

**Limousine Association of New Jersey
Board of Directors Conference Call
Wednesday October 17, 2018 * 10 AM – 11 AM
Minutes**

The meeting was called to order at 10:04 AM.

Attendees were: President **Jason Sharenow**, First Vice President and Treasurer **Jon Epstein**, Second Vice President **Jeff Brodsky**, Secretary **Karen Gajda**, PAC Chair **Pete Corelli**; Directors **Anthony Azara**, **Sam Emam**, **Howard Gogel**, **John Maziarz**, **Brian O'Neill**, **Michael Renahan**, **Bob Schiavo**, **Christian Stochholm** and **Barry Trabb**; Executive Director **Patricia Nelson**.

Absent (excused) were Directors **Scott Greenwald**, **Joe Gulino**, **Eddie Somers** and **Chris Weiss**.

Absent (unexcused) were Directors **Steve Rhoads**, **Tim Rose** and **David Seelinger**.

8/22/18 Board Conference Call Minutes

A motion to approve the 8/22/18 board conference call minutes as submitted was made by Corelli, seconded by Gogel and unanimously approved.

Financial Report

Epstein reported the LANJ bank balance was \$157,827 with no outstanding payables.

Corelli said the PAC bank balance was \$783.

President's Report

- **11/5/18 LANJ Breakfast Meeting**
Sharenow requested all board members attend the LANJ Breakfast Meeting being held on Monday November 5 at 8 AM at Harrah's in Atlantic City. He said Richard Magid, president of Soundboard Consulting Group, recognized expert in leadership coaching and development and longtime, highly respected facilitator of one of chauffeured transportation "20 Groups" would be the keynoter.
- **2019 LANJ Board of Directors**
Sharenow explained, following the practice of previous years, self-nominations for the 2019 LANJ Board of Directors would be solicited from all director-eligible LANJ members in early January. Traditionally, the slate of candidates for the new board is ratified by the current board and then presented in its entirety to the membership for election at the January meeting. This year the board meeting and the general meeting will be held on Wednesday January 30 at the NJHA Conference and Event Center in Princeton.

Sharenow also said that current director Michael Renehan has tendered his resignation from the LANJ Board of Directors effective January 2019. Renehan has suggested that Shady Azer, Concorde Worldwide's operation manager, be considered as his replacement. Sharenow also said that Jonathan Wilner, owner of A. Harrington Limousines, has expressed interest in joining the LANJ board.

- **Tragic 10/6/18 New York Limousine Accident**

Sharenow commented on the tragic limousine accident that occurred on 10/6/18 near Albany, N.Y. in which all 18 passengers (including the driver) and two bystanders were killed. He indicated that it is clear, given its failure to pass a recent inspection, that the vehicle should not have been used in service. Moreover, he noted, the chauffeur was not properly licensed to drive a vehicle with such passenger capacity.

He reminded board members that New Jersey has a "limo law" that allows a stretched vehicle to have no more than four additional passengers from the original (non-stretched) vehicle capacity. A twelve-passenger vehicle is the largest stretch limousine that is permitted in New Jersey.

Executive Director's Report

- **Membership Status**

As of 10/16/18, LANJ had 155 members including:

- 83 paid through 12/31/18 or after
- 11 paid post 1/1/18 but pre-12/31/18
- 61 paying monthly by credit card.

The 155 total includes 104 operator, 15 affiliate and 36 supplier members.

- **Renewals for Annual Remittance Members**

The first renewal notices for 2019 membership will be mailed during the first week of November to those members who pay their dues annually. Notices will continue to be sent as needed each month through March 2019.

- **LANJ New Membership Promotion at 2018 LCT/NLA Show East**

To promote new membership, Nelson will staff the LANJ booth during all exhibit hours at the 2018 LCT/NLA Show East being held at Harrah's in Atlantic City on November 4-6. Board members are asked to join her when they can as such operator-to-operator engagement typically boosts recruitment efforts.

- **Gift Card Tree for Chauffeur Driven Charity Auction**

Nelson reported that the LANJ "gift card tree," valued at \$1,800 and contributed as an auction item to the Chauffeur Driven 10/9/18 charity event, raised \$2,200 for WISH for OUR HEROES.

Membership Committee Report

- **Program for November 5 LANJ Breakfast Meeting**

Epstein reiterated (see above) that the 11/5/18 LANJ breakfast meeting program would feature Richard Magid as the keynote speaker.

- **Discount Operator Membership Offer for LCT/NLA Show East Recruitment**

Epstein said the same discount offer that has been used for the past several years would once again be extended to operators who apply for regular membership at the show. A discount of \$150 also will be extended to operators who apply for affiliate membership.

Golf Outing Committee Report

O'Neill called the directors' attention to the 2017 and 2018 LANJ Golf Outings revenue and expense accounting that was included in the conference call materials. He noted that, while the 2018 event raised more revenue than the 2017 outing, the 2018 expenses were higher than 2017 and, thus, the 2018 net fell short of 2017 by almost \$6,000.

Public Relations Committee Report

Gogel chronicled public relations consultant Wendy Glavin's September 2018 initiatives:

- Wrote a press release for LANJ (since the limo accident they had to hold-off). Volunteered to help LANJ and Tim Rose after the incident.
- Purchased the domain name **Be Safe Rides** through Go Daddy.
- Worked with Go Daddy on the design, layout, pages, and colors for **Be Safe Rides**.
- Researched and wrote all the copy for **Be Safe Rides**.
- Chose the stock images and videos from Go Daddy's database of imagery.
- Assigned the site under Glavin's website name to get free perks such as a contact email and a smartphone line to ensure neither LANJ member names nor Glavin's are associated with the site. Glavin will field any calls or emails.
- Spoke with NLA about getting the incident feed from Ride Responsibly.
- Created **Be Safe Rides** Facebook and Twitter accounts; will do the same for Instagram, Pinterest, and LinkedIn.
- The initial website preview will be sent to Glavin and LANJ to review on 10/26/18.

He also advised that the committee met by conference call on 10/16/18 and discussed the following:

- Industry should have chauffeur meeting and try to have a canned response to passengers about the differences between Uber and limo companies.
- Have chauffeurs hand out besaferide.com business cards.
- Promote “coolness “ of limo service to the millennials and Gen X crowd.
- Promote advance reservations for “safety first” reasons.
- Promote safety.
- Promote through all media. Possibly establish a radio campaign.
- Fund by assessments, a fund raiser and/or NLA partnership.

A motion to adjourn the conference call meeting was made by Corelli, seconded by Gogel and unanimously approved.

The meeting was adjourned at 11:09 AM.

Submitted by:

Karen Gajda
Secretary

Patricia Nelson
Executive Director