

**PANAMA CANAL SOCIETY, INC.
EXECUTIVE BOARD MEETING
SOCIETY HEADQUARTERS OFFICE – SEMINOLE, FL.
AUGUST 28, 2010**

Present: Tom Wilder, Tom Spence, Mike Coffey, Shirley Avery, Noreen Hanson, Bliss Connerton, Jim Parthenais, Bob Russell, Bill McLaughlin, Jim O'Donnell, Mike Young, Cheryl Russell, Jacque Vowell and Nancy Van Siclen.

Absent: Chris Wilder

The president called the meeting to order at 9:35 a.m.

Consent Agenda:

June Board Minutes: Mike Coffey made a motion to approve the June 12, 2010 Executive Board Minutes; it was seconded by Tom Spence. Motion carried.

Expenditures: Bob Russell made a motion to approve the expenditures from June 12, 2010 through August 26, 2010 in the amount of \$80,880.15; it was seconded by Mike Coffey. Motion carried.

New Applicants: Tom Spence made a motion to accept the 13 new applicants for membership; it was seconded by Noreen Hanson. Motion carried.

President: Tom Wilder

Welcome to New Board Members: Tom welcomed the new board members and returning board members. He suggested that the new members look over the bylaws and standing rules. Tom stated that we are here to promote the Society.

Tom reported that he feels that there are a few things on the horizon for the upcoming board that he would like to mention. Last year we renegotiated our lease at a very good savings for three years. He feels that this might not happen when this lease is up. Tom reported that we have money in reserve and a substantial donation from one of our members and maybe in the next year or so we look at purchasing a building to house the Society office instead of paying rent. Tom feels that we need to get the directors involved in looking for space and reporting back with their findings. Some other things we may be faced with are that Nancy Van Siclen will be retiring in the next two years. That is something for this board has to think about will be to fill this position. The other possibility might be that Carol Masino may also be leaving.

Another item is that next year at the Annual Meeting at the Reunion we will do another SWOT exercise. After the SWOT exercise that the board will do later on this year we can choose three or four items most important items and ask the membership what is the most important to them on the list.

The other item Tom reported on was that Chris is working on getting the server set-up and is almost completed and having a totally new database built. He is pretty well completed but he needs some new enhancements.

Appointments of Employees: Tom requested that Jacque and Nancy leave the room so that the board could discuss the appointments. Upon their return Tom reported that the board has approved to rehire the staff and also approved a 3% increase in salary for Jacque and Nancy and Carol Masino will be given a \$1.00 an hour increase in salary. Tom also reported that Bob Russell will work on setting up contracts for the employees including duties, holidays, etc and then it will be sent to the attorney for him to look at it.

Panama Canal Museum: Tom asked the board if they thought that he should formalize a letter to the Museum in regard to some of the artifacts they have collected over the years before everything is turned over to the University of Florida. Bob Russell suggested that Tom call Joe Wood instead of a letter. Tom was in agreement and he would like to capture some of the memories before they are lost.

Assignments for Directors: Tom would like the directors to develop a formal corporate sponsorship policy. Something on a tier level (\$500.00, \$1,000.00 or \$1,500.00) and what would the Society give back in return, such as free advertising on the website with a link to their company.

Recurring Expenses 2010-2012: Jim Parthenais made a motion to approve the recurring expenses for 2010-2012; it was seconded by Mike Coffey. Motion carried.

1st Vice President: Tom Spence

Increase Late Registration Fee: Tom Spence reported that this year we had almost 300 late registrations at the reunion. He is suggesting that we raise the registration fee at the reunion from \$7.00 to \$10.00. After discussion, Tom Spence made a motion to raise the late registration fee at the reunion from \$7.00 to \$10.00; it was seconded by Shirley Avery. Motion carried.

2nd Vice President: Mike Coffey

Membership Committee Update: Mike reported that we have 1942 members on Face Book and 65 members on LinkedIn. At this time only members are on LinkedIn. Mike would like to change that and it would give us a great opportunity to connect our membership. Mike Coffey made a motion that anyone who would like to join LinkedIn, regardless if they are a member be allowed to join LinkedIn; it was seconded by Shirley Avery. Motion carried.

Cayuco Race Sponsorship: Mike would like to continue to sponsor the Balboa Yacht Club Party and again sponsor two boats like we did last year. Tom suggested that we have criteria for sponsorship of the boats. Mike is looking for \$400.00 to sponsor the Yacht Club Party. Last year we had 14 people sign up to be members of the Society. Mike will come up with criteria for sponsoring two boats for this year's race. Mike Coffey made a motion for the board to approve \$400.00 donation for the Balboa Yacht Club Party; it was seconded by Jim Parthenais. Motion carried.

Multi Year Renewal for Membership: Mike reported that we have talked about this before and the committee would like to offer a five year membership and call it the "Governor's Club". We would charge the \$200.00 for the five year membership, but we could recognize them at the reunion and give a gift to them for paying five years in advance, such as a Shorty & Slim CD, a t-shirt, a tervis tumbler etc. It is something we don't need to say what they will be getting. Mike feels it would be a good way to recognize those that are continuing their membership. Jim Parthenais made a motion to approve the multi year membership for new members and renewals for five years called the Governors Club for \$200.00; seconded by Bob Russell. Motion carried.

Decals: Mike reported that he has received positive feedback on the decals that were inserted in the March issue. Are we developing a new design for 2011? Mike would like the board to think about a design for 2011.

Treasurer: Jim Parthenais

Financial Update: Jim Parthenais highlighted the Profit and Loss Comparison for the period January through July and report is attached to the minutes. Jim will also make up a new account for Sponsorship on the financials.

Past President: Bob Russell

Bob Russell reported that according to the bylaws the appointed officers need to be sworn in. At this time, Bob asked each appointed officer to repeat the oath of office.

Editor: Jacque Vowell

Status of October *Canal Record*: Jacque reported that she is about a week behind and is up to 92 pages for the October issue and the pictures from the reunion will be in the center of the book in color. She will most likely have to omit the Letters to the Editor for this issue and include them in the December issue.

Office Manager/Secretary: Nancy Van Siclen

Member Complaint – Defer 2010 membership to 2011: Nancy reported that she had received an email from a member who joined at the Reunion and would like to get her membership deferred to 2011 since she will only receive the October and December issues. After discussion Jim Parthenais made a motion not to defer the membership to 2011; it was seconded by Mike Coffey. Motion carried. Nancy will mail her the three issues that she did not receive for 2010 and Tom will write her an email advising her of the board decision.

Email from Chipi Azcarraga: Nancy read an email from Chipi thanking the Society for honoring his father, Lucho Azcarraga, at the Annual Luncheon.

Letter from Daniel Aleman: Nancy read a letter from Daniel Aleman, BHS class of 1965 thanking the board for the tremendous job at this year's reunion.

Legislative Representative: Jim O'Donnell

August Legislative Report: Jim O'Donnell highlighted the August Legislative Report and copy is attached to original minutes.

New Business:

Calendars – Money raiser member suggestion - Tom reported that we had received an email from Penny Ellenor about calendars being done as a money maker for the Society. The calendars are \$19.95 plus \$4.00 in shipping. There is no out of pocket cost for us. We would just supply the pictures. Tom said that if we would like to go forward with this, maybe Noreen could contact her and get a formal proposal. Jim Parthenais made a motion to have Noreen contact Penny and obtain a formal proposal; it was seconded by Mike Coffey. Motion carried.

New Server – Database – Hardware – Tom reported that on behalf of Chris the new database is almost completed, the server is set up but along those lines we have to have a new computer for Nancy and take the old one from Nancy and give that to Carol. Bill McLaughlin also suggested that we also think about getting a laptop for use in the office and at the reunion. Mike Coffey made a motion for Chris to spec out a new computer for the office and a laptop for the office and at reunion that will work in tandem with our new hardware; it was seconded by Tom Spence. Motion carried.

Bill McLaughlin –

Layout, Reunion Assignments and Schedule of Events 2011 Reunion – Bill thanked everyone for sending in their after hours reports. Bill passed out a draft of the 2011 Schedule of Events, List of Chairpersons and layout for the Marriott Convention Center. Bill reported that we had the opportunity to meet with the convention center contact at the Marriott. Also, Bill realized after he set up the reunion assignments that he had Chris Wilder helping out with the seminars and bingo. Chris will be assigned to working with Jim O'Donnell at bingo.

Discussion followed on having the after hours dance follow the live music on Friday night starting at midnight in the same ballroom. We will again have the 7:30 p.m. – 8:30 p.m. time for the children on Friday night. Tito will play from 7:30 p.m. – 11:30 p.m. and the after hours dance will follow the Panazonian dance.

Tom Wilder presented Margaret McLaughlin with a Certificate of Appreciation for all of her years of service on the executive board. Tom also has one for Pam Reid which will be mailed to her.

Margaret McLaughlin – Reunion Special Events

Christmas Luncheon decorations advance – Margaret would like to get an advance of \$250.00 to cover the cost of table decorations for the Christmas Luncheon. Mike Coffey made a motion to give Margaret the \$250.00 for table decorations; it was seconded by Bob Russell. Motion carried.

2011 Reunion Theme Proposal & Advance on Decoration Funds – Margaret reported that she is planning Carnival as the theme for the 2011 reunion. She would like approval of \$2,500.00 for decorations which is the full amount for both dances on Friday and Saturday night. She would like to receive half now and the balance at a later date so she can start purchasing items for the decorations. Bob Russell made a motion to approve the \$2,500.00 for decorations; it was seconded by Shirley Avery. Motion carried.

Calle Ariba and Calle Abajo event idea – Margaret will come back to the board as soon as she receives a quote on the this idea from Rafael. He has costumes that each queen would wear and he will not charge us. The quote would be for the murga participation.

Old Business:

Reunion wrap-up – Pros & Cons from after-action reports – Bill reported that he did look over the after action reports and everything went well during the past reunion.

Reunion Financial Report wrap-up – Jim reported that he has giving everyone a copy of the financial report for the reunion. Jim did point out that we only had to pay for one room this year and Betty does a great job working with the hotel. Jim highlighted the reunion financial report and highlighted some of the expenses (copy attached to the minutes).

Trademark – Tom reported that we have received our seal for our trademark from the attorney.

Zonie Fund – Pam Reid turned in \$482.67 that was collected at the reunion for the “Zonie Fund”. After discussion, the feelings of the board are that we continue with the campaign. Jim Parthenais will put this money into a prepaid expense account.

Carnavalito – Tom reported that we had talked about having Canavalito again and he reported that Betty has located a hotel in Melbourne for \$104.00 a night. The dates for the 2011 Carnavalito will be Friday, February 4, 2011 thru Sunday, February 6, 2011.

Good of the Order:

Tom reminded the board that the next General Membership Meeting will be on September 18, 2010 at the Elks Lodge in Ocala, Florida. He also reported that we have purchased a CD from the Museum to show at future membership meetings. The CD is on the expansion of the Canal, and the next Board meeting will be held on October 23, 2010 at the Society office.

Mike Coffey made a motion to adjourn the meeting at 12:30 p.m.; it was seconded by Tom Spence. Motion carried.

NANCY VAN SICLEN
OFFICE MANAGER/SECRETARY

TOM WILDER
PRESIDENT