

**Limousine Association of New Jersey
Board of Directors Conference Call
Wednesday July 15, 2015 * 10 AM – 11 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**; Directors **Anthony Azara**, **Jeff Brodsky**, **Barbara Chirico**, **Kay Hoskins**, **Don Kensey**, **John Maziarz**, **Steve Rhoads**, **Tim Rose**, **Bob Schiavo**, **Christian Stochholm**, **Barry Trabb** and **Chris Weiss**; executive director **Patricia Nelson**.

Absent (excused) were Second Vice President **David Seelinger**, Immediate Past President **James Moseley** and Director **Michael Renehan**.

Absent (unexcused) was Director **Eddie Somers**.

7/15/15 Board Meeting Minutes

A motion to approve the 7/15/15 board meeting minutes as presented was made by Hoskins, seconded by Chirico and unanimously approved.

Financial Report

Epstein advised the LANJ bank balance was \$33,812 with no outstanding payables.

President's Report

- **Requesting Local Police to Thwart TNC Illegalities**
Shanker encouraged the directors to act on the **LANJ E-Flash** message published on the 8/12/15 and contact their local police and traffic officers to stimulate enforcement of taxi ordinances and motor vehicle laws at transportation hubs to thwart transportation network company (TNC) illegalities.
- **New FMCSA Rule for Buses**
Shanker said he had just learned that the Federal Motor Carrier Safety Administration (FMCSA) published a final rule on 5/27/15 that makes an operator who charters a bus from another operator responsible for the safety of the passengers carried on the bus (rather than the operator whose bus has been chartered).

He advised the American Bus Association has written to the FMCSA asking that this rule be reconsidered because "significant elements of the final rule are unnecessary to promote public safety and are unduly burdensome on the affected motor carriers of passengers."

Discussion prompted agreement that LANJ should send a similar letter to the FMCSA. Epstein said he would contact National Limousine Association (NLA) president Gary Buffo to ask that the NLA do the same.

Shanker said he immediately would forward a copy of the ruling and the ABA's letter to all board members.

- **9/16/15 LANJ General Meeting Keynote Speaker**

Shanker said he hopes to confirm Patrick Bonner, Manager, International Arrivals (Newark), Port Authority of New York and New Jersey, as the keynote speaker for the 9/16/15 LANJ general meeting.

- **Apportioned Tags for Buses in New York City**

Shanker advised New York City now is requiring all out-of-state buses that travel in the city to have apportioned tags displayed on their vehicles.

Epstein said he immediately would forward information about intercity bus permits to all board members. He recently obtained the information after some of his vehicles were ticketed for not having the proper permits.

Executive Director's Report

- **Membership Status**

As of 8/17/15, LANJ had 122 members including:

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

- **Status Report: 3Q and 4Q 2015 Marketing Plan**

Nelson called the directors' attention to the updated 3Q and 4Q Marketing Plan provided in the meeting materials.

- **LANJ Membership Operator Entitlements Program**

Nelson said she compiled the many ideas that have been suggested at recent board meetings and on Membership and Social Media Committee conference calls to produce the LANJ Membership Operator Entitlements Program.

A motion to approve the LANJ Membership Operator Entitlements Program as presented was made by Stockholm, seconded by Chirico and unanimously approved.

Nelson said the components of the program would be highlighted in future operator recruitment and retention promotions.

- **Periodic E-Blast Communications to Operator Prospects**
Nelson confirmed that e-blast communications for distribution to the **Chauffeur Driven** contacts in Connecticut, Delaware, New Jersey, New York and Pennsylvania have been created with design assistance from Social Media Committee co-chair Jennifer Wong.

Four communications are scheduled for distribution September through December 2015. Continuation of the series is planned for 1Q and 2Q 2016.

- **General Meeting Operator Member Spotlight Program**
Nelson presented her recommended entitlements and launch timeline for the board-approved General Meeting Operator Spotlight Program.

Discussion brought agreement that the number of operators given the spotlight opportunity at each general meeting should be determined by the meeting agenda and limited to a maximum of five.

The program will be launched at the 9/16/15 general meeting.

Membership Committee Report

- **Operator Prospect List Research**
Epstein advised that some committee and board members are researching the LANJ operator prospect list to secure the missing data, e.g. contact name, email address, for incomplete records. When this work is finished, the recruitment program – including direct mail, e-blast follow-up and telemarketing – will be implemented.
- **Safety Training Operators Program (STOP) Introduction to Members**
Epstein confirmed that Michael Marroccoli would make a presentation about STOP at the LANJ general meeting on 9/16/15.
- **Status: T-Mobile Incentive Plan**
Epstein said he has not received a response from T-Mobile about their proposed potential LANJ/T-Mobile membership incentive plan. Brodsky said he had the same experience when he attempted contact with T-Mobile as requested.

Legislative Committee Report

Shanker described a recent meeting with New Jersey Senator Brian Stack (D-33), saying the outcome was supportive of LANJ's goals regarding transportation network company (TNC) operations in the state. He said that he intends to schedule another meeting with Senator Stack as soon as possible.

NLA/Deem Partnership

Shanker noted that the National Limousine Association (NLA) and Deem, which describes itself as “the leading Commerce-as-a-Service company,” recently announced their partnership to provide an on-demand app for chauffeured transportation companies.

Shanker ventured that LANJ may want to invite representatives from Deem and competitive providers GroundSpan and i-Car to speak at an upcoming general meeting.

Old Business

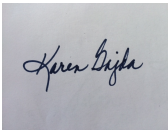
- **Chauffeur Driven Show Charity Auction**

Chirico requested board members to donate a gift card for the LANJ “Money Tree” which she is assembling for the 2015 Chauffeur Driven Show Charity Auction. She reminded the group that **Chauffeur Driven** would award a four-day show pass to the donor who provides the gift card of greatest value.

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

The meeting was adjourned at 10:55 AM.

Submitted by:



Karen Gajda
Secretary



Patricia Nelson
Executive Director