

**Limousine Association of New Jersey
Board of Directors Conference Call
Wednesday November 17, 2021 * 10 AM – 11 AM
Minutes**

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

Attendees were: President **Jason Sharenow**, Secretary **Karen Gajda**, Treasurer **Barry Trabb**, PAC Chair **Pete Corelli**; Directors **Anthony Azara**, **Jay Erlich**, **Bill Faeth**, **Mike Fogarty**, **Mike Marroccoli**, **John Maziarz** and **Chris Weiss**; executive director **Patricia Nelson**.

Also in attendance was **Mike Rose** of My Limousine Service representing Second Vice President **Howard Gogel** who was excused.

Absent (excused) were Second Vice President **Howard Gogel** and Director **Joe Gulino**.

Absent (unexcused) were First Vice President **Tim Rose**, Directors **Johnny Donohue** and **David Seelinger**.

7/26/21 Board Meeting Minutes

A motion to approve the 7/26/21 board meeting minutes as presented was made by Erlich, seconded by Azara and unanimously approved.

Financial Report

Trabb advised the bank balance was \$162,597.

Corelli said the PAC bank balance was approximately \$3,000.

Executive Director's Report

- **Membership Status**

As of 11/16/2021, **85** companies (including **56** operators, **11** affiliates and **18** suppliers) were on the paid LANJ membership roll.

This may be compared to the **137** paid members (including **83** operators, **21** affiliates and **33** suppliers) that were on the roll on 3/31/2020 (last day dues were collected prior to the pandemic hiatus).

Included in the 85 total are:

- **47 companies** paid dues in full 7/1/2021 – 6/30/2022 or beyond
- **38 companies** paying dues monthly

Eight companies of the 85 total are new members as of 2021 (not included in the original 137).

Annual revenue for the current 85 members (not counting Chosen Payments) is \$52,000. Annual revenue for the 137 members (not counting Chosen Payments) as of 3/31/2020 was \$92,000.

- **Membership Recommitment Recruitment**

Beginning June 2021, Nelson contacted each of the 137 companies individually by email to request their recommitment to dues paying membership. When her first request did not receive a response, she sent a second email request. When her second request did not receive a response, she sent a third email request.

Fifty-one companies of the 137 did not respond to any of her three outreaches. As a consequence, on the 7/26/2021 board conference call, it was decided board members would each phone four/five companies that had yet to respond to extend a personal request for recommitment.

Overall, this plan was not implemented. Only three board members made calls (seven by Mike Rose, five by Mike Marroccoli and one by Anthony Azara). Of these 13 total calls, 10 were recruited to recommitment and are included in the 85 total and three declined recommitment and are included in the 26 total (below).

At this point, 34 companies of the 137 have not been contacted beyond Nelson's initial three emails.

Twenty-six companies of the 137 either indicated the company was out of business or said they did not want to renew (most for financial reasons).

- **Recommendation for Going Forward**

Nelson recommended that the Membership Committee now reactivate itself and take the leadership role to:

- devise and execute a recommitment recruitment plan for the 34 companies described above; and
- devise and execute a new member recruitment campaign for companies that either were members in the distant past or were never members

with a goal set by the committee/board, e.g., adding 50 members to the current 85 and reaching a total membership level of 135 + by 12/31/2022.

- **Of Note**

- Nelson noted that, when she became LANJ executive director in April 2014, the membership records were incomplete and confusing. However, by June 2014, it was determined that **90** companies were LANJ paying members in good standing. In other words, LANJ is now slightly behind the membership total of seven years ago.
- In April 2018, LANJ membership was at its highest point: **164** members including **114** operators, **14** affiliates and **36** suppliers. In other words, membership had been declining for two years prior to the onset of the pandemic in March 2020.

President's Report

- **Lobby Firm Change**

Sharenow said Adam Kaufman of Kaufman Zita Group, LANJ's retained lobbying firm, has left his position. While currently Kaufman's colleague Beth Dohm continues to represent and service LANJ, further changes to the firm's composition and/or LANJ's choice of representation may be forthcoming.

- **Membership Recruitment**

In light of Nelson's report (above), Sharenow called for volunteers to form a new Membership Committee for the association. Azara, Erlich, Marroccoli, Mike Rose and Weiss agreed to take this on. Sharenow said he soon would set a conference call for the committee to devise and launch its initiatives.

- **2021 CD/NLA Show**

Sharenow complimented **Chauffeur Driven** and the National Limousine Association for their industry show this past October in Dallas. He noted the next show hosted by the two organizations will be held in Las Vegas in late March.

- **LANJ Membership Meetings**

Sharenow led the discussion regarding if and when LANJ could host an in-person membership meeting. The group concluded having an event in January should work well.

Sharenow also said he hoped to have LANJ host a Zoom meeting in December that would focus on the new U.S. Department of Transportation regulations on Commercial Driver License (CDL) training.

- **Chosen Payments Membership**

Sharenow said he met with Chosen Payments' new CEO Brian Goudie in Dallas when Goudie, who has succeeded former LANJ director and major supporter Jeff Brodsky in the company's leadership role, pledged continued support of the Limousine Association of New Jersey.

Sharenow also noted that he will accept Chosen Payments employee Jim Luff's offer to take a seat on the LANJ board of directors effective January 2022.

- **2022 LANJ Board of Directors**

Sharenow asked all directors to advise him if they wished to remain on the Limousine Association of New Jersey governance board for the coming year. It is anticipated that the official election of officers and directors will be held, as customary, in January.

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

The meeting was adjourned at 11:02 AM.

Submitted by:

Karen Gajda
Secretary

Patricia Nelson
Executive Director