

**Limousine Association of New Jersey
Board of Directors Conference Call
Wednesday December 7, 2022 * 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 **Jeffrey Cartagena**, **Johnny Donohue**, **Jay Erlich**, **Mike Fogarty**, **Joe Gulino**, **Mike Marroccoli**, **David Seelinger** 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.

Also absent (excused) were Directors **John Maziarz**, **Jason Messinger** and **Tim Rose**.

Absent (unexcused) was Director **Anthony Azara**.

8/17/22 Board Meeting Minutes

A motion to approve the 8/17/22 board meeting minutes as presented was made by Trabb, seconded by Gulino and unanimously approved.

Financial Report

Trabb advised the bank balance was \$167,834.

Corelli said the PAC account balance was \$3,100.

Executive Director's Report

- **Membership Status**

As of 12/6/2022, LANJ had **80** members.

Nelson advised that all renewals for the 7/1/2022-6/30/2023 year (companies that pay their dues annually) have been processed excluding those companies that declined to renew for this period or that did not respond to repeated renewal requests.

She also indicated the following milestone LANJ membership totals:

Date	Members
○ Spring 2014	90
○ Fall 2017	164
○ Spring 2020	141
○ Fall 2021	85
○ Fall 2022	80

She expressed hope that a newly formed Membership Committee will plan a comprehensive retention and recruitment plan to reverse the downward membership spiral indicated above.

- **Holiday Gathering**

Nelson said 36 members and others in the industry had registered thus far for the 12/13/22 LANJ Holiday Gathering. Promotions to attract additional attendees were planned to continue through the event date.

President's Report

- **LANJ Holiday Gathering**

Sharenow encouraged all board members to register for the LANJ Holiday Gathering planned for 12/13/22 in Newark.

- **LANJ 2023 Calendar of Events**

Sharenow promised that the 2023 LANJ calendar of events would be sent to all board members by Monday 12/12/22.

- **2023 LANJ Membership Committee**

Sharenow called for volunteers to work as members of the 2023 LANJ Membership Committee. In response, Gulino said he would chair the committee. Cartagena, Marroccoli, Rose and Weiss said they would take on committee membership.

- **Chosen Payments Membership**

Sharenow said the issues with Chosen Payments described at the last board meeting had been resolved and LANJ is once again receiving monthly residual payments from Chosen Payments, thus keeping its Platinum Sponsorship in good standing.

- **2023 LANJ Board of Directors**

Sharenow announced that the election for the 2023 LANJ board of directors and slate of officers would be held, as customary, on the January board conference call/meeting (1/18/23). He requested that anyone wanting to leave the board as well as anyone wanting to take an officer position advise him prior to that date.

- **Refocus for LANJ Social Media**

Discussion prompted comments that the LANJ-sponsored "Be Driven Safely" program, targeted to educate the public about chauffeured transportation (vs. transportation network companies, e.g. Uber), is not money that is being well spent. Rather, several volunteered, such expenditure should be devoted to attracting new LANJ members.

Trabb, along with Erlich, promised to work on this with the currently engaged social media companies, A Focused Advantage and Red Root Marketing, and, as a start, suspend the blog for January 2023 and launch a plan to reshape the entire effort.

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

The meeting was adjourned at 11:01 AM.

Submitted by:

Karen Gajda
Secretary

Patricia Nelson
Executive Director