

The South Florida Emerald Society, Inc.

Board of Directors' Meeting

Miami Yacht Club

Thursday, June 7, 2012 at 6:30 p.m.

Agenda

Call to Order

Pledge of Allegiance

Welcome any guests – Billy Cameron, Mary Ann Kerr, Barbara McManus

Members excused: Christopher Kelley, John Doherty, Mary Gerhardt, Bill O'Brien, Erin Ashley, Dave Russell, Chuck Daley, Don Harrington Jr., Pat Duffy

In attendance: Hugh Ryan, Kassie Doyle, Don Slesnick III, Oliver Kerr, Noelle McManus Stillings, Joe McManus, Phil Morrissey, Richard Welch, Paul Reilly, Sean Hayes; Judi Tierney Sherry, Sean Ferrell

Absent Unexcused Members: Dan Fitzgerald, Dave Russell

Order of Business:

President's Report: (Hugh Ryan) For the Good of the Order

Installation Dinner – Success!!

- Judi says:

- Bagpiper was able to come with several other people
- We honored Dan Fitzgerald – “He has kept us Irish!” Judi suggests this honorarium should become an annual tradition. Also, new Presidents should continue to receive gavel gift and outgoing presidents should continue to get \$100 gift
- Jungle Island charged us \$37 per person this year. This is why price up. Our contract is for 75. Jungle Island didn't make up pay for 75 people. But unless we get a lot more people there next year, we will have to raise the price of the tickets again.
 - We need more people. Membership committee needs to make a concerted effort to get all new members there. Unless we get more people there we will have to raise the price.
- Attendance this year = 59
- This is our event we throw ourselves.
- Billy Cameron: This year's Installation Dinner was best ever! Kudos to Judi Tierney Sherri!
- Joe McManus: Membership committee should make a concerted effort to invite new members and specifically reach out to them.

Secretary's Report: (Kassie Doyle)

Minutes of May Board meeting - Hugh has minutes from May (as KD was excused from meeting). He will find them and provide them to Board for review.

Treasurer's Report: (John Doherty)

Bank CD's-vote

- Joe McMannus – Motion to renew two CDs to renew for one year. Second by Judi Sherry. Motion Passes
- Phil Morrissey – Objects. CDs tie up our money and there is a penalty if you access money early. CD rates are not very good right now. It is not in our best interest to tie up this money in case we need it.
- Joe McMannus – 3rd CD comes due in October 2012. We can wait for this one to consider non-renewal in order to free up some money.
- Recommendation: Discuss 3rd CD in October 2012 when it comes through.

Committee Reports:

Christmas In Ireland (Kassie Doyle) – Budget/location/Date/Time/menu/raffle

Contract update – All systems go for Christmas!

- We are doing a served dinner instead of buffet. This will actually help save us costs.
- Alcohol – discussion of open bar versus cash bar
- Bill O'Brien has a connection with D'Aggio – look into it
- Insurance – We are Certificate holder for venue's insurance policy for date of event. In addition to that, we are working liability insurance into our budget (approx \$700)

4th of July Parade-Key Biscayne

- Get past toll gate by 930 am to avoid major traffic delay.
- Food and drinks available. Social Section prior to Parade
- Parade starts at 11:00 a.m.
- We are invited to Key Biscayne Yacht Club after Parade (Thank you Tom Flynn!)
- Meeting Place: St. Agnes Church (First Right turn at the Shell gas station)
- Billy is coordinating with Tom Flynn for St. Agnes issues (i.e. meeting place, etc)
- Issues up for vote:
 - o New Flag Holder
 - o Flags to hand out instead of Candy
 - o Together new flag holder and candy approx \$150 (current budget for 4th of July is \$150)
- Motion by Joe McMannus – Increase 4th of July budget by \$50 for flag handouts and flag holders and to cover cost of food as needed (total of \$200 for budget)
 - o Motion second by Sean Hayes. Motion passes.

Social (Paul Reilly)

- June 29 – Social at Irish Times in South Miami
 - o No food at this time. Paul is working on food and drink specials. Drink specials (i.e. extended happy hour) more likely. Emeralds may get 10% discount food purchases
 - o Entertainment: Carridy O’Doherty (YAY!)
- 1/2 way to St. Patrick’s Day Pub Crawl – No word on this from Mary. No date yet.

Membership (H. Ryan) new members

- John Doherty gets stuff in the mail, then passes it to Membership. At this time, unclear whether we have new members applications we have not reviewed.
- Blair Brogan – came to Installation Dinner. Check was cashed. Sponsored by Bill Gregory
 - o Judi makes a motion to accept Blair Brogan as a member. Second by Phil Morrissey. Motion passes.
- Members how still not renewed – approx 30 – 35
 - o Names of new members who have not renewed read off
 - o Judi believes sponsor should contact their new members to renew if they have not (There are 4 new members who have not renewed)
 - o Kassie Doyle says member who have not renewed should not be in the directory.
 - o Don Slesnick made some observations at Installation Dinner
 - The older members had green jackets – no newer, younger members had the green jacket
 - New members should have some kind of buy in/incentive for New Members to make joining the Emeralds a unique experience
 - Discounts discussed, new member t-shirts/polos? Other possible new member things discussed.
 - o Phil Morrissey – we need more of an effort to reach out to the newer members. Make a concerted focused effort to welcome new members into the tribe.
- Joe McManus: over the years – we tended to lose 20 and gain 20 for example. In the last couple of years, it seems we are losing more members than gaining
- New membership ideas from Hugh:
 - o We need a form that you can download and send in easily online. We also need a form that can be easily printed from the website (Like a “Click to Print” feature) so they can print it and mail in the completed application and the check in one shot.
 - o Update current app with friends of emeralds section
 - o Leave membership applications in Irish pubs around South Florida
- Should email Membership Newsletters to all
 - o But newsletters should clearly list the membership benefits

- Don Slesnick: Other organization he is in charges small fee (\$10) for non-members to come to events and guests pay \$10 – this could be possible Member feature

Website and Big Mouth – Use it!

Shamrock News/ Communications (Joe and Barbara McManus)

- Draft newsletter being worked on. Hopefully out by this weekend
- Suggestions to include list of Emerald birthdays each month and/or list of anniversaries in

Health & Welfare-M.A. Kerr

- Mary Ann sent a card to Tom Flynn on behalf of Emerald Society Members
- Jane Thompson – she is very sick. Has requested prayers.
- Dan Fitzgerald – went home Monday. Is home.
- Tom Flynn – home
- Henry & Carmen Kissane – Henry has had bronchitis. Carmen has a minor heart condition and is expecting surgery. Carmen and her doctor feel good about it.

Unfinished Business

New Business

Oliver Kerr- upcoming events

- Oliver Kerr – Bloomsday – Saturday June 16
 - Tea 2:00 pm Coral Gables Library
 - James Kelly – Ireland’s Fiddler of the Year will be present. Traditional Irish music 17th century today.
 - Books & Books – 6:30 p.m.
 - Readings of James Joyce Ulysses
- Phil Morrissey suggested possible new seminar on “The Economics of Ireland” would include plugs for Morgan Stanley (bc they are sponsors). 1 hour to 1.5 hours long. Would include dinner for attendees. If people show up, they will be comp-ed.
- Judi Tierney Sherri – Scottish Society needs support – June 16 Golf Tournament. We would like members to support it because Bob Richie is such a MAJOR supporter of Emeralds (ahem – free bagpipers at Installation dinner)
- Sean Hayes: this is the Society’s 60th Year!
 - History of organization at an event?
 - Dan Fitzgerald to publish a real extensive history
 - 60 years of green jackets!!!
- Billy Cameron – On the lookout for Green jackets! Tell him if you know where to get one.

Good of the Order/ Adjournment