

**PANAMA CANAL SOCIETY, INC.
EXECUTIVE BOARD MEETING
SOCIETY HEADQUARTERS OFFICE – SEMINOLE, FL.
OCTOBER 23, 2010**

Present: Tom Wilder, Tom Spence, Mike Coffey, Jim Parthenais, Shirley Avery, Noreen Hanson, Bliss Connerton, Chris Wilder, Bob Russell, Mike Young, Jacque Vowell and Nancy Van Siclen.

Absent: Bill McLaughlin, Cheryl Russell and Jim O'Donnell.

The president called the meeting to order at 9:45 a.m.

Consent Agenda:

August Board Minutes: Bob Russell made a motion to approve the August 28, 2010 Executive Board Minutes; it was seconded by Shirley Avery. Motion carried.

Expenditures: Bob Russell made a motion to approve the expenditures from August 27, 2010 through October 23, 2010 in the amount of \$22,885.78; it was seconded by Shirley Avery. Motion carried.

New Applicants: Mike Coffey made a motion to accept the six new applicants for membership; it was second by Shirley Avery. Motion carried.

President: Tom Wilder

Director Assignments – Corporate Sponsorship Criteria – Tom has asked the directors (Noreen Hanson, Chair; Shirley Avery and Bliss Connerton) to come up with a criteria for our corporate sponsors at the reunion each year including what we would offer for their donation which could include a link on the website, advertising in the *Canal Record*. Tom feels that there should also be different levels of sponsorship. This will be discussed at the next board meeting after the committee develops a criteria.

2nd Vice President: Mike Coffey

Membership Committee Update – Mike Coffey reported that a notice will be placed in the December *Canal Record* offering to sponsor two boats in the Cayuco Race with a deadline of January 31, 2011 to submit an email requesting the reason they should be considered for a sponsorship. Mike also feels that we should only sponsor a boat that the members of the boat are Society members. Mike also reported that a notice will also be placed in the December issue offering a new membership called the “Governors Club” for those members signing up for five years with the Society offering several benefits. One of the suggestions to be included would be a Governors pin that would be included in their packet along with a thank you letter from the president and the board.

Treasurer: Jim Parthenais

Financial Update – Jim highlighted the profit and loss comparison report from January to September 2011 and there is really nothing out of the ordinary to report. The dues increase is helping our income and we are still being careful with our expenditures. Jim also reported that since CD interests are low most of our money is in the money market fund. He also stated that we are not making a lot of money but we are not losing any either.

Director: Noreen Hanson

Report on Calendarlink.org – Noreen reported that she had spoken with Penny (Leeser) Ellenor of CalendarLink.org. She said that CalendarLink would set up the website and there would be no cost to the Society but we would need to provide the pictures for the calendar. They would like to add our event dates, our logo would be printed on the calendar and our mission statement would be printed on the back of the calendar. The Society would need to assign a person to be the administrator of the website and would be responsible for coordinating web changes and order verification. The calendars can be ordered by calendar year or non calendar year. After discussion, Jim Parthenais made a motion to go forward with the CalendarLink.org; it was seconded by Mike Coffey. Motion carried.

Director: Chris Wilder

Chris reported that the new computer has been installed and that the Society received a second computer by mistake. Jim Parthenais will call Dell to see if we can get a deal on the second one. If not, it will be returned to the company. Chris also reported that the server is ready to be installed in a few weeks.

Editor: Jacque Vowell

Status of October Canal Record – Jacque reported that the October issue is in the mail and that she is already working on the December *Canal Record*. Tom spoke about putting old *Canal Records* on the website. After discussion, Jim Parthenais made a motion to put all of the *Canal Records* in a PDF file from 2008 through 2010 on the website; it was seconded by Mike Coffey. Motion carried.

Office Manager/Secretary: Nancy Van Siclen

Carnavalito Update – Menu Negotiations – In the absence of Betty LeDoux-Morris, Nancy reported that Betty is working with the Hilton Hotel in Melbourne on the menu pricing for Carnavalito and she will be consulting with Randy and JoElla Deakins and hopes to have everything resolved by next week.

Tom Wilder mentioned that he had a telephone conversation with Jim O'Donnell and that Jim would like to be replaced as Legislative Representative. After some discussion Tom asked Bill McLaughlin to look at the by-laws and report back.

Reunion Update:

In the absence of Bill McLaughlin, Tom Wilder reported that Bill had sent in some items for discussion:

1 – New pricing for the Panazonian Dance/After Hours Dance – since we are combining these two dances on Friday night it was discussed what should we charge for both dances as a combo ticket. After discussion, Mike Coffey suggested that we charge \$20.00 for the combo ticket, keep the After Hours Ticket at \$10.00; it was seconded by Shirley Avery. Motion carried.

2 – Bill suggested that we raise the cost of the Annual Luncheon from \$30.00 to \$35.00 since our quoted price from the hotel for 2011 is \$25.75 and this will increase each year by 3% per our contract. Bill feels that the \$5.00 increase will help offset some of the expense for the luncheon. After discussion, Mike Coffey made a motion to keep the Annual Luncheon cost at \$30.00; it was seconded by Jim Parthenais. Motion carried.

3. Tom Spence suggested that we also raise the cost of on-sight registration for those members that register at the reunion. After discussion, Tom Spence made a motion to increase the on-sight registration fee from \$7.00 to \$10.00; it was seconded by Mike Coffey. Motion carried.

New Business:

S.W.O.T. Exercise – Outcome of the S.W.O.T. exercise is attached to minutes.

Tom reminded the board that the next general membership meeting will be in Titusville, Florida on November 6, 2010 and the next board meeting, if required, will be held before the Christmas Luncheon on December 5, 2010 at the Wine Cellar Restaurant, Redington Beach, Florida.

Mike Coffey made a motion to adjourn the meeting at 12:40; it was seconded by Bob Russell. Motion carried.

NANCY VAN SICLEN
OFFICE MANAGER/SECRETARY

TOM WILDER
PRESIDENT