



PANAMA CANAL SOCIETY
EXECUTIVE BOARD MEETING MINUTES
April 14, 2018

The Board Meeting was called to order at 9:30 a.m. by Mike Coffey (President).

Attendees:

Shirley Avery (1st Vice President), Kelly Parthenais (2nd Vice President), Brittney Wilder (Director), James Beattie (Director), Noreen Hanson (Treasurer), Tom Wilder (Past President), Bill McLaughlin (Reunion Coordinator & Past President), Lee Bentley (By Laws), Laura Kosik (Sergeant of Arms), Jacque Vowell (Editor), Betty LeDoux (Past President) and Kathy Malin (Office Manager).

Telephone Attendees:

Ray Husum (Director–At-Large)

Absent: Patrick Smith (Director) and Richard Grimison (Chaplain)

Location: PCS Office, 19001 Sunlake Blvd, Lutz, FL 33558

Mike welcomed the board to the meeting

Reunion update:

- Total registered 1123 plus 581 guest rooms. Betty LeDoux compared the 2017/2018 registration/reservation numbers and advised that on Apr 13, we had 629 sequence numbers last year and 619 this year. For room nights we are ahead of last year, 67 this year while 60 last year. Early cut off is May 21st but our cut-off with the hotel is June 13 so we have a little time to get in some last-minute reservations. Betty reminded the Board that we are required to meet 85% of our room block in order to avoid any attrition charges. We are currently at 66%. We need to continue to get out communication on the Reunion's deadline. All suites are reserved. Confirmation letters for 1-5 have gone out. Some people will get several confirmation letters. All Board members have now registered.
- Nominations are going good but Board needs to vote too. Quorum numbers are for the Annual Meeting.
- Bill McLaughlin ~~have~~ has received requests to print a decal of the Reunion logo. After discussions, the Board decided not to print but use on the cover of the June Canal Record. The extra 2018 decals that were in the March book will be on sale at the Information desk
- The Event Plan was emailed out to all and Bill reviewed the highlights. Bill changed a few phone numbers. Tickets sales for one day was left off Tri-fold schedule last year. Please review and send any corrections or changes to Bill as soon as possible.
- Name badges have been ordered and sent to printer. The tickets are at the printer as well; but we asked them to finish the name badges first since the tickets take longer because of the numbering.
- The mock-ups of the Luncheon and Schedule of Event tri-fold have been completed. Watermark and logo look great.
- Laura reported about 65 volunteers have signed-up. Mike needs to finalize those working the Annual Meeting.
- Wristbands have been ordered and received.
- Volunteer gift samples were discussed. The Board selected the Luggage Gripper. Kathy to get pricing from Bhive, Pride and McGuire Pro (Jean M).
- Mike decided on little Panama hats for the Luncheon gifts. Noreen is contacting Connie Carrasquillo and Mike will ask if Rod Snyder can bring them back from Panama. Luncheon decorations will have the Chiva bus on the tables.
- AV and Electrical contracts have been signed. Thursday night dance electrical fee is \$266.14. The "Panama" band needs an additional \$500K of insurance, Bill let the band know.
- Reporter Luncheon will be in Latitudes and Longitudes restaurant on Friday after the Annual Meeting. Bill will need the number of Reporters attending and he will then make the reservations.

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- Jacque Vowell will work on reserve seating for the two dances and producing the large diagram with the tables.
- Bill bought the new projector and case to use at the Reunion.
- Frankie Pretto wants a 1099 and wants the whole check made out to him. Sentimiento Panama will be reimbursed for the luncheon (donation of \$500); Friday night dance; etc. Bill will work with Kathy on the check amounts. Suggested to send check to Frankie prior to Reunion so he can cash and then Frankie handles paying his members. (Board concurred)
 - o Discussions on non-band members getting on stage. Because of insurance, other people cannot go on the stage. Bill will discuss with Patrick Smith.
 - o Need a 1099 for David Wright too.
- UF can video tape the Cultural Seminar and Luncheon; however, UF needs an authorization to film, Mike will develop a letter and send to UF. Tom Wilder made a motion to allow UF to film the 2018 Annual Luncheon; Shirley Avery seconded, motion carried. Tom made a motion to allow UF to record the Cultural Seminar as well; Shirley seconded, and motion carried. We need to alert the guests that this taping is happening.
- At the Annual Meeting, there will be no SWOT exercise because of Election year. Mike wants to send out the message to focus on membership and the younger generation. Mike would like several younger speakers to talk about their experiences at the Reunion. We are now family friendly since the Society moved in 1989 to Orlando. Add video recordings of members' experiences to our website.
- Sponsorship – Condor has their package in; Howler Monkey & Tom Ellis sending in \$1500; Varela Imports & Ricardo will sponsor the bag again plus donate small rums and 3 cases to the Happy Hour. Board decided on the string back pack for the bag this year in Red with white lettering. Bill will request that Ricardo ~~should~~ order 1500. Space Coast Bunco has donated \$675 towards the Despedida. It was suggested that someone ask Kelly Morris Fenton and Bliss Morris Huggins if they would like to be sponsors.
- Tom Wilder will post on FaceBook that the deadline is May 21 and mention the \$1.00 Happy Hour on Thurs-Sat.
- Discussions were held on opening the DJ dances to those under 15 with adult supervision from 10pm to midnight on Friday evening. It was suggested to ask the DJ if he can start at 10:00pm. Betty will contact Grant Hemond.
- We can take up to 4 more vendors.
- Golf – We can reduce our numbers by 25% up to 31 days out. Tom made a motion to issue a check for \$500 to give to Katie Beattie to buy golf door prizes; seconded by James, motion carried.
- Mini reunion suites have been reserved.
- The Reunion reports; i.e. Vendor, Golf & the Luncheon need to have last names first. James will work on this.
- Ray Husum suggested that John Planchon from SC, who is a professional Bingo caller, may be interested in calling the numbers. Kelly asked Ray to contact him for her.
- Discussions on renting an U-haul for Shirley. Tom said we can borrow his 14' x 7' trailer. He will bring the trailer down to the June Board meeting. The Marriott Board room will be used for storage.

Other Business

Shirley made a motion to approve of the February Board meeting minutes seconded by Tom motion carried. Kathy will submit paperwork to close out the BBVA accounts using the approved February minutes.

Following discussion, it was determined that the Membership letter should be revamped.

Benefit Hub – Mike reviewed the site and discussed the benefits, value and discounts to our members and for the reunion. It is free with no contract to the web developer. Tom made a motion to approve the Benefit Hub but the Board will discuss and have final approval for content and categories prior to being placed on the site. Noreen seconded the motion. The motion was carried. We can promote the Hub with flyers in the Reunion bags.

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CDs were reviewed. Mike will contact SunTrust for the CD ending at the end of April to see the way forward. He will also ask about the losses.

Financial Reports: Noreen and Mike reviewed the P&L, trending analysis on membership and year-by-year comparisons. Need 1st Quarter 2018 reviewed. Mike will revise and get out to all in a week. Tom complimented all on the P&L, and reminded the Board that the Society's goal is to break even.

Membership: The board had a discussion on call centers in addition to writing a script; volunteers taking credit cards over the phone; etc. Need a report on the Inactive members in 2016 & 2017 but also remember there are some names that state: Do Not Publish and Do Not Call. Mike, Shirley, Lee Bentley and Laura Kosik will work on a process.

Printing/Canal Record:

- Linda Morris would like to be a Senior Reporter-at-Large. Jacque mentioned all her contacts especially with the older generation. Tom made a motion to approve Linda Morris to be a Reporter-at-Large; seconded by Kelly Parthenais, motion carried.
- Jacque showed pictures of the new coloring book that will be created by Kathy Plucker Bernard.
- Canal Record quotes were discussed and Pride is the better deal. Jacque will reach out to Pride to ask them to use better paper and make sure the pictures are better quality. She also needs people to send in 600dpi and do not resize pictures.

Future Events:

Shirley discussed the upcoming calendar for 2018-2019.

- August 4th at 9:30 am – Board meeting with current and new Board members in attendance.
- September 8th – Der Dutchman Restaurant – Chairs are Bob & Cheryl Russell.
- October 13th – Yacht Starship out of Tampa with a Board meeting from 10-11:30 am followed by General Membership meeting during the cruise. Chairs TBD **(Board meeting in OCT removed after Board meeting.)**
- November 3rd – Space Coast Picnic in Merritt Island – Chairs are Richard Grimison, Bob Morrissey, Bob & Kathie McConaughy
- December 15th – Christmas Luncheon at the St Pete Yacht Club – Chair: Noreen Hanson
- January 12th – Board meeting
- February 16th – Carnavalito, Cocoa
- March 2 or 9 – UF Luncheon, Gainesville – Chair: Bill McLaughlin **(Bill cannot chair.)**
- April 6th – Board meeting
- May 4 or 18 – Spring Picnic – Chairs: Brittney Wilder and Lee Bentley
- June 15th – Board meeting
- July 3-7th – Reunion

Per Mike's request, Betty looked into Key West as an option for the October meeting. The cheapest hotel, Sheraton is ~~at~~ \$205 per night with the roundtrip Ferry ride from Ft Myers at \$140 per person.

Per Shirley's request, Betty looked into the Yacht Starship for the October meeting. Betty advised that the cruise with 3-course lunch, band, etc. will cost approximately \$44.90 per person. Betty was asked to proceed to obtain a contract from YSS for October 13, 2018.

Carnavalito will be at the Doubletree, Cocoa Beach (same hotel as in 2017) at \$149 a night. We will get our own Hospitality room. Tom made a motion to approve the hotel contract for 2019/2020 Carnavalito for Feb 16; seconded by Shirley, motion carried. Mike and Shirley signed the hotel contract.

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Betty spoke about the Marriott addendum that included rekeying cost reduction and golf luncheon pricing for the 2018 and 2019 Reunions.

Betty reviewed possible future Reunion venues with the Board; including Shingle Creek and New Orleans. The Board discussed New Orleans for 2024 Reunion but determined it will not be self-contained; high crime and not family oriented.

Kelly asked for \$300 to buy supplies for the Spring picnic. Tom made a motion to approve \$300; seconded by Brittney, motion carried.

Ray Husum had a short discussion on membership and the By-laws. Ray will contact Mike for Schools membership and contact management.

Meeting adjourned at 12:30 pm.

Mike Coffey, President

Kathy Malin, Office Manager