

**Limousine Association of New Jersey  
Board of Directors Conference Call  
Wednesday October 21, 2015 \* 10 AM – 11:00 AM  
Minutes**

The conference call 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**, PAC Chair **Pete Corelli**, Immediate Past President **James Moseley**; Directors **Anthony Azara**, **Barbara Chirico**, **Don Kensey**, **Michael Renahan**, **Steve Rhoads**, **Bob Schiavo**, **Christian Stochholm**, **Barry Trabb** and **Chris Weiss**; executive director **Patricia Nelson**.

Absent (excused) were Treasurer **Jon Epstein** and Directors **Kay Hoskins** and **Eddie Somers**.

Absent (unexcused) were Directors **Jeff Brodsky**, **John Maziarz** and **Tim Rose**.

**9/16/15 Board Meeting Minutes**

**A motion to approve the 9/16/15 board meeting minutes as presented was made by Moseley, seconded by Corelli and unanimously approved.**

**Financial Report**

In Epstein's absence, Shanker advised the LANJ bank balance as of 10/15/15 was \$32,982 with no outstanding payables.

Corelli said the PAC bank balance was approximately \$2,400.

**President's Report**

- **General Liability Insurance Policy**  
Shanker said a general liability insurance policy intended to cover the association at major industry shows as well as at the LANJ general meetings had been purchased through Capacity Coverage.
- **LANJ Exhibit Booth at 2015 Chauffeur Drive Show**  
Shanker indicated no new members were recruited from the LANJ exhibit booth at the 2015 Chauffeur Driven Show.
- **11/9/15 LANJ General Meeting Program**  
Shanker said first vice president Jason Sharenow planned to have an insurance panel of experts as the feature presentation for the 11/9/15 LANJ general meeting in Atlantic City.

- **Vendor Member Appreciation Day**  
Shanker reported the LANJ Membership Committee had recommended designating the 1/20/16 LANJ general meeting as “Vendor Member Appreciation Day” and asked if the directors on the call agreed with their idea. Discussion indicated full agreement to the proposed meeting theme.

### **Executive Director’s Report**

- **Membership Status**  
As of 10/14/15, LANJ had 129 members including:
  - 76 paid through 12/31/15 or after;
  - 4 paid after 12/31/14 but before 12/31/15; and
  - 49 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.

Referencing the included “LANJ Sponsor Entitlements” document, Nelson asked if the board wanted to make any changes to the sponsor entitlement program for the coming year. Discussion brought agreement for one change: Platinum Sponsors should get five (rather than ten) minutes of platform time at their sponsored meeting.

### **Membership Committee Report**

- **Update: Direct Mail, Email and Telemarketing Promotion for Prospective New Operator Members**  
Shanker advised that while still in the process of making calls, the Chosen Payments’ telemarketing team reported 13 new operator membership commitments to date (though some of these were still to be finalized).
- **Update: Vendor Member Discount/Special Offer Program**  
Shanker said the implementation for this board-approved program would commence in approximately two weeks.
- **Update: Operator and Vendor Member Recruitment at 2015 Chauffeur Driven Show and 2015 LCT-NLA Show East**  
Shanker confirmed that the \$150 discount program (made possible by \$50/each donations from Chauffeur Driven, Chosen Payments and Complete Fleet Livery Sales) for new memberships had been promoted at the 2015 Chauffeur Driven Show and would be promoted at the 2015 LCT-NLA Show East...in addition the direct mail, email and telemarketing program (above).

- **Update: Operator and New Vendor Member Spotighting at LANJ General Meeting**

Shanker said he and Nelson anticipated launching the spotlight program at the 11/9/15 general meeting.

### **Social Media Committee Report**

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

Shanker said photos of the 9/16/15 LANJ general meeting had been posted on the LANJ Facebook page.

Seelinger advised he uses “boosts” to increase traffic and prompt dialogue on the LANJ Facebook page.

### **Marketing Committee Report**

Stochholm said he did not have any updates to report for the LANJ Marketing Committee.

### **Legislative Committee Report**

Shanker said he was trying to determine the best way to respond to recent reports regarding Evesham Township’s engagement of Uber for its drunk driver program.

Seelinger questioned whether LANJ should seek support for a taxi/limousine commission in New Jersey.

Shanker noted that very little activity would happen legislatively prior to or immediately following Election Day on 11/3.

### **Old Business**

Seelinger asked Shanker what action steps were being implemented as a result of the LANJ Technology Symposium held on 10/30/15. Debate regarding LANJ endorsement of one company (that presented at the symposium) over the others ensued. Continued discussion prompted consensus that LANJ should follow the National Limousine Association decision on this and proclaim Deem as LANJ’s recommended technology provider.

**A motion to announce Deem as an LANJ recommended technology provider was made by Chirico, seconded by Gajda and approved by majority vote** (Azara, Chirico, Gajda, Moseley, Schiavo, Seelinger, Shanker, Sharenow, Stochholm voted yes; Corelli, Trabb and Weiss abstained).

### **New Business**

Corelli said LANJ should consider helping to launch a New Jersey ground transportation association because such an entity could be very helpful for lobbying efforts. Discussion prompted agreement that this idea warrants further discussion and research.

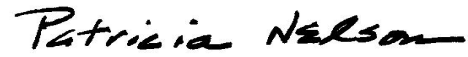
**A motion to adjourn the meeting was made by Corelli, seconded by Chirico and unanimously approved.**

The meeting was adjourned at 11:29 AM.

Submitted by:

A square image containing a handwritten signature in black ink. The signature appears to read "Karen Gajda".

Karen Gajda  
Secretary

A handwritten signature in black ink that reads "Patricia Nelson".

Patricia Nelson  
Executive Director