissued his request.

### **Social Media Committee Report**

In Seelinger's absence, Shanker confirmed that Jennifer Wong (DriveProfit) had agreed to serve as the Social Media Committee co-chair.

He also said that she had set up a LANJ Facebook page and another committee member Sam Emam (Chauffeurs Limousine) had set up a LANJ LinkedIn page.

### **Merchandising Committee Report**

Stochholm said he is in the early stages of formulating a plan for his committee's work.

### **Legislative Committee Report**

Shanker acknowledged A-3765 has been sent to the New Jersey Assembly Floor though additional amendment remains possible. A similar bill likely will make its way to the Senate where LANJ soon will be continuing its fight to end TNC illegalities.

He also said the sales tax on service issue now is getting notice by lawmakers.

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

Trabb advised the planning for the 5/13 LANJ fundraising auction was progressing very nicely.

**New Business**

Shanker advised current LANJ webmaster Thom Dupper has offered to present a webinar free-of-charge for LANJ members.

Shanker also said a new operator member has asked to be given time to promote his company at a future LANJ general meeting.

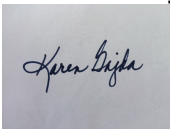
Discussion indicated agreement that a variation of this idea should be a new feature for LANJ meetings.

**A motion to feature five operator company presentations (1-2 minutes each) at LANJ general meetings was approved unanimously.**

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

The conference call meeting was adjourned at 11:20 AM.

Submitted by:



Karen Gajda  
Secretary



Patricia Nelson  
Executive Director