



PANAMA CANAL SOCIETY
EXECUTIVE BOARD MEETING
19001 Sunlake Blvd., Lutz, FL 33558
MINUTES – JUNE 10, 2017

Meeting called to order at 8:33 a.m. by Mike Coffey (President).

Attendees:

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

Telephone Attendees:

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

Absent: Patrick Smith (Director)

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

Mike welcomed the board. He asked if there were any additions to the agenda and there were not. He requested a motion to approve the April minutes. Tom motioned to approve the minutes and Shirley Avery 2nd the motion and the minutes were approved by all attending.

Golf update: Will need a final count for golf from Katie for a Monday follow-up. Betty will contact Katie for a count.
Reunion Coordinator Report -Bill

The Security, and Despedida contracts are signed. We have 35 vendors attending and we are full. Event decorations stay in the event and will be used for door prizes for Despedida.

Event plan – revised floor plans for the luncheon and vendor room.

The tickets for the dances had the wrong ages on them so it was decided to go with what was printed on the ticket. This will be monitored for next year.

The reporters luncheon is ready.

Pool Party tents- Richard has several people bringing tents. Tom made a motion to buy a tent with weights and side panels for \$250.00, Kelly seconded the motion and it was approved to purchase a tent for the Society. Kelly will bring her tent to the reunion. The pool party will set up at 9:00 a.m. on Saturday morning. There will be 10 kegs of beer for the Pool Party.

We need to get the Release of Liabilities and Waivers of Legal Rights, for the Thursday night Band. We should receive them just before the reunion. We have them for the other bands.

Mini Reunions are in the North Tower, teachers will use Grand 9, 10 or 11.

Keyboards are all set. Bingo will set up the plastic table clothes again.

Ricardo will be donating 6 cases of mini bottles, 3 cases of liters of Ron Cortez for 85 cents cuba libres for Happy hour from 4:00-5:00 p.m. on Wednesday, Thursday and Friday.

The 4th of July Pre-con will be held at 10:00 a.m. Mike, Shirley, Kelly, Margaret, Bill, Noreen, Cheryl, Betty and Nancy should be in attendance. Kelly will let us know if she can make it or not.

The board discussed recognizing Lori Snow and Ricardo March for their continued support as sponsors of the Society. Kathy motioned that we present both with a \$200.00 gift certificate for Hawks Landing, Shirley seconded the motion and it was approved by all. Betty will call David about a plague or go by the office and talk to them.

All chairpersons will pick up their boxes and supplies to take to the reunion after this meeting.

Ticket Sales – James and Jacque chairpersons and Noreen and Mike will give them a ticket sales introduction and instructions.

Bingo – Kelly reported all ready to go with Bingo Ben.

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Vendors & Zonie- Brittney chairperson is ready.

After Hours Dances – Lee chairperson is ready to go.

Ball & Rock and Roll Dance – Shirley & Patrick chairs are ready.

Mini Reunions -Kelly will confirm with Jennifer to confirm everyone is set. Kelly & Mike will make the round to the different classes to welcome and greet them.

Photographer – David Wright will be the official photographer this year.

Bill and Noreen will give Cheryl a list of all the checks that need to be written before the reunion.

After a discussion, it was decided that each time a tip was paid to a bellman or for item or service a receipt would be written and turned in.

Cultural Seminar – Kathy and Bill chairs all ready

Despedida and Lottery – Ray chairperson is all ready

Luncheon – Kathy chairperson. She will receive a cash box with \$100.00, we currently have 321 attending and we will accept up to 350.

Pool Party – Betty & Richard chairs. Betty has wrist bands and is ready.

Transportation – Tom chairperson is all ready

Registration – Noreen & Kathy chairs. Kathy reported they have only a few volunteers for Saturday, but Saturday is normally a very slow day. James will print all the name badges and envelope labels and Cheryl will deliver them to Shawn to take to Noreen

September Event: Noreen

Noreen proposed holding the event at Gaspar's Grotto and having a band play at the event for entertainment, the cost of this band would be \$600.00. Tom moved to hold the membership drive at Gaspar's Grotto in Ybor City and pay the Clazzmatics \$600.00 to perform at the event, Kathy seconded the motion and the motion was approved. Noreen will ask Betty to see if we could get a block at the Hilton Garden Inn. This event is set for September 16, 2017.

Space Coast Picnic: Richard

Preliminary discussion of a possible venue on the beach.

South Florida Picnic:

October 14, 2017

Holiday Luncheon: Kelly

Kelly reported she needs to get the menu and will share the details with everyone.

UF Luncheon: Kathy

Kathy reported that the luncheon will be held on Saturday, March 3, 2017.

Tom explained to the board that James could design all the name badges for next year with the headers. This will save money not only on printing but having to mail boxes to the printers and either picking them up or have them mailed to us. He showed the board a copy of the template he made.

Andrew Kaufman would like to donate a book to our Annual Business meeting. This book is a limited edition and sells for \$250.00. It was decided to accept the book and announce Andrew will be selling his book at the Museum. Cheryl will send Mike Andrews phone number and email address.

Captain Phillip Tomlet requested a \$20.00 refund for paying his membership in March. He said he mailed it to the Seminole address in December but it was returned in February will he was out of the country. Noreen motioned to refund the \$20.00 and Shirley seconded the motion and it was approved by all.

Mike asked the board to review the check detail. Tom motioned to approve paying the bills and Kathy seconded the motion and it was approved by all.

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A SWOT exercise was performed and the results were as follows:

STRENGTHS	WEAKNESSES
<p>What do you do well? What do you better than others?</p> <p>What unique skills and talents do you have?</p> <p>What do others see as your strengths?</p> <p>What are you proud of, like about yourself, enjoy doing?</p>	<p>What could you do better? What do you avoid?</p> <p>Where do you have less skill or talent than others?</p> <p>What are others likely to see as weaknesses?</p> <p>What do you need to face up to?</p>
<p>Organizing member events/Reunion</p> <p>Continuity of leadership on the board</p> <p>Succession planning</p> <p>Physical location of office and having an office again</p> <p>The Canal Record</p> <p>Website content is good</p> <p>Email blasts have improved event attendance</p> <p>Governors Club for member retention and renewals</p> <p>Relationship with the Friends of the Panama Canal Museum at UF and the museum staff</p> <p>Facebook page</p> <p>How we support members and sponsors that support us</p>	<p>Website functionality – financial integration, real time event calendar, event reminders, registration for events beyond the reunion, updating member information</p> <p>Members joining museum and vice versa</p> <p>Attracting young adults to join the society</p> <p>Our motto – are we striving to be inclusive or is does our motto exclude individuals desiring to be members?</p> <p>“Evolve or Dissolve”</p> <p>Capturing non-members attending member events</p> <p>Member reporting and updates on member changes (emails, addresses, phone numbers, etc.)</p> <p>Board’s ability to make financial decisions in a timely manner</p> <p>Apathy – individuals only joining society to attend events and not interested in what is good for society</p> <p>Support of regional member events</p>
OPPORTUNITIES	THREATS
<p>What opportunities are out there for you?</p> <p>What trends could you take advantage of?</p>	<p>What trends and threats could harm you?</p> <p>What is your competition doing?</p>

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Which strengths could you turn into opportunities?	What threats do your weaknesses expose you to?
What is going on locally that you could capitalize on?	What obstacles do you have coming up?
<p>Reminder/Blast emails from database</p> <p>Auto-renewals for membership</p> <p>Advertising to veteran groups and other organizations</p> <p>Museum members qualifying for membership</p> <p>Facebook members and Facebook marketing</p> <p>A documented marketing plan</p> <p>Creating value for young adults</p> <p>Zonian Twitter page – PCS tweeting</p> <p>Supporting informal events in other geographic areas</p>	<p>Attrition</p> <p>Resistance to change</p> <p>Non-renewals – members joining every 5 or 10 years</p> <p>A lack of inclusiveness</p> <p>Data integrity</p>