



PANAMA CANAL SOCIETY
EXECUTIVE BOARD MEETING MINUTES
19001 Sunlake Blvd., Lutz, FL 33558
April 22, 2017

The Board Meeting was called to order at 9:31 a.m. by Mike Coffey (President).

Attendees:

Shirley Avery (1st Vice President), Kelly Parthenais (2nd Vice President), Noreen Hanson (Treasurer), Kathy Malin (Director), James Beattie (Sergeant of Arms), Tom Wilder (Past President), Bill McLaughlin (Historian & Past President), and Cheryl Williams (Office Manager).

Telephone Attendees:

Ray Husum (Director–At-Large), Richard Grimison (Chaplin) and Jacque Vowell (Editor)

Absent: Brittney Wilder, Lee Bentley and Patrick Smith

Location: Aging Solutions, 19001 Sunlake Blvd., Lutz, FL 33558

Mike welcomed the board to the meeting.

Minutes: Mike asked everyone to review the minutes from the last Executive Board meeting. Tom made a motion to approve the minutes, seconded by Shirley, Motion carried.

Expenditures: Noreen made a motion to approve the expenditures made since the last meeting. Tom seconded the motion, motion carried.

Membership: Mike reminded the Board that the new members list was emailed to each Board member the day before and copies were available at the meeting. Tom made a motion to approved all the new members, seconded by Kelly. Motion carried and all new members were approved by the board.

Treasurer Report: Noreen reviewed the Profit & Loss Report for last year which reflected a small profit of approximately \$12,000.00 for year ending December 31, 2016. Tom told Noreen she did a great job. Noreen reported that the taxes for year ending 2016 was delivered to the accountant on Wednesday the 19th. Mike and Noreen will meet to discuss the quarterly budget.

Carnavalito: Was a huge success, and a lot of positive feedback was received. We are committed to the same hotel for next year, which everyone agreed was very nice. Since there were several children at Carnavalito this year, we will include an option for a child's menu next year to encourage family participation. Fran and Sentimiento Panama did an outstanding job, for the first-time Fran could enjoy dancing and performing. Noreen had suggested increasing the cost of the Carnavalito tickets. After a lengthy discussion, it was decided to keep the price the same and offer raffle items that benefits the PCS to offset the cost of this Event. Richard will continue to be the Board liaison and help chair this event with the Deakin's and Morrissey's. It was suggested we set up an extra table with coloring books and crayons so the children attending can gather at that table and meet new friends. Mike thanked everyone for working on this successful event.

UF Luncheon: Kathy did a fantastic job with only 5 no shows and 6 people that signed up at the event. Howler Monkey donated hot sauce to the event. In response to Ray's suggestion that we offer a means for members to get from the Reunion to the university of Florida to view the exhibit, Kathy advised that the University changes the cases every six months or maybe every year, depending on the grad students and volunteers. Mike stated we have built a very good partnership with the University of Florida. Kathy will talk to Judy to discuss dates and ideas for next year's event.

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Data Base Update: James reported that he has added the golf and vendor report and that he also revamped the payment structure on the registration form. He is adding finishing touches to the Hotel report. James and Mike will meet and discuss MPI. He will finish the luncheon report and then work on name badge application for Noreen. He asked each chair to give him feedback on what else they need after they review their reports. We also would like to be able to send out email blast to all our members. After discussion, it was decided to delete all the reunion emails following the reunion.

Mike would like us to send everyone in our data base a reminder that the reunion deadline is approaching. He would also like to send out membership renewal. Cheryl asked for 2 more email addresses one for membership applications or renewals and one for reunion registration. This would keep the emails in the correct place and she would not have to worry about having emails in the wrong place. Chris will take care of this request. Mike thanked James for the many hours he has put into this endeavor. James further advised that Sean will network our computers this coming week. He will get with Chris this weekend and discuss it. Chris briefed the board on our security system. The logmein account needs to be set up. Chris will make a rule for the membership and reunion to go into each folder and an automated response. We will discuss later setting up a separate email account to send out email blast to everyone. Chris will send Mike an email for the pros and cons of using 365 or another program.

Membership Marketing Plan: Raymond sent each board members the minutes from his meeting with the membership group. They would like to formalize volunteers to drive membership. They divided the membership into 4 different groups: 1st Descendants classes 85-99, 2nd group class of 64 and older, 3rd group classes of 85-99, and the 4th group everyone else. They suggested sending out marketing kits to different groups to help drive membership as well as several other ideas, which the board will consider later. Mike suggested we all review the committee's proposals and come back with suggestions in the June meeting. Mike would like to attend their next meeting. Mike asked who will own this project, who will drive it and give it long term support.

Office staff: A discussion was held regarding expenses of office staff being reimbursed for hotel and mileage expenses for events at which they are required to attend. Tom suggested using the state guidelines for our reimbursement policy. It was also determined that they would need pre-approval for employees going to the event. Mike will modify his plan and Tom will send him the state requirement's, he will write up a draft and send it out before the next meeting to vote on.

June record: Jacque is working on the June issue. She sent Cheryl several pages of the obituaries to send to Nancy, which she has already done. She also sent out pictures to identify the people that were at Carnavallito, Cheryl passed the pages around the board meeting. Mike addressed the issue with the name format for the address labels that go on the Canal Record. The primary name will be the name on the address label only. This will keep everything simple and easy for Pride to print.

May Picnic: Kelly suggested we hire a face painter for the children attending and advised that Crystal Hernandez charges \$200.00. Noreen made a motion to hire Crystal and pay her \$200.00 to do face paintings at the picnic, Shirley seconded the motion, Motion carried. With the increase of people attending the picnic Kelly requested an increase in funds for food and utensils/supplies. Noreen made a motion to increase the food & supplies allowance to \$300.00 for the May picnic, seconded by Shirley. Motion carried. Kelly also reported that she would need volunteers at the site at 8:00am to help set up. She also requested volunteers to oversee various games held. Mike will oversee the egg toss; James will oversee the tug of war event. We still need people for the balloon toss. We will also have corn hole games and horse shoes. Cheryl will need to request volunteers in her email blast and remind people this is a member or guest of member event, and that they can come and join the society.

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June meeting: The June Executive board meeting will be held on June 10, 2017. Katie will be asked to attend to give us a Golf report. SWOT will be due at this meeting. This will also be the meeting when Committee Chairs are to gather the items needed for their area and take it with them to have at the Reunion.

Reunion: Bill asked the board to look over the reunion plan and get back to him as soon as possible. Mike will get in touch with David Wright regarding his proposal to be our photographer. Noreen will send Bill information on the pin company. Cheryl & Betty need to count the lanyards, volunteer and Governors Club ribbons to determine if we need to order more. It was decided to order the 700 key chains to use for luncheon & volunteer gifts. Noreen wants 3000 name badges ordered. They will be blue and gold. Bill will order: 1200 Ball tickets, 1200 Rock & Roll tickets, 500 each for the 2 After Hours dances and the luncheon.

Betty LeDoux reported that we are currently at 68% pick up at the hotel and we need to fill 80% of the block in order to avoid any attrition fees. Jacque is ordering coloring books; Cheryl will count crayons and order more. There will be Happy Hour on Thursday, Friday and Saturday serving 85 cent cubra libres for an hour each day or until the Rum we are providing runs out.

Kathy passed out list of volunteer names to the Chairpersons and to Bill.

September Event: The Bay Harbor sent a price list via email. Betty will get in touch with the hotel and negotiate the prices and rooms.

New Business: A member was unable to attend the UF Luncheon and cancelled after the deadline. The board voted not to do any refunds of people who canceled after the deadline. Cheryl will email the member that his refund was denied.

Cheryl requested that the license plate frame be removed from the order form on the back of the membership applications. The plates cost more to mail than they cost and the price we charge for them. Further, they are mailed in a priority envelope which is more expensive as well.

Mike will ask Woody DeJernette to oversee the Curundu Veteran's list. We are happy to recognize men and women who served in our armed forces. It was suggested that others would be interested in starting a list of their own area in the Zone, such as Balboa, Diablo, Los Rios, Margarita, etc.

Nominating Committee for 2018 Election of officers: Betty LeDoux will be the chairperson for the Nominating Committee. Shirley said she would run for President and James said he would run for a Director's position. Each person interested in running for a new position or for the position they are currently serving, must formally apply and send in a biography to Betty. The balance of the Committee will be determined at a future meeting.

Meeting adjourned at 1:50 pm.

Mike Coffey, President

Cheryl Williams, Office Manager