



PANAMA CANAL SOCIETY  
EXECUTIVE BOARD MEETING  
MINUTES – April 25, 2015

Meeting called to order at 9:37 a.m. by Mike Coffey (President).

**Attendees:**

Shirley Avery (1<sup>st</sup> Vice President), Kathy Malin (2<sup>nd</sup> Vice President), Noreen Hanson (Treasurer), Kelly Parthenais (Director), Mike Young (Director), Patrick Smith (Sergeant of Arms), Tom Wilder (Past President), Bill McLaughlin (Historian & Past President), and Cheryl Williams (Office Manager). Other guests: Margaret McLaughlin and Kathy Wilder.

**Phone Attendees:**

Brittney Wilder (Director), Ray Husum (Director–At-Large)

**Absent:**

Jacque Vowell (Editor)

**Location:** Aging Solutions

Kelly Parthenais motioned to accept the March Minutes. Noreen Hanson 2<sup>nd</sup> the motion and the minutes were approved by all. Will correct Brittney's name.

**Membership:**

Tom Wilder motioned to accept the new members and Kathy Malin 2<sup>nd</sup> the motion, and the board approved.

**Expenditures:**

The expenditures were read and Tom Wilder motioned to approve the expenditures and Kathy Malin 2<sup>nd</sup> the motion, the board approved.

**Reunion:**

Bill McLaughlin gave his report:

Working on the wrist bands, lottery dance tickets, name badges, flyers, luncheon program and menu.

Need Kathy Plucker and Al Sprague's promo package and photo in 300 dpi.

Ribbons will be RED for vendor; BLUE for volunteers, and GREEN for Governors' Club.

Contracts for dances including DJ are complete.

Murga group will receive \$200 (w/o the queen).

People can't go through hotel to enter Pool area.

On Thursday, Bill amended the floor plan and will send event plans to hotel – all agreed.

Snacks for volunteers were free last year. Bill will negotiate with hotel for this year.

Amendments need to be added to Reunion folder.

Remove Owl Show and amend bingo/decorations in contract – will send a copy

Bill will send in final agenda

Reunion confirmation goes to Bill and Cheryl only.

**Office Question & Concerns** – Cheryl emailed Betty in March asking for a meet but never happen so has questions for the Board. Do we know if Betty got the extra 5% on page 4 of the contract – to increase our room block by 5%? Was 3096 nights increase by 5% in June of last year? Tom says the rooms were given back and rooms were given to other group. James did a query in Access; since it is outdated, there is no place to put extra rooms. System can only enter 1 room per member. There are 2164 nights reserved. Cheryl wants to be pro-active with cut-off on May 15. People call every day – are we going to surpass the total nights? Mike and



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Tom indicated it will be impossible to tell if we will sell out or not. There is a 10% return of rooms at the next Gateway. Mike will ask Betty closer to the deadline regarding the number of rooms. Cheryl wants to avoid the same problem as last year – calling people who registered by May 15 and telling them there are no rooms available. We need to stop registration for hotels once the deadline of rooms is met. Discussion on comp rooms (Mike & Betty will make final decisions). Contracts were collected and shredded.

**Golf** - Margot will negotiate tee off time. Contract is separate – will negotiate for 40. Mike Coffey will talk to Margot regarding contract and financial liabilities if there are not enough golfers. Chair will sign contract. Golf on Thursday has less golfers than Friday. Margot will handle decorations. Recommend Mike Smith for future Golf Chairperson. If tee off time is 9:00 am; suggest lunch bags vice banquet and then an awards meeting.

**Registration** – Need the database to send back emails that the registration is received and confirmed (same with hotel but in the past, hotel confirmation were not sent out till May/June). Kelly Parthenais suggested that for Late Registration have lanes designated by stands and ropes. Also need a separate registration table for Governors' Club – need signage. Next year, we need to print name badges for minors in a different color. At volunteer sign up page; other events can be added.

**Governors' Club** - It was suggested that members receive two blue Lanyards (one for spouse/significant other). Recommend to order 1000 – send out email for pricing. Mike recommended no reserve tables at dances for Governors' Club. Mike Coffey suggested luggage tags but Board wanted Lanyards with pockets. ACTION: Mike and Cheryl will get pricing for Lanyards. After receiving pricing, at a later Board meeting will decide on gift for the renewal of Governors' Club members. Cheryl will send out original gifts since there are plenty of license plates, etc. We need to re-consider selling license plates in the Record if so, we will need to re-order

**Young Adult Social** – Will be Friday night from 5-7 pm in Mike's suite. Advertised event in June record and suggest the age is from 21 to young 30s. It was suggested to spend \$500 on appetizers and liquor. Tom Wilder motioned to approve this amount and Shirley Avery second the motion; all in favor.

**Mini Reunions** - Kelly Parthenais indicated there are 13 mini reunions. There were some issues with mini contracts but Betty did an outstanding job fixing it! Kelly will look into it.

**Pool Party** – Mike Young discussed issues about carding for the pool party it was decided we need a sign that everyone needs to bring Photo ID with name badge to Pool Party. Cheryl brought up changing the color for the people under 21 in a different color blue, and 21 and over in black. The sign that states you will need a badge and an ID card in order to get beer at the pool party. Sign will be put at the pool. Bill will take care of the sign. Pool Party will require a photo ID and your name badge for free beer! Two signs will be made one to put in the registration room and one for the Information area. The information sign will be taken on Saturday to the pool.

**Square vs. Intuit Quick books** – Tom Wilder brought up using Intuit instead of the square, it ties right with Quick books and it would be easier to track. Cheryl & Noreen said that our Quick books does not have our member's information in it therefore we would be unable to tie it to the correct customer. Using the square as long as each



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column the Square sheet is filled out in a legible manner we can tie the customer to the transaction to be able to input the information into our data base. Square sheets will be filled out completely for accountability.

**Corporate sponsors** - Noreen Hanson is chairing. What are the criteria's? Ask Noreen for copy of criteria. Mike Coffey suggested putting sponsors on PCS Facebook. Nancy always contacted Lori Snow what she has received and the packages and what are the face values – so we can advertise. COPA was discussed and with COPA, codes were difficult - Mike will call Megan.

**Ticket Sales** – Patrick Smith has the volunteers for Friday and Saturday and Brittney was going to handle Thursday.

**Treasurer Report:**

Noreen Hanson reported P&L – we are \$82,000 thru March at net income (mostly membership dues) but haven't paid big expenses; two bank accounts - operating at Sun Trust and a 1% at BBVA. Governors' Club is now tracking correctly on quarterly basis. Cheryl & Noreen will close books every month. Mike & Noreen will work on a budget. Bill McLaughlin suggested Budget Committee – haven't done that for a while. Hiring an Accountant, Elizabeth McKee will look at books by May 15 – Noreen will send by end of April. Need documentation for all checks requested – an invoice (no email or text).

**Coming Events:**

For events in October: St Pete Bash and possibly a South Florida Picnic. Kathy Malin asked Scott Parker to move the South Florida picnic from December to October. Scott indicated that his co-coordinator, Dave Hannigan, is out of town for October and will think about it. Mike Young will follow up with Scott. We will let Scott pick the date except the first week of October.

Kelly Parthenias will plan the Christmas luncheon but asked for suggestions of other locations. Comments were made last year that the elderly cannot negotiate the cobble-stone streets of Ybor City plus there are no handicap spaces near the restaurant. Kelly will ask about Valet Service.

Kathy Malin is organizing the March 2016 event in Gainesville. The Museum director, Dr. Judy Russell's office suggested March 12 is the best weekend. (Spring break is the first week of March and Easter is March 27.) It will be a general membership meeting with a catered lunch in the Library followed by a Museum event/presentation.

Carnavalito 2016 - Bill McLaughlin is working on next year's contract.

**Survey Update:**

Kathy indicated that the PCS and Museum survey is completed. Survey link will be in June Record. Also will have link on PCS website and posted on Facebook. Museum personnel will pass out and collect surveys during the reunion. Mike appreciate all Board members who 'tested' the survey. ACTION: Mike will compose a communication to promote the survey. The survey will be compiled in early August and Museum will share the results with the PCS Board.



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Mike will like to survey other events in the future via Survey Monkey or Qualtrix. At events, obtain members email addresses.

**Membership Update:**

Patrick Smith is contacting those who were members in the past and now are not.

**Other Info:**

Reword bylaws - Post Office cannot send Records internationally via second class.

We have documentation for money and checks – needs to correlate to invoice.

Reviewed Jacqué's recommended cover for June Canal Record issue.

Board recommended a yearly contest for Canal Record artwork. Artwork will not be returned and needs to be submitted electronically using 300 dpi. Ray Husum volunteered to chair this contest.

**Office:**

Mike will call Helen Braswell regarding the singing of the Star Spangle Banner.

Cheryl will send copy of insurance emails and Mike will take care of insurance to present to the board.

Meeting was adjourned at 1:40 p.m.

Shirley motioned and Noreen seconded the motion.

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Cheryl Williams  
Office Manager

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Mike Coffey  
President