

**Limousine Association of New Jersey
Board of Directors Conference Call
Wednesday July 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**, Second Vice President **David Seelinger**, 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**, **David Seelinger**, **Eddie Somers**, **Christian Stochholm**, **Barry Trabb** and **Chris Weiss**; executive director **Patricia Nelson**.

Absent (unexcused) was Director **Tim Rose**.

6/17/15 Board Meeting Minutes

A motion to approve the 6/17/15 board meeting minutes as presented was made by Chirico, seconded by Azara and unanimously approved.

Financial Report

Epstein advised the LANJ bank balance was \$35,111 with no outstanding payables.

Corelli said the LANJ PAC balance was \$6,521.

President's Report

- **New DBA (Doing Business As)**
Shanker said the State of New Jersey now has received the paperwork for the new DBA and he is awaiting reply.
- **Staffing: LANJ Booth at 2015 Chauffeur Driven Show**
Shanker indicated he would poll the board in early September regarding directors' attendance at the 2015 Chauffeur Driven Show to determine who would be present and able to help staff the LANJ booth.

Executive Director's Report

- **Membership Status**
As of 7/13/15 LANJ had 123 members including:
 - 68 paid through 12/31/15 or after;
 - 8 paid after 12/31/14 but before 12/31/15; and
 - 47 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. She said a draft Operator Membership Entitlement Program would be presented for the board's review on the 8/19/15 call.

She explained that the intention is to document, enhance and package the many ideas that have been suggested at recent board meetings and on Membership and Social Media conference calls, thereby providing substantive program components for operator member retention and recruitment going forward.

Similar implementation was taken in late 2014 when the LANJ Sponsorship Program was designed, recommended and board approved.

Membership Committee Report

- **New Operator Member Recruitment**

Epstein advised committee members currently are reviewing the 1,000+ name operator prospect list in order to cull outdated information and/or supply their own known updates. Following this step, the list will be divided into sections for (some) board members' staffs to research and supply as much missing contact information as possible. When this is complete, the direct mail recruitment promotion will be dispatched as will follow-up e-blasting and telemarketing.

- **New Supplier Member Recruitment**

Calling the directors' attention to the supplier prospect list, Epstein once again requested help to recruit new supplier members from board members' own supplier ranks.

STOP Program (Safety Training Operators Program)

Shanker said, per the feedback provided for the board's review, the board members who had tested the STOP Program found it to be worthwhile and recommended for LANJ members' use in their companies.

A motion to advocate the STOP Program to LANJ members was made by Kensey, seconded by Gajda and unanimously approved.

The directors agreed that Capacity Coverage's Michael Marroccoli, who introduced STOP to LANJ, should make a presentation about the chauffeur training program at the 9/16/15 LANJ general meeting.

Social Media Committee Report

Seelinger complimented Drive Profit on the redesign of www.LANJ.org.

He also said that he is “boosting” certain posts on the LANJ Facebook page and advised that his doing so for a recent Russell Brand TNC-related video post resulted in reaching 35,000 people. He asked board members to re-post the video (as well as other posts going forward) to secure maximum exposure for the LANJ Facebook page.

Legislative Committee Report

Shaker confirmed that LANJ’s Op-Ed piece on TNCs now has been published in more than a half-dozen New Jersey newspapers and online and television coverage also has been secured.

However, he indicated legislative activity remains “on hold” with nothing regarding TNC regulation likely to occur until after the Fall elections.

Old Business

- **Chauffeur Driven Executive Retreat**

Weiss reported that the 2015 Chauffeur Driven Executive Retreat, held on June 22-24 in Nashville, attracted over 200 attendees. He indicated the 2016 event is being planned for New Orleans.

- **U.S. Department of Labor Inspections**

Corelli advised that he believes the U.S. Department of Transportation is increasing its scrutiny on bus weight inspections and warned that, even though a vehicle may have passed inspection in the past, it may not pass again now due to this ramped-up attention.

New Business

- **Industry Networking Dispatch Company**

Shanker announced LANJ has been contacted by 1) Deem and 2) Ground Widget regarding their (respective) on-demand app product.

Discussion prompted agreement to establish an Industry Networking Dispatch Company committee to evaluate these and other such products to determine what LANJ should do, if anything, regarding advocating such branded technology to members.

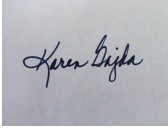
- **Chauffeur Appreciation Day**

Shanker asked if the board would like to host a Chauffeur Appreciation Day at the Philadelphia International Airport in September. Rhoads said the Philadelphia Regional Limousine Association also would like to participate.

A motion to adjourn the meeting was made by Gajda, seconded by Sharenow and unanimously approved.

The meeting was adjourned at 11:20 AM.

Submitted by:

A square image 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