



PANAMA CANAL SOCIETY
EXECUTIVE BOARD MEETING MINUTES
19001 Sunlake Blvd, Lutz, FL 33558
August 4, 2018

The Board Meeting was called to order at 9:35 a.m. by Shirley Avery Bentley (President).

Attendees:

Richard Grimison (1st Vice President), Brittney Wilder (2nd Vice President), James Beattie (Director), Lee Bentley (Director), Patrick Smith (Director), Noreen Hanson (Treasurer), Mike Coffey (Immediate Past President), Bill McLaughlin (Reunion Coordinator & Past President), Laura Kosik (Sergeant of Arms), Carl Orvis (Chaplain), Bob Russell (Legislature Representative & Past President), Jacque Vowell (Editor), Tom Wilder (Past President), Betty LeDoux (Past President), Katie Beattie (Golf Chairperson), Margaret McLaughlin (Decorations Chairperson), and Kathy Malin (Office Manager).

Telephone Attendees:

Richard Grimison switched to telephone about noon (1st Vice President), Kelly Parthenais (2nd Vice President), Rod Snyder (Director–At-Large), and Ray Husum (ByLaws)

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

Shirley announced her Appointee Board members: Noreen Hanson, Treasurer; Rod Snyder, Director-at-Large; Laura Kosik, Sergeant of Arms; Carl Orvis; Chaplain and Bob Russell, Legislature Representative. Brittney motioned to approve the appointees, Richard seconded, and motion carried. The appointees were sworn into their respective offices. Shirley changed the Agenda and held the Personnel discussion next. Jacque, Betty and Kathy were excused from the room, as well as Katie Beattie. After the discussion, Shirley informed the 3 employees that they were rehired.

The Board excused the employees and conducted a personnel/staffing meeting.

Old Business:

Richard motioned to approve the June Executive Board minutes, Patrick seconded, and the motion carried.

The Annual Meeting minutes from June will be approved at the September General Membership meeting.

Reunion update:

Golf – Bill reviewed Katie’s After-Action Report (AAR) comments. Katie was displeased with Marriott Pro Shop and thought there was a disconnect between Mike and Derrick. Betty spoke to Derrick and reviewed the concerns but needs to speak to Mike. The luncheon was set up 2 hours early and some food items dried out. Pat & Katie will work up a list of concerns for the Marriott Golf contract for next year by end of August and send it to Betty. On the golf finances, Marriott charged us one over, but the person was on Katie’s list and per Katie, he did not play. Katie and Kathy will work on a better system to reconcile who paid before going to the reunion next year.

AAR report –

- CHS 78 handled the collection of funds for the Thursday Yacht club expenses.
- On Kathy’s comments regarding hotel confirmations, Betty suggested to add Nancy and her contact information in the March and June Canal Records. Mike asked why hotel confirmation numbers were not sent out and Betty explained the timeline and batching process. Confirmations were not a good experience for members this year. Tom suggested we send one batch, possibly around April 1st, next year. Tom will ask Chris to make sure there is an email receipt when people register on-line. Richard suggested the Society provide a landing page for hotel convention, a more personal service, to assist members with hotel reservations.

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- A discussion ensued regarding hotel rules on Mascots with covered faces. Mask usage is ok in PCS convention areas but not the lobby. Jacque will inform the mini reunion coordinators for next year.
- Registration and Information Chairs should let Bill know the preferred food choices for Volunteers next year.
- A member suggested that Governor's Club members should have priority seating at the Luncheon. Tom and Kathy will accommodate GC's next year. James will add GC field to the luncheon report. Tom suggested to James changes in the Luncheon report; by ID, then Alpha and he only needs the Report 30 days out. Bloody Mary bar was very well received. Mike suggested a Bloody Mary bar prior to the Annual meeting next year.
- Members complained about David Wright, Photographer, and David has apologized. Board suggested that David set up a space in the Atrium for Class Pictures or add a green screen station in lobby or set up a station inside the Ball and possibly with a cashier station, so people pay in advance. Pictures were not great this year; Bill will speak with David.
- Annual Ball dress code needs to be enforced. Make a sign with "NO SHORTS" for front entrance. Advertise in the March and June Canal Records about the dress code. Suggestion was made to possibly add a pink page in the Canal Record and the Registration bags about the dress code – no shorts & flip flops. The pink page is to inform attendees of hotel do's and don'ts primarily and other reunion information; i.e. the dress code as mentioned, guest speaker/s, program details/RC Report, parking fees, etc. Since we need pages in groups of four, this pink insert will be more than one page.
- The 2019 Thursday Yacht Club dance proposals from BHS 79 & 89 were reviewed. Richard will work with both Maureen Ferguson Lewis and Rob Thrift on coordinating the event.
- Joe Wood says next year's Auction will be the last one hosted by the Friends of the Museum. Joe asked if the Society would like to take this event over with benefits going to the Society. The Board decided not to own the Auction event. Board wanted to know if UF will keep displaying and continue their presence, Bill will check. Jacque recommended a yard sale in the Vendor room.
- Bill proposed the 2019 Reunion Chairpersons, and Kathy passed out job descriptions, respectively.
- The Board needs to plan for Pool Party contingencies. Bill will investigate other conference rooms and the Atrium. Richard recommended hiring *Shorty & Slim* to play at the Pool Party. Noreen motioned to move forward with *Shorty & Slim* playing at the Pool Party and possibly other events. Pat seconded, and the motion carried.
- Kelly suggested we cut Bingo to two hours on Friday and Saturday.
- Bill reviewed the deadlines for the 2019 Reunion written in the Yellow Pages. Board suggested to change the Registration cut-off date to May 31st. Refund deadline of June 14th is ok and early bird registration cut off for the drawing at Carnalito will be Feb 14th. Mike and Noreen suggested all registrants will be in the drawing versus only those with hotel registrations.
- Betty explained the complimentary self-parking is only for hotel guests. Day guests must pay for parking.
- Mike will reach out to Gen Barry McCaffrey about speaking at the Cultural Seminar or Luncheon. Joe Wood suggested Gen Marc Cisneros.
- Margaret suggested another event for the afternoons, "Painting with a Twist". There is a company in Orlando that will charge \$35 a person with a minimum of 50 people. Richard will check with his sister-in-law who used to coordinate one of these events.
- DJ contracts for Friday and Saturday After Hours are ready to be signed. Deposits will be due Feb 1st.
- Richard made suggestions to the Board about being flexible regarding Reunion classes hosting events on Friday night to draw more people to the convention area. He would like to see *Shorty & Slim* play at future reunions. Richard enjoyed *Los Legendarios* who played on Friday night but suggested a Murga at 9pm to move the crowd into the ball room. He also suggesting bringing back the enhanced Murga, the cost is approximately \$1,500. Single enhanced Murga \$800. and small Murga is \$200-\$300.
- Shirley explained the Decuria Group email. They have no access to email list right now. They are placing an Ad in four issues of the Canal Record since they were sponsors for the 2018 Reunion and possibly renewing the

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sponsorship in 2019. Bill indicated they need to get involved sooner. Society will not endorse the condo sales and asked Ray to write up a disclaimer for the Ad and all Vendor Ads.

- Noreen spoke on Reunion accountability for receiving and distributing funds. She suggested that the Vendor certificates be numbered and accountability for the free dance tickets. Betty reported on the history of her having the dance tickets which she has done for many years as a means to diffuse any situations members may have while at the reunion. Further she advised that she has the dance tickets and will return to Noreen. Bill gets a set each year to make a collage to brief security and hotel staff. The tickets used for 2018 were disposed of after scanning.

New Business:

Mike suggested we buy a speaker phone system for Board meeting. It costs approximately \$225. Noreen motioned to purchase a speaker phone not to exceed \$225; Richard seconded, and the motion carried.

Shirley proposed another Board meeting on Oct 27th at 9:30.

Mike made a motion to add Shirley A. Bentley, Noreen Hanson and Kathryne Malin to the SunTrust checking account. Pat seconded, and motion carried.

Noreen explained the values of the investment CDs. CD matured in April with the funds being transferred to checking account. Another CD is due to mature at the end of October. Since there is \$137K in checking, Noreen suggested to move \$70K to a 6-month investment CD. Mike will assist with CD transactions. Mike motioned to move \$70K into an investment CD, James seconded, and motion carried. Mike motioned for the maturing Oct 31st CD to be reinvested in a comparable CD, Noreen seconded, and motion carried.

A balance of \$535.70 is due for the Yacht Starship cruise on Oct 13th. Mike motioned to pay the balance, Brittney seconded, and motion carried. A final payment of \$535.70 will be due at the 30 days prior to event.

Noreen read from the Bylaws the part concerning Audits. She called 2 auditors and received a quote from one, Hamilton & Phillips, CPA. An audit review is approximately \$2,600 and a full audit starts at \$4,800. A formal engagement letter will be presented by auditor once engaged. Mike motioned to engage Hamilton & Phillips on a full audit, James seconded, and motion carried.

Board reviewed the Check Detail report. Pat motioned to pay our bills, James seconded, and motion carried.

Board reviewed the Balance Sheet and P&L. Noreen indicated there was nothing outstanding and there is \$63K in future revenue for the Governor's Club. We are good stewards on the spending. Noreen gave a Reunion recap: sponsorship was up, ball revenue was down, and professional AV services lower than in past years. An increase in tickets prices is not needed at this time.

Ray spoke about marketing and increasing membership. He spoke to Joe and UF members at the reunion about scanning yearbooks, then producing excel spreadsheets from a database to collect new membership prospects. Ray suggested purchasing an email blast system. Kathy explained that Frank Lee is setting up an email blast system. Ray would like to send out a survey of 10 questions and market other messages.

Jacque stated the October Canal Record is on scheduled. There are only 3 class reunions advertised at this time. She will be sending the PCS link to the Military Brats website. Mike wants to purchase a ½ page Ad for Supreme Lending. Board approve that Jacque can place a 'box' near the pictures directing members to visit David Wright's website vice an

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Ad in the October Canal Record in addition to placing an Info Ad in the March and June Canal Records for David Wright. Shirley would like the Directory proof sent to Nancy Van Siclen.

Bob spoke about the *Military Order of the World Wars* Ball in November. Last year the Society paid for an Ad in their program. Mike motioned for the Society to place a ½ page Ad in this year's program, Noreen seconded, and motion carried.

For the September Der Dutchman luncheon, Bob needs final count by September 1st. Kathy recommended that the Society set up an on-line registration for events like Reunion registration. She will email Chris.

Noreen made a motion that Margaret be paid \$250 to make decorations for the Christmas Luncheon on December 15th, Pat seconded, and motion carried.

Noreen motioned to purchase keys for the 3 file cabinets in the Society office, Mike seconded, and motion carried. Noreen suggested a dead bolt for storage room. Mike made a motion to purchase a deadbolt not to exceed \$50, Noreen seconded, and motion carried.

Meeting adjourned at 2:00 pm.

Shirley A. Bentley, President

Kathy Malin, Office Manager