

**Limousine Association of New Jersey
Board of Directors Meeting
Wednesday March 16, 2016 * 10 AM – 11:30 AM
Minutes**

The meeting was called to order at 10:10 AM.

Attendees were: President **Jason Sharenow**, First Vice President and Treasurer **Jon Epstein**, Second Vice President **Jeff Brodsly** (telephonically), Secretary **Karen Gajda**; Directors **Anthony Azara**, **Barbara Chirico**, **Howard Gogel**, **Scott Greenwald**, **John Maziarz**, **Brian O'Neill**, **Michael Renehan**, **Christian Stochholm**, **Barry Trabb** and **Chris Weiss**; executive director **Patricia Nelson**.

Absent (excused) were PAC Chair **Pete Corelli**; Directors **Kay Hoskins**, **Steve Rhoads**, **Tim Rose**, **Bob Schiavo**, **David Seelinger** and **Eddie Somers**.

Also attending as guests were: **Adam Kaufman**, Kaufman Zita Group; **Dwight Kines**, Taxi, Limousine & Paratransit Association; **Jim Luff**, Chosen Payments; **Rob Smentek**, *Chauffeur Driven*; and Jeff Starr, **A-1 Limousine**.

2/17/16 Board Meeting Minutes

A motion to approve the 2/17/16 board meeting minutes as presented was made by Epstein, seconded by Gajda and unanimously approved.

Financial Report

Epstein advised the LANJ bank balance was \$64,019 with two outstanding payables.

In Corelli's absence, Sharenow reported the PAC bank balance was \$1,500.

President's Report

- **First Vice President Position**

Sharenow said Epstein had agreed to assume the position of LANJ first vice president in addition to retaining the position of treasurer. Doing so would fill the vacancy left by Sharenow when he assumed the office of LANJ president on 3/3/16.

A motion to install Jon Epstein as first vice president of the Limousine Association of New Jersey was made by Gajda, seconded by O'Neill and unanimously approved.

- **New Directorships**

Sharenow also said that two longtime LANJ members, namely Howard Gogel (My Limo, East Hanover) and Scott Greenwald (AAA Worldwide Transportation, Clinton) had agreed to assume directorships of the Limousine Association of New Jersey.

A motion to install Howard Gogel as a director of the Limousine Association of New Jersey was made by Epstein, seconded by Chirico and unanimously approved.

A motion to install Scott Greenwald as a director of the Limousine Association of New Jersey was made by Stochholm, seconded by Chirico and unanimously approved.

- **LANJ Team for 2016 NLA Hill Day**

Sharenow advised the National Limousine Association Day on the Hill in Washington D.C. would be held on Wednesday April 27 and called for volunteers to accompany Nelson for the Congressional visits. Renehan volunteered to participate while several other directors indicated they would try to make it.

- **Honors at 5/18/16 LANJ Meeting**

Sharenow said he'd like to have LANJ honor Jeff Shanker for his service as LANJ president and chair of the LANJ Legislative Committee at the LANJ general meeting on 5/18/16 (in addition to honoring recently retired director James Moseley as agreed upon on the 2/17/16 board call) and the board members unanimously concurred.

- **Newark, Elizabeth and EWR Regulations and Enforcement**

Sharenow advised that he, along with Epstein, Gajda, Stochholm and Shanker, recently attended a meeting with representatives of the Port Authority of New York and New Jersey and deemed it a positive dialogue.

He noted that, while the City of Newark is enforcing existing regulations and, accordingly, not permitting vehicles with private tags to collect passengers at Newark Penn Station, the same is not being done by the Port Authority at Newark Liberty International Airport.

In addition, he warned the City of Elizabeth is being very stringent about its parking regulations so chauffeurs should be cautioned to not park illegally at any time.

Lastly, Sharenow said the terminals at Newark Liberty International Airport often are being closed at midnight and, when this occurs, chauffeurs may not wait for their passengers inside the building. He said that the Station Road lot currently is the only approved parking area for waiting chauffeurs. To combat these difficulties, he recommended that operators proactively communicate with their clients so the clients will be acquainted with the circumstances and know exactly where to meet their chauffeurs.

Executive Director's Report

- **Membership Status**

As of 3/14/16, LANJ has 142 members including:

- 53 paid through 12/31/16 (renewed for 2016) or after;
- 14 paid through 12/31/15 only (still to be renewed for 2016);
- 19 paid post-1/1/16 but pre-12/31/16; and
- 56 paying monthly by credit card.

- **2015 Renewals**

As of 3/14/16, 71.2% of the 52 2015 members up for 2016 renewal (companies that pay on an annual [calendar] basis) have been renewed for 2016.

A fifth renewal notice was sent on 3/10/16 to those yet to renew for 2016. The notice indicated that the "grace period" for 2016 renewal would expire on 3/31/16 and any company not renewed at that time no longer will be considered a current LANJ member.

Renewals also are being sent to those companies whose one-year memberships come due during the calendar year, e.g. February 1.

Sharenow noted that any lapsed membership would affect the company's tenure record, i.e. the company's year(s) of membership would go back to zero if/when they do renew/rejoin.

Membership Committee Report

- **5/18/16 LANJ General Meeting**

Epstein advised the next LANJ general meeting would be held on Wednesday evening, May 18, at The Wilshire Grand Hotel in West Orange.

The event will feature cocktails (cash bar), complimentary dinner and the annual fundraising auction.

It was agreed that a sub-committee be formed to promote and prepare for the event. Brodsky and Weiss committed their participation for this, in addition to Bruce Cirlin, Trabb and Nelson.

Chirico said she would assemble a “gift card tree” with donations from the board members. Nelson agreed to send reminder communications about this to the directors.

- **9/28/16 LANJ General Meeting**

Epstein said the 9/28/16 general meeting would be “LANJ Vendor Appreciation Day” featuring 1) tabletop “booths” for the vendors to display their products/services and meet operator attendees and 2) a vendor panel education session.

The choice of industry representation and specific company representation for the panel is based on audience interest (indicated at recent industry shows) and seniority of LANJ vendor/sponsorship level. The presenters will be: platinum sponsor Chosen Payments (credit card processing), gold sponsor P.A. Post Agency (insurance) and platinum sponsor iCARS (software/technology). A fourth presenter, the meeting sponsor (TBD), also will be added to the panel if the sponsor so chooses.

- **Establishing “Affiliate Member” as New Membership Category**

Epstein reported the committee recommends a new membership category “Affiliate Member” should be established by LANJ. “Affiliate members” would be operator companies not located in the greater New Jersey area that want to market themselves to LANJ members for farm-in/farm-out work.

The board discussion prompted agreement with the committee’s recommendation and indicated promotion for the new category should be combined with promotion for the 5/18/16 general meeting event.

- **2016 LANJ Member and Operator Non-Member Surveys**

Epstein asked board members to review the results of the two surveys recently conducted by LANJ, especially the comments that were included in many replies.

He said that approximately 20 survey respondents requested a phone call from a LANJ board member in order to discuss their issues and concerns. Azara, Gajda, Gogel, O’Neill and Stochholm volunteered to make these calls (in addition to Epstein). Nelson promised to facilitate the call assignments.

Education Committee Report

- **3/16/16 LANJ General Meeting Program**

Sharenow said the program for the 3/16/16 general meeting, which includes two guest presentations (“New Jersey Idling Regulations and the Limousine Industry” and “How to Properly Onboard a New Chauffeur”), is indicative of the curriculum being planned by the committee for LANJ events.

Social Media Committee Report

- **LANJ Logo Display by Members**

O'Neill advised the committee recently discussed how to attract members to display the LANJ logo on their own websites with a link to LANJ.org and determined that a LANJ logo widget (embedded with a link to LANJ.org) should be created and promoted to all LANJ members. Members also would have a choice of posting the logo in .jpg format (and without the link) if preferred.

- **LANJ Sticker for Motor Vehicles**

O'Neill said the committee also suggests creating a LANJ-logo sticker that members could display on their vehicles.

Discussion indicated the directors' interest in the suggested program, especially if displays could be implemented to produce a positive reaction from policing authorities at airports and other locales.

O'Neill was asked to provide the cost and a recommended implementation methodology for the sticker program on the board's 4/20/17 conference call.

- **Facebook Post Boosting**

O'Neill requested budget approval for committee members to "boost" important posts on the LANJ Facebook page and the board agreed to an initial \$200 spend to test "boost" results.

- **LANJ.org Resdesign**

Nelson confirmed DriveProfit currently is redesigning LANJ.org to be more user-friendly and in synch with the LANJ social media outlets.

Sharenow noted DriveProfit has offered to provide LANJ an additional website that would be similar to Ride Safe MA (ridesafema.org) which the company produced for the New England Livery Association.

Legislative Committee Report

- **Participation in Legislative Meetings**

Sharenow said he would be reaching out to board members to participate in LANJ legislative meetings held in Trenton and/or other locations.

- **Lobbying Report**

LANJ Lobbyist Adam Kaufman, principal of Kaufman Zita Group, spoke briefly to the board indicating the bulk of any work in the current New Jersey Assembly legislative session (2016-2017) will take place this year, perhaps in May or June. Movement on the TNC bill has been negligible to date.

Old Business

- **LANJ Brand Merchandise**

Stochholm said he'd like LANJ to offer branded merchandise, e.g. golf shirts, to LANJ members. Sharenow requested Stockholm to provide a merchandise catalog and pricing for the board to consider on its 4/20/16 conference call.

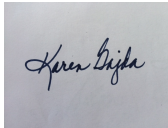
- **The Marcus Group**

Sharenow reminded the directors that the public relations firm, The Marcus Group, had provided numerous work products, e.g. op-eds, for LANJ in 2015 and asked if the group wanted to continue having similar professional support in 2016.

A motion to approve a \$7,500 expenditure for 2016 public relations work by The Marcus Group was made by Gajda, seconded by Chirico and unanimously approved.

The meeting was adjourned at 11:50 AM.

Submitted by:



Karen Gajda
Secretary



Patricia Nelson
Executive Director