

**Limousine Association of New Jersey  
Board of Directors Meeting  
Wednesday May 13, 2015 \* 10 AM – 11:30 AM  
Minutes**

The meeting was called to order at 10:15 AM.

Attendees were: President **Jeff Shanker**, First Vice President **Jason Sharenow**, Secretary **Karen Gajda**, PAC Chair **Pete Corelli**, Immediate Past President **James Moseley**; Directors **Jeff Brodsky**, **Barbara Chirico**, **Kay Hoskins**, **Michael Renahan**, **Christian Stochholm** and **Barry Trabb**; executive director **Patricia Nelson**.

Absent (excused) were Second Vice President **David Seelinger**, Treasurer **Jon Epstein** and Directors **Anthony Azara**, **Don Kensey**, **Steve Rhoads**, **Bob Schiavo** and **Chris Weiss** and (unexcused) Directors **John Maziarz**, **Tim Rose** and **Eddie Somers**.

**4/15/15 Board Meeting Minutes**

**A motion to approve the 4/15/15 board meeting minutes as presented was made by Moseley, seconded by Chirico and unanimously approved.**

**Financial Report**

In Epstein's absence, Nelson advised, as of 5/1/15, the LANJ bank balance was \$29,087 with no outstanding payables.

Corelli said the LANJ PAC had a \$3,300 cash balance with an additional \$4,250 in outstanding pledges.

**5/13 Luncheon/Auction Program**

Trabb confirmed that everything was set for the afternoon's luncheon meeting including a selection of donated items for the fundraising auction which would cap the day's event.

**President's Report**

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

Shanker said the new DBA had been rejected by the State of New Jersey and he would follow up to determine the reason and then get things rectified.

- **NLA Hill Day**

Shanker confirmed that Renehan and Robert Bellagamba of Concorde Worldwide, as well as Nelson, would attend the NLA Hill Day on June 10. Nelson said she also would represent LANJ at the Association Summit on June 11.

- **LANJ Booth at Chauffeur Driven Show**

Shanker said **Chauffeur Driven** had extended an invitation for LANJ to host a booth on the exhibit floor of its Miami show on October 11-14 without charge. Nelson indicated she would not be attending the show so staffing the booth might be an issue.

Discussion resolved that LANJ should accept **Chauffeur Driven's** generous offer and it was agreed that staffing would be handled by LANJ board members and/or, as volunteered by Brodsky, Chosen Payments employees.

- **Public Relations Firm Engagement**

Shanker confirmed that, with LANJ Executive Committee approval, the public relations firm, the Marcus Group of Little Falls, N.J., had been engaged by LANJ to assist in the fight against transportation network company (TNC) illegalities in New Jersey. He said the Marcus Group now is in the process of securing one or more Op-Ed articles in New Jersey newspapers as well as exposure on one or more radio programs.

## **Executive Director's Report**

- **Membership Status**

As of 5/11/15 LANJ had 115 members including:

- 64 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**

As of 5/11/15, 43 or 84.6% of the 52 whose membership expired on 12/31/14 had been renewed for 2015.

- **Collection of Member Cell Phone Numbers**

To date, 15 members have volunteered their cell phone numbers to receive LANJ meeting reminder texts in response to two email requests for the same.

Nelson promised that she would re-extend the cell phone invitation to the 5/13/15 general meeting attendees.

- **LANJ E-News Editions for Members and Prospects**

Nelson confirmed the newly designed **LANJ E-News** was launched on 5/12/15.

She explained that, in the process of setting up the new **LANJ E-News** operation, it was determined that the same could not be used to create a **LANJ E-News** edition that would be distributed by **Chauffeur Driven** to its prospect/contact list.

She requested, and received, the board's approval to publish another monthly e-blast communication for prospects that highlights membership benefits and solicits membership application...one that easily can be set up, sent to and used by **Chauffeur Driven** for their mass distribution.

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

The 1Q and 2Q 2015 marketing plan status report was provided for the board's review. Nelson noted that all plan items had been implemented or currently were in the process of completion.

### **Membership Committee Report**

- **New Operator Member Recruitment**

Brodsly said a new operator member recruitment program is being created. It will include a direct mail letter, a follow-up e-blast and a follow-up telephone call by Chosen Payments staff to prospects sourced from LANJ's and **Chauffeur Driven's** proprietary contact lists.

- **New Supplier Member Recruitment**

Brodsly said committee members are contacting prospective vendor members by one-on-one outreach for membership recruitment. He requested board members to do the same with their own vendor contacts.

### **Social Media Committee Report**

In Seelinger's absence, committee member Brian O'Neill advised a "Meet the Members" feature is being planned for upcoming issues of **LANJ E-News** as well as a page on the new LANJ.org (design now in process). To that end, he intends to conduct interviews with operator members to supply the needed content for the features.

In response to O'Neill's request for critical questions for operators (that would prompt desired content), Sharenow recommended asking industry journalists for their suggestions. Stockholm suggested choosing some questions that zeroed in on insurance issues.

### **Merchandising Committee Report**

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

### **Legislative Committee Report**

Shanker said it is his understanding that the New Jersey governor's office would be amenable to signing a bill regulating TNCs as long as it does not include any stipulations about fees to do business and/or sales taxes to be paid.

He also said that it appears there is no interest in moving the current TNC bill until Fall though this, too, remains questionable since that will be election time immediately followed by a lame duck session.

Shanker said he now is trying to set a meeting with State Senator Nicholas Sacco who is chair of the New Jersey Senate Transportation Committee.

He reminded the board that the 5/13/15 general meeting keynote speaker would be Assemblyman Joseph Lagana who is ready to back LANJ-supported TNC legislation.

### **New Business**

Shanker called upon Jared Rochman of T-Mobile, who attended the meeting as a member-visitor, to speak about his interest in developing a mutually beneficial partnership with LANJ.

Rochman said T-Mobile would like to create a program that permitted T-Mobile sales representatives to promote and secure LANJ membership while they are in contact with potential T-Mobile clients. Discussion concluded with consensus that the idea should be taken up by the Membership Committee which, in turn, should make its recommendation to the full board.

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

The meeting was adjourned at 11: ? AM.

Submitted by:

Karen Gajda  
Secretary

Patricia Nelson  
Executive Director