

**Limousine Association of New Jersey
Board of Directors Meeting
Wednesday September 16, 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**, Treasurer **Jon Epstein**, Immediate Past President **James Moseley**; Directors **Anthony Azara, Don Kensey, John Maziarz, Michael Renehan, Tim Rose, Christian Stockholm, Barry Trabb** and **Chris Weiss**; executive director **Patricia Nelson**.

Absent (excused) were Second Vice President **David Seelinger**, PAC Chair **Pete Corelli** and Directors **Jeff Brodsky, Barbara Chirico, Karen Gajda, Steve Rhoads, Bob Schiavo** and **Eddie Somers**.

Absent (unexcused) was Director **Kay Hoskins**.

8/19/15 Board Meeting Minutes

A motion to approve the 8/19/15 board meeting minutes as presented was made by Stockholm, seconded by Azara and unanimously approved.

Financial Report

Epstein advised the LANJ bank balance was \$42,837 and indicated, when the two outstanding invoices are paid, it would be \$37,317.

President's Report

- **Potential Meeting with EWR Manager Patrick Bonner**
Shanker said he had asked Patrick Bonner, Manager, International Arrivals, Newark Liberty International Airport, to be the keynote speaker for the September 16 general meeting but he declined saying he had a conflict with the date.

Shanker hopes to set a meeting with Bonner about current airport issues in the near future.
- **Papal Visit to New York City and Philadelphia**
Shanker advised about reports he had received concerning street closures and traffic restrictions anticipated during the Papal visit to New York City and Philadelphia September 24 through 27.

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

Shanker distributed copies of a “Notice to All New Jersey-Based Bus Companies Operating Charter Trips into Other jurisdictions” as a follow-up clarification to the August 19 board discussion regarding “Apportioned Tags.”

- **New FMCSA Rule for Buses**

Shanker referenced the letter (copy included in the board materials) he wrote to the FMCSA asking for reconsideration of its 5/27/15 ruling 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 said he had received a reply that indicated the FMCSA is taking the request under consideration.

- **LANJ Technology Symposium**

Shanker confirmed that LANJ would host a technology symposium on September 30 at the Empire CLS offices for the directors and other interested LANJ members (as space permits) to hear presentations by Dashride, Deem, Ground Span, Ground Widget and Trip Tracker.

- **2015 Chauffer Driven Show**

Shanker asked for volunteers to staff the LANJ booth on the exhibit floor of the 2015 Chauffeur Driven Show on October 12-13.

He also requested contribution to the LANJ “money tree” that Barbara Chirico is assembling for the show’s charity auction.

Executive Director’s Report

- **Membership Status**

As of 9/14/15, LANJ had 122 members including:

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

- **Operator Spotlight Program**

Nelson advised that only one operator responded to the Operator Spotlight Program invitations saying he would like to showcase his company at the November 9 LANJ general meeting in Atlantic City.

Discussion brought agreement that, despite this initial weak response, the program should continue to be promoted. In addition, there was agreement that new vendor members (since June 2015) would have a similar opportunity.

- **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 asked if the board would like to extend discounted membership to operators (\$150 off first year dues with the \$150 paid at \$50/each by Chauffeur Driven, Chosen Payments and Complete Fleet Livery Sales) for the upcoming direct mail/email/telemarketing campaign and the recruitment effort at the 2015 Chauffeur Driven Show and 2015 LCT-NLA Show East (similar to the savings opportunity offered in Fall 2014). Discussion elicited immediate agreement to renewing this plan.

Membership Committee Report

- **Update: Direct Mail, Email and Telemarketing Promotion for Prospective New Operator Members**

Epstein said this recruitment effort to secure new operator members would be implemented shortly with ~ 250 prospects for which LANJ has secured contact information.

- **Establishing Comprehensive Vendor Member Discount/Special Offer Program**

Epstein indicated the committee recommends requesting each vendor member to extend a discount or special offer to operator members to embellish the benefits of LANJ operator membership (and boost their own outreach to prospective customers).

A motion to approve the Membership Committee's initiative of requesting each vendor member to extend a discount or special offer to operator members and thereby embellish LANJ operator membership benefits was made by Moseley, seconded by Maziarz and unanimously approved.

Social Media Committee Report

- **Update: LANJ Facebook and LinkedIn Pages**

In Seelinger's absence, Shanker said boosts to several recent posts on the LANJ Facebook page had elicited 100,000-180,000 views.

- **Update: LANJ.org**

Shanker advised that committee co-chair Jennifer Wong soon would set up Google Analytics for LANJ.org and also ensure that the website is optimized.

- **Update: Member Interview/Spotlight Program**

Shanker said, though delayed, the committee still intended to conduct member interviews for spotlighting in **LANJ E-News** and on LANJ.org.

Marketing Committee Report

Stochholm showcased several shirts that he had embroidered with the LANJ logo and asked the directors what price point they believed viable for member purchase. Discussion prompted agreement on a mid-price shirt, e.g. \$30.

Stochholm indicated the purpose of LANJ-logo apparel is to promote the LANJ name to the industry and to consumers.

Legislative Committee Report

Shanker asked that LANJ support three upcoming political fundraisers, namely for Senator Brian Stack (D-33) on September 23, Assemblyman Joseph Lagana (D-38) on September 24 and Assemblywoman Angelica Jimenez (D-32) on September 29.

A motion to make a \$3,900 total contribution from the LANJ PAC to New Jersey Senator Brian Stack. Assemblyman Joseph Lagana and Assemblywoman Angelica Jimenez for their September 2015 fundraising events was made by Moseley, seconded by Stochholm and unanimously approved.

Old Business

Shanker asked if the board would support the idea of permitting potential new vendor members to attend one LANJ general meeting so they might acquaint themselves with the organization prior to membership commitment.

A motion to permit potential new vendor members to attend one LANJ general meeting prior to membership commitment was made by Kensey, seconded by Stochholm and unanimously approved.

New Business

Rose brought two items of concern to the board's attention: 1) a new case law that decrees employees who take a chauffeured transportation company's car home with them at the end of the work day are to be compensated from the moment they enter the car at the start of the new work day to the moment they shut off the engine at the end of that day; and 2) new union attempts to recruit chauffeurs as members taking place at Newark Liberty International Airport.

A motion to adjourn the meeting was made by Moseley, seconded by Azara and unanimously approved.

The meeting was adjourned at 11:30 AM.

Submitted by:



Jeff Shanker
President



Patricia Nelson
Executive Director