

**PANAMA CANAL SOCIETY, INC.
EXECUTIVE BOARD MEETING
HOLIDAY INN – MELBOURNE, FLORIDA
FEBRUARY 6, 2010**

Present: Tom Wilder, Bob Russell, Cheryl Russell, Jacque Vowell and Nancy Van Sicken.

Present on Conference Call: Margaret McLaughlin, Tom Spence, Jim Parthenais, Mike Coffey, Shirley Avery, Bliss Connerton and Bill McLaughlin.

Absent: Pam Reid, Jim O'Donnell and Chris Wilder.

The president called the meeting to order at 3:04 p.m.

Consent Agenda:

October Board Minutes: Bob Russell made a motion to approve the October Executive Board Minutes; it was seconded by Mike Coffey. Motion carried.

Expenditures: Bob Russell made a motion to approve the expenditures from October 22, 2009 through January 31, 2010 in the amount of \$44,612.22; it was seconded by Margaret McLaughlin. Motion carried.

New Applicants: Mike Coffey made a motion to accept the 13 new applicants for membership; it was seconded by Bob Russell. Motion carried.

President: Tom Wilder

Old Business:

Logo Trademark Protection – Tom reported that this can be taken off the agenda. He contacted the attorney who worked on the copier situation and the trademark application has been sent in. We should have something back within the next month or so.

Meeting with Museum Board Members – Tom traveled to Gainesville to meet with Joe Wood and Kathy Egolf of the Museum and had a very good meeting with them. Tom also met with Janet Romero of the University of Florida and he told her that the Society would like to be considered for some of the larger items if the University was not interested in them, such as the Cristobal bell, before they get rid of these items.

Treasurer: Jim Parthenais

Investments – Jim reported that we have three CD's maturing this year; one on February 28, 2010 which he will roll over; the other two are maturing on March 23, 2010 and December 23, 2010. He will look at the cash flow before doing anything with these to make sure we have enough money to pay out bills after the reunion.

Not-for-Profit QuickBooks – Jim reported that the Not-for-Profit QuickBooks program has been installed and we are running parallel with the For-Profit module. This is a standard accounting procedure for installing new accounting systems to ensure that the output of the new system is the same as the old system and to make sure the new system is fully debugged and working properly. He also reported that one of the benefits of installing the Not-for Profit program is that we will be able to realize some cost savings by generating our Federal Tax Form 990 in house. Randy Drake is currently working out a few bugs with the Not-for-Profit general ledger as it relates to the Tax Form. As soon as he completes this we will be able to prepare it. The funds we would have spent in paying Randy to prepare the 2009 tax return will be covered by the money spent to have him stall the Not-for-Profit program so there will not be an additional charge for preparation.

Director: Mike Coffey

Membership Committee Update – Mike reported that the committee had begun a recruiting campaign in October last year trying to get new members and also make sure the current membership renews their dues. Looking at the number from 2008 to 2009 in November and December it looks like we doubled this year new members compared to 2008. We have 1,350 members signed up on Face Book. Looking at the figures for January we are about 4% over in membership then we were in January 2009. Mike reported that the committee had their first meeting of the year this past week.

Mike reported that they collaborated with David Lane in California and Mike understands that the meeting went very well. Nancy reported that the package was returned from David Lane and everything we sent was returned. The sign up sheet was not used and all the applications and envelopes were returned. Mike feels that we should not give up and see if we can get a member of the committee to attend some of these functions in the different areas.

Another suggestion was that maybe the Reporters in the different areas could attend and represent the Society. Mike and Jacque will set up a conference with the Society Reporters. Jacque said that she has been offered a suite for Thursday afternoon, and maybe we could do something then. She was going to ask the board for about \$50.00 to purchase some snacks and have a small gathering. Jacque will check with the reporters to see how many will be at the reunion on Thursday and maybe something can be planned for that day.

Proposal to sponsor boat in 2010 Cayuco Race – Mike proposed that the Society sponsor a youth and open class boat in the Cayuco Race this year. He would like to give each boat \$100.00 and also purchase 25 t-shirts. He also suggested that we contribute \$400.00 for the Saturday Night party at the Balboa Yacht Club, and it would be called the Panama Canal Society Cayuco Race Party. Shorty and Slim will give CD's to anyone joining the Society during the evening and will include the Society logo on their advertisement. Nancy was directed to check with B Hive on the cost of purchasing 25 t-shirts. After further discussion, Bob Russell made a motion to spend no more than

\$1,000.00 to sponsor these suggestions; it was seconded by Margaret McLaughlin. Motion carried.

Director: Pam Reid

Family Fun Evening Update – Pam was unable to attend the board meeting but Tom had some questions about the email Pam sent out, and one of them was paying the difference between the cost of the family attending and the Society adding \$15/\$25 to cover the charge of \$40/\$50 per family to attend. Tom has trouble justifying this expense.

Bill stated that we have advertised that the dance contest on Thursday night would be cancelled if we didn't get enough participation for the event and he feels we could do the same with this event. Bill also asked what would be the date we would have to cancel the Sunday event if the event we don't get enough participation.

Tom suggested that Bill email Pam that the supplemental fee will not cut it and that this must be a break even event and also ask for a drop dead date from the Vendor in case we need to cancel.

After further discussion it was decided to wait until the April board meeting to see if more questions could be answered, but Tom did say that as of now the board is not in favor or supplementing this event.

Past President: Bob Russell

Update on Cultural Seminars – Cheryl reported that Dr. Stanley Heckadon of the Smithsonian Tropical Research Institute is very excited about coming and he will do the Friday and Saturday seminars. The topic on Friday will be "The history and Work of the Smithsonian Tropical Research Institute" and on Saturday he will talk about "Turning Swords into Plowshares: the Galeta Marine Education Center". This information will appear in the March issue.

Tom reported to the board that he had received an email from Danny Norman concerning the rumors about the third set of locks and the company that Danny works for wanted to come up and address the membership. Tom said that they were welcome to come and we would be able to give them a room to address the membership, but they would have to pay their own expenses.

Troyer's Luncheon – Bob reported that the Sarasota luncheon is scheduled for May 1, 2010 and the cost is \$19.00 per person.

Arturo Sauce – Bob reported that we have agreed to have the representative of Arturo Sauce sell in the vendor room. They have agreed to send \$500.00, but as of this meeting it has not arrived yet. Bob also said that we had agreed to give him a free ad in the *Canal Record* and he sent him the deadlines for submitting an advertisement.

Editor: Jacque Vowell

Status of March *Canal Record* – Jacque reported that the March issue is in the process of being proofed and this time we will have 100 pages due to lengthy articles, additional advertisements and the insertion of the ballots. Jacque reported also that the March issue would contain the membership decal with the Society logo with the year 2010, which also will be included in the March issue.

New Reporter for Northwest Virginia – Jacque reported that she has received a request from Kathleen Sheridan of Northwest Virginia who would like to be a reporter for that area. Mike Coffey made a motion to accept Kathleen Sheridan; it was seconded by Bob Russell. Motion carried.

Office Manager/Secretary: Nancy Van Siclen

Correspondence – Nancy read correspondence from a few members who wanted to thank the Society for the membership dues reminder that they received in the mail in January.

By Laws Chairperson/Reunion Coordinator: Bill McLaughlin

2010 Reunion Update

Procedures at Friday & Saturday night dances – tickets – Bill reported that in regard to the member who observed wide scale ticket flipping, printing, etc. at the Friday and Saturday night dances, he proposes that we still have tickets issued to members at registration, but once they enter the dances, they will be stamped with invisible ink. Bill has investigated some web sites and the ink cannot be transferred from one person to the other. We already have three black lights at the office that were purchase years ago for this same purpose. His idea is to have the security guards take tickets from the members and then stamp the members hand. Tickets will not be given out as people leave the ballroom as we have done in the past.

Bars in Foyer on Friday & Saturday night dances – Bill reported that a member suggested taking the bars away from the foyer. Bill will talk to the hotel about moving these bars inside the ballroom which will force members to come inside to purchase drinks. Bill also said that the club house bar will remain open. He feels that this might cause some mixed emotions by our members and also the hotel may frown upon this idea as this will surely affect their sales. Tom suggested we discuss this further at the April board meeting.

Tom Wilder –

Annual Luncheon – Tom has an idea to have Frances Morrissey play Lucho music at the luncheon and also have the dancers from the Sunday despedida perform during part of the show. Frances will use the organ at the reunion but she would like a little time with the organ to practice. Bill advised that the organ will arrive at noon on Friday. The Society will give two nights at the hotel for Frances Morrissey to perform.

Guest Speaker Reception – Tom is inclined to again, since times are still tight, not to plan on having a reception for the guest speaker in order to keep costs down.

Tom advised the board that the members who registered for the reunion will receive the same type bag we gave away in 2009 (blue & gold), but this year the bags will be done in red and white. Also, the volunteer gifts this year will be a key chain which matches the pens the volunteers were given in 2009.

Good of the Order –

Tom reminded everyone that the next General Membership Meeting would be on March 20, 2010 at Anderson Park, Tarpon Springs, Florida for the West Coast Picnic.

The next executive board meeting would be April 17, 2010 at the Society office.

Bob Russell made a motion to adjourn the meeting at 4:20 p.m.; it was seconded by Margaret McLaughlin. Motion carried.

NANCY VAN SICLEN
OFFICE MANAGER/SECRETARY

TOM WILDER
PRESIDENT