

**Limousine Association of New Jersey  
Board of Directors Meeting  
Cedar Hill Country Club, Livingston, New Jersey  
Wednesday September 28, 2016 \* 9:45 AM – 11:00 AM  
Minutes**

The meeting was called to order at 10:15 AM.

Attendees were: President **Jason Sharenow**, First Vice President and Treasurer **Jon Epstein**, Second Vice President **Jeff Brodsky**; Directors **Barbara Chirico**, **Pete Corelli**, **Howard Gogel**, **John Maziarz**, **Brian O'Neill**, **Michael Renehan** and **Barry Trabb**; executive director **Patricia Nelson**.

Absent (excused) were Directors **Anthony Azara**, **Karen Gajda**, **Scott Greenwald**, **Kay Hoskins**, **Steve Rhoads**, **Tim Rose**, **Bob Schiavo**, **David Seelinger**, **Eddie Somers**, **Christian Stochholm** and **Chris Weiss**.

It was noted that the attendees did not comprise a quorum (which must include a majority of the 20 voting positions or 11 directors).

**7/27/16 Board Meeting Minutes**

Because a quorum was not present, calling for a motion to approve the 7/27/16 board conference call minutes was deferred until the next board meeting/call when a quorum of directors is present.

**Financial Report**

Epstein advised the LANJ bank balance was \$78,146 with no outstanding payables.

Corelli reported the PAC bank balance was approximately \$1,500.

Discussion brought resolve to solicit PAC donations from members at the January 18, 2017 LANJ meeting.

**President's Report**

Sharenow extended condolences to director Barbara Chirico on the recent passing of her husband John.

Sharenow announced that vendor member Pat Charla and her staff at DriveProfit have redesigned LANJ.org without any cost to the association.

He also said that Charla had submitted a proposal (copy included in the meeting materials) that offers to maintain LANJ.org and implement LANJ's social media program in exchange for LANJ Platinum Sponsorship (\$2,500 value/year).

Those present expressed positive reactions to this offer and it was resolved that a motion for the board to approve the proposal would be solicited by email as soon as possible following the September 28 meeting.

**A motion to approve the DriveProfit proposal as submitted was solicited by email on October 7, 2016 and approved by the 17 directors who responded to the solicitation.**

Sharenow advised that Charla had asked for board members' testimonials regarding the value of LANJ membership so that the testimonials could be incorporated into LANJ's social media messaging. It was agreed that such testimonials would be solicited as soon as possible.

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

- **Membership Status**

As of 9/26/16, LANJ had 135 members including:

- 70 paid through 12/31/16 (renewed for 2016) or after;
- 7 paid post-1/1/16 but pre-12/31/16; and
- 58 paying monthly by credit card.

- **Promotion for 9/28/16 LANJ Vendor Member Appreciation Day**

Nelson noted that promotion efforts to attract vendor members for the 2016 LANJ Vendor Member Appreciation Day included four e-blast invitations.

She also said promotion efforts to attract operator members and prospects for the event included advertising in **LimosandBuses4Sale**, news items in three issues of **LANJ E-News** and six other e-blasts.

- **LANJ Booths at 2016 Chauffeur Driven Show and 2016 LCT/NLA Show East**

Nelson advised that she would staff the LANJ booth at the 2016 Chauffeur Driven Show in Washington DC on October 9-10 and the LANJ booth at the 2016 LCT/NLA Show East in Atlantic City on November 13-15.

- **Fall 2016 New Member Recruitment Promotion**

Nelson indicated the Fall 2016 new member recruitment program (\$150 discount for operators with two or more vehicles) would include four promotions, namely a direct mailing, three e-blasts, plus a telemarketing campaign conducted by the Chosen Payments staff.

### **Membership Committee Report**

Epstein said he had received five pledges for affiliate membership from the operators (his company's affiliates) that he solicited to date and asked the other directors to activate their own efforts for affiliate member recruitment.

Discussion prompted agreement that the new LANJ affiliate members would be spotlighted at the LANJ November 14 breakfast meeting in Atlantic City.

### **Social Media Committee Report**

O'Neill indicated he wanted to restart his interviews with LANJ operator members and capture some snippets on video for posting on LANJ's social media pages.

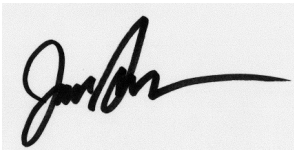
Discussion also prompted the suggestion that the "Social Media Committee" should be rebranded as the "Communications Committee."

### **Legislative Committee Report**

Sharenow provided a brief update on transportation network companies and LANJ's continued lobbying for its position on TNCs in Trenton.

The meeting was adjourned at 11:37 AM.

Submitted by:

A handwritten signature in black ink, appearing to read "Jason Sharenow", written over a light gray rectangular background.

Jason Sharenow  
President

A handwritten signature in black ink, appearing to read "Patricia Nelson", written in a cursive style.

Patricia Nelson  
Executive Director