



PANAMA CANAL SOCIETY
EXECUTIVE BOARD MEETING
MINUTES – September 16, 2017

Meeting called to order at 9:02 a.m. by Mike Coffey (President).

Attendees:

Shirley Avery (1st Vice President), Noreen Hanson (Treasurer), Patrick Smith (Director), James Beattie (Director), Bill McLaughlin (Historian & Past President), Lee Bentley (Bylaws Chairperson), Richard Grimison (Chaplain), Laura Kosik (Sergeant-at-Arms), Jacque Vowell (Editor), Betty LeDoux (Past President), and Kathy Malin (Office Manager).

Telephone Attendees:

Kelly Parthenais (2nd Vice President), Tom Wilder (Past President), Brittney Wilder (Director), and Ray Husum (Director–At-Large)

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

Mike welcome the new Sergeant-At-Arms, Laura Kosik.

Membership: No new members to vote on but receiving GC renewals.

Tom motioned for the minutes from August 19 Executive Board Meeting to be approved and Shirley second the motion. All approved.

Marketing Update:

Ray started reviewing his hand-out. If we encourage membership sign up on website vice through form in Canal Record we need to update schools because one cannot continue unless you select a school. What if you didn't go to school in CZ? Discussion on By-laws regarding schools ensued. Suggestion to change from US to CZ school. A motion was presented by Ray that the By-laws need to be changed to "...any schools in the Canal Zone or former Canal Zone schools..." Patrick second the motion and all approved.

Second issue from Ray was on who to target Marketing for membership. Ray thinks the priority is kids who graduated from 1985-1999. A discussion on changing the Tag Line followed. Lee and Richard, thinks we need to move carefully on targeting one generation or one culture. We could possibly loose the older generation. We want to "Preserve the American Era" just like the Museum. A suggestion was made to move to a 501C organization. Betty said the By-laws was written to be an educational organization and create scholarships but that was moved to fall under the Museum. We need the reunion attendees to be more involved. Tom agreed we need to move cautiously and suggest Marketing focus on other with groups within CZ/Panama. Mike suggested that "CZ friendships' is too inclusive; focus on Associates and other groups. We need to push the GC membership so we don't lose the members who join every 5 years. Mike then asked if Ray's committee can contact other groups and clubs – can your team 'divide and conquer'? Tom wants us to challenge existing members to find new members and focus on the other groups that are associated with CZ. Mike suggested to market these other groups; Associate membership; Governor's Club; sponsorships; and develop cultures and friendships with people in the US.

Ray's dilemma is changing the tag line, who to focus our Marketing on, and how to get the message out. Discussion followed. Ray loved their ideas but the dilemma is how to target kids from 1985-1999. Do we want to change who we want to market to? Betty proposed we don't offend others and add to the Tag Line; i.e. "...honoring our founders...and looking forward to the future..." Mike wants us to explore and think about preserving American ideals and CZ friendships. Richard suggested we change the Mission; not the Motto (fix the 'history'). Mike wants to move

EXECUTIVE BOARD MEETING
MINUTES –

carefully and is hearing the Board doesn't feel like changing the By-laws but finding a way to move forward. Mike suggested a survey or look at the responses to the survey that UF developed a few years back. Do we want a volunteer Marketing dept? Ray has the Board authority along with his committee to find new members but follow the By-laws.

Ray also wants to change By-laws for pricing as the Board deems appropriate. Another discussion ensued with Tom mentioned the last pricing increase barely was passed by members. Ray just wanted to offer discounts; ie: 2 for 1, special deals, recognitions, etc. – not raising the price. Richard suggested the By-laws could possibly read: "Board is allowed flexibility to offer discounts to grow membership." Ray need to come up with verbiage for the Board to add to the By-law for "Special Initiatives for membership". Noreen suggested to add: "...growing new members only..." Betty suggested to add to Membership Application – "referred or recognized by:"

Ray had discussions with Joe Wood and Judy Russell at the last reunion. Possibly Bill, Joe and Judy should create another board to set the stage on moving forward; i.e. ancestry.com; etc. Betty has original Articles of Incorporation on how the two organizations – Society & Museum, will function together so no one will overstep and move forward. Mike liked the idea on how we should evolve and suggested we explore historical and educational organizations. Way ahead: Marketing campaign; Ray come up with By-law verbiage on suggested special incentives of membership

Mike decided to table the **SWOT** discussions to a later meeting.

Reunion Update:

Bill updated the Marc Malavasic (BHS 73) signed the contract for the Thursday night party to be co-sponsored by BHS 73 & BHS/CHS 78. Only one POC for the hotel contract.

Sentimiento Panama agreed to be the luncheon speaker; Friday night dance; smaller Murga; My Pollera Experience and play at Carnavalito. Prefers two nights at reunion.

Frankie Prieto wants three nights lodging at reunion for the band – Board agreed.

Ruth Coffman, BHS 78, knows her plan for Friday night was not approved or over at 9pm or move it to Thursday night; she is rethinking their plans.

Mike said that William Friar was given a Governor's Club membership as his gift. Patrick motioned that Rolando and Raphael from Sentimiento Panama receive one year membership beginning in 2018. Shirley second the motion and all approved.

New Business:

Directory - There was a suggestion to move the printing of the Annual Directory from April to the fall to capture all the new members registering for and at the reunion. The By-laws state: "...will publish an Annual Directory..."; no date is mention in the Bylaws. Tom asked we changed the By-laws that state the Society's headquarters from the PO Box to the street address.

The cost to send out a Canal Record is \$3-4K. Board suggested to put together a Directory this November then again in September 2018. Noreen motioned to publish a Directory in November 2017 then again in September 2018 and future in September. Shirley second the motion and all approved.

Banking -

Mike explained that the Society has a manual process for banking. Society needs to change a few processes: (1) The structure from tiered (5.8%) to swipe/non-swipe (half the cost and online); (2) Change reporting to on-line vice Manual; (3) Our website is at risk – needs a padlock; create terms & conditions: provide coding (Payeezy). Discussions followed on PayPal; need flexibility; create a shopping cart; new system can provide invoices; credit card for hotel – create a separate form for hotel & registration online to input credit card; etc.

Tom motioned to start the automation of SunTrust banking and upgrade coding on website. Shirley seconded the motion and all approved.

EXECUTIVE BOARD MEETING
MINUTES –

Society is not PCI compliant – Kathy will complete survey being sent by SunTrust rep in order to saved approx. \$20 a month. SSL/paid lock – Chris will need to add.

(4) The SQUARE is illegal. This fee structure is not compliant; we need to charge a flat rate. Mike explained the “CLOVER GO”; a SunTrust Bluetooth device for swiping credit cards. To purchase this device is \$100 each. It has good reports and pricing stays the same. Shirley motioned to purchase two CLOVER GOs and Noreen seconded the motion and all approved. Do we have a credit card fee? That is the cost of doing business – the Swipe/Non-Swipe is 2.9% and .19 cent transaction fee. CLOVER GO has no credit card fees; agree to not charge customers. (6) Society will need to create two new Merchant accounts. No vote needed due to operational. We will save 6% then Mike explain Invoice Ninja.

The Investment Account is now with Compass and only making \$26 a month on over \$300K. Mike would like to move the funds to SunTrust but at no risk on losing the principal. SunTrust CDs are offering: 36 mo. at 1.95%; 24 mo. at 1.5% and 18 mo. at 1.25%. Noreen stated the FDIC guarantees \$250K. Mike suggested to leave \$50K in a money market account and the other \$250K we will place according to financial advice and the market. Patrick motioned for the funds to be moved from Compass to SunTrust and James second the motion and all approved.

Schedule of Events –

September’s event will have 12 door prizes; 2 raffles and a 50-50.

October and November picnics both on schedule.

Holiday Luncheon – will have vendors; larger room; and less per table.

No Executive Board meeting scheduled for Jan.

Carnavalito will have a “Save the Date” in the Oct issue and form in Dec.

UF Luncheon has a form in the Oct & Dec issues.

April’s Executive Board Meeting scheduled for April 14.

May picnic – Kelly still looking at sites; last year’s location has been taken.

Other dates the same. Kathy will update list and send to Chris Wilder to be added to website

Nomination Committee – Betty reported that she has Dennis Gilbert and asking Randy Rios to be the second member. At Holiday Luncheon, committee will present the ‘slate of officers’.

Other – Laura and board discussed a Hobby/Collection corner on the links page. The Obits need to be updated on website. Ray will update By-laws under membership eligibility.

Suggested to send out minutes within 10 days after meeting.

Meeting adjourned at 11:39.

Technology Meeting attended by Mike, Shirley, James, Noreen, Bill, Betty and Kathy. Reviewed issues on reunion reports; database; etc.

Issues to update (James):

Hide password; allowable fields should match application - i.e. create “other schools”; on luncheon tab - remove guests populating from registration; important to see who is paying; add credit card to hotel report (James will research how to store CC securely); 2nd table vendors would not save; add sequence #; will add * for required fields; on reports – add inactive members; etc - James was writing down ‘to do list’. Under excel reports, one can sort by going to DATA; FILTER; SELECT.

Meeting adjourned at 1:35.

EXECUTIVE BOARD MEETING
MINUTES –

Mike Coffey, President

Date Signed

Kathy Malin, Office Manager

Date Signed