

**Limousine Association of New Jersey  
Board of Directors Conference Call  
Wednesday December 16, 2015 \* 10 AM – 11 AM  
Minutes**

The conference call 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**, Immediate Past President **James Moseley**; Directors **Anthony Azara**, **Jeff Brodsky**, **Barbara Chirico**, **Kay Hoskins**, **Don Kensey**, **John Maziarz**, **Michael Renehan**, **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** and Director **Eddie Somers**.

**10/21/15 Board Meeting Minutes**

Shanker said the “Old Business” section of the board minutes that indicated “A motion to announce Deem as LANJ’s recommended technology provider...” should be changed to read: “A motion to announce Deem as an LANJ recommended technology provider...”

**A motion to approve the presented 10/21/15 board meeting minutes with the amendment “A motion to announce Deem as an LANJ recommended technology provider...” was made by Kensey, seconded by Corelli and unanimously approved.**

**Financial Report**

Epstein advised the LANJ bank balance was \$51,595 with no outstanding payables.

Corelli said the PAC bank balance was \$3,550.

**President’s Report**

- **LANJ General Meetings**

Shanker noted the November 9, 2015 general meeting held in Atlantic City featured an exceptionally worthwhile education program and attracted more than 100 attendees.

He also said the Membership Committee recently discussed the potential of hosting “LANJ Vendor Appreciation Day” at the January 2016 general meeting and determined there was not sufficient time to organize the event properly. The committee recommends hosting the special vendor program at the September 2016 general meeting instead.

In addition, he said the Membership Committee questioned if LANJ should hold one of its 2016 general meetings in the evening. Discussion determined this question should be added to the member survey that is to be disbursed in January. Responses then can be evaluated by the board at the January 20, 2016 board meeting.

Shanker asked if the board would like to consider hosting a holiday party for the entire membership in December 2016 and suggested this be discussed further at the January 20 board meeting.

- **2016 LANJ Board and Election of Officers**

Shanker asked if any current board member wanted to step down from his/her post for the coming year. No one responded to this query.

He noted that Seelinger had indicated that, while he wanted to remain on the board, he wished to relinquish his position as Second Vice President. Candidates for the position are requested to advise their interest to Shanker prior to the January 20 board meeting.

The nomination and election of 2016 LANJ officers will take place at the January 20 board meeting and general meeting, respectively.

### **Executive Director's Report**

- **Membership Status**

As of 12/15/15, LANJ had 141 members including:

- 84 paid through 12/31/15 or after;
- 1 paid after 12/31/14 but before 12/31/15; and
- 56 paying monthly by credit card.

Nelson noted that membership has increased 56.7% in the past 18 months (since July 2014) when there were 90 members in the organization.

- **2016 Renewals**

As of 12/15/15, 25 companies or 48.1% of the 52 2015-members to be renewed for 2016 (companies that pay their dues on an annual basis) have been renewed for the coming year.

- **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. All items have been completed as planned.

- **Proposed 2016 LANJ Meeting/Conference Call Calendar**

Nelson proposed a meeting/call calendar for 2016. Discussion finalized the meeting and call dates for the upcoming year.

### **Membership Committee Report**

- **Update: Direct Mail, Email and Telemarketing Promotion for Prospective New Operator Members**  
Epstein said this promotion had proven very successful with 16 companies taking membership as a result of the effort.
- **Update: Vendor Member Discount/Special Offer Program**  
Epstein advised 13 vendor member companies have made commitments to this discount/special offer program to date.
- **Update: Operator and New Vendor Member Spotighting at LANJ General Meeting**  
Epstein said the spotighting segment launched at the November 9 general meeting went very well. He and Nelson hope to have a second spotighting at the January 20 general meeting.
- **2016 Member Survey**  
Epstein indicated the committee had approved a survey document crafted by Nelson for disbursement to members in early January to gather members' perception of the organization, its benefits and programs.

He called the directors' attention to the copy of the survey that was included in the board meeting materials.

### **Social Media Committee Report**

- **Update: LANJ Facebook and LinkedIn Pages**  
In Seelinger's absence, Nelson reported periodic updates are being made to the LANJ Facebook and LinkedIn pages.
- **Update: Member Interview/Spotlight Program**  
Nelson advised this program has yet to be launched as planned.
- **New Projects for 2016**  
Nelson said the committee members are to brainstorm in its upcoming meetings to determine new projects for 2016.

### **Legislative Committee Report**

Shanker said the TNC bill would not move during the New Jersey Assembly's lame duck session but, rather, likely would be introduced in the new 2016 session.

He mentioned that unlicensed taxi drivers in West Windsor now are being fined and he hopes to see similar action taken in other municipalities.

Schiavo noted that Voorhees Township has taken on the same program that Evesham Township launched several months ago. Both municipalities now pay for Uber rides to drive intoxicated patrons home from area bars and restaurants.

### **Old Business**

Corelli reiterated his comments of the October 21 conference call meeting by saying LANJ should consider helping to launch a New Jersey passenger ground transportation association because such an entity could be very helpful for lobbying efforts.

Shanker said he would investigate the potential of LANJ joining the Greater New Jersey Motorcoach Association.

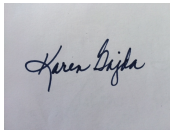
### **New Business**

Shanker said he wanted to have an LANJ Education Committee formed in January 2016. Directors' quick consensus indicated Sharenow would be the best choice for committee chair.

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

The meeting was adjourned at 11:20 AM.

Submitted by:



Karen Gajda  
Secretary



Patricia Nelson  
Executive Director