

The South Florida Emerald Society, Inc. Board of Directors Meeting

Miami Yacht Club Thursday, July 11, 2013 at 6:30 p.m. Meeting Minutes

Present: Hugh Ryan, Sean Hayes, Richard Welch, Jr., John Doherty, Dan Fitzgerald, Kassie Doyle, Chris Kelley, Paul Reilly, Judi Tierney Sherry, Joe McManus, Sean Ferrel, Noel McManus Stillings, Meghan Knol, Ann Eustace

Excused Absences: Blair Brogan, Don Slesnick III, Pat Duffy

Unexcused Absences: Chuck Daley, Jeffrey Bailey

Guests: Ed Cooke, Barbara McManus

Call to Order

- Pledge of Allegiance
- Welcome guests – Ed Cooke, Barbara McManus

Order of Business

President's Report (H. Ryan)

- Phil Morrissey has volunteered to vacate his spot on the Board given his inability to attend board meetings

Secretary's Report (K. Doyle)

- Motion to approve June minutes by D. Fitzgerald. Second by J. McManus. Motion carries.
- Motion to approve May minutes by J. Tierney Sherry. Second by J. McManus. Motion carries.

Treasurer's Report (J. Doherty)

- J. Doherty reviewed the June Treasurer's Report. See his report for details.
- Motion to accept June Treasurer's Report by S. Ferrel. Second by J. McManus.
- Request for reimbursement by Ed Cooke for Celtic Cultural Series
 - o Budgeted Amount - \$900
 - o Requested amount - \$1,059.91
 - o J. Doherty requests
 - o Motion to pay \$1059.91 as requested by M. Knol. Second by J. McManus. Motion carries (no verbal opposition).
 - Discussion – why did event go over budget? Explanation (related to paying for dinner by speaker. Attendance by Emeralds usually. Roughly 15-20 people per event. The requested amount has been depleted.

Committee Reports

- 4th of July Parade on Key Biscayne

- Prep is everything. The pre-parade was very fun. Tried to recruit a few people.
- S. Hayes – had a great time
- C. Cameron – we might have more people attend if we had more vehicles or budget for renting a convertible for older members to ride in
- N. McManus – Do we have a budget to rent a car?
 - J. Doherty – usually the rental is donated. Things can be budgeted in annually
- E. Cooke – Suggests board send official letter to Tom Flynn thanking him for inviting us to Key Biscayne Yacht Club and providing refreshments.
- M. Knol – Motion for Hugh Ryan to write a “Thank you” note to Tom Flynn for his kindness.
 - Second by N. McManus Stillings
 - S. Ferrell – That is a directive – no need for a motion.
 - Hugh says he will write letter nonetheless.

- Socials (Paul Reilly)

- Dismal turnouts at least two socials
 - Titanic – 10-12
 - Waxy’s – 10-12 (maybe couple more)
- There is a social scheduled for July 25 if the Board wants one. Tentatively scheduled at Irish Times.
- M. Knol: Can socials be held on different days of the week.
- If no social at the end of July then the next social wouldn’t be until October (traditionally no social in August, September is half-way to St. Pat’s)
- After discussion, it was determined there would be no social in July

- Half Way to St. Patrick’s Day Festival

- Sean Ferrell reporting for Mary
- September 14th
- She is lining things up. To launch from Yacht Club

- Christmas in Ireland (K. Doyle)

- K. Doyle reviewed CII’s first committee meeting. We discussed possible venues, food options, and entertainment. Discussion was held about reducing the per person ticket cost.
- J. McManus – in the past he has been leading proponent that CII should be a money maker. We should look at this at how can we get our members out
 - S. Hayes agrees with this statement.
 - E. Cooke – Agrees. If everyone who was ever a member back three years received an invitation that may help increase attendance. Anyone we know who is Irish with an Irish name
- J. Doherty – Original budget states \$617 profit for CII this year. Three things make this membership run. First, membership. If we lost 50 members this year, that it a loss of \$500-ish. If we give up CII as a money-making event, then we will lose money for next year.

- **Membership (Sean Hayes & Ann Eustace)**

- J. McManus – How many paid members do we have.
- Sean: How many people in this room have the Emerald Membership Application on them? Only Ann Eustace. All Board members should have an application at all times
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- Ann: Project was Emerald Directory. \$425 collected in ad revenue for directory so far. June 30 was the deadline, but she allowed a couple of extra persons. Anticipates it will go to print tomorrow.
- Approximately 40 members have not renewed. They will not be in Directory.
 - They have been sent multiple notices and email (three). Phone calls have not been made but that is time consuming. Ann wants to get the directory out.
- Ann: Wants to conduct exit survey of all people who did not renew membership in order to get an idea as to why they didn't renew.
- Ed Cooke – Directory would benefit from having photos of members and a listing of each member's occupation like it was in the past.
- J. Tierney Sherry – Has the application from last year's Festival Book. This application has a discount for children and discount for "Friends of the Emeralds." These discounts should be on Membership Application which may assist with recruitment.
- Ed Cooke – we should try to look to high schools to build membership.
- Ed Cooke – Possible revisions to Application (colleges, etc).
- J. McManus – What do By-laws say about "Friends of the Emeralds" and dues. Friends are dues-paying members with no Irish ancestry. There is no indication what amount their dues are.

- **Marlins Game Report**

- 12 people in attendance
- Game was a 4pm game on Father's Day weekend on day with a Heat Playoff Game
- M. Knol – there was very little notice of the game. More notice may have brought more members.
- Overall, the game was a loss. Ann Eustace brought guests.

- **Website/Big Mouth**

- M. Knol – Wants announcements with more notice. More notice would be helpful

- **Shamrock News**

- Sent out early in July in order to get more attendance for 4th of July Parade.
- Nothing to publish until meeting in September
- One of the pictures from the Installation Dinner made the Miami Herald in a full color spread

- **Health & Wellness**

- Mary Ann Kerr – Hugh and Kassie saw her last night. She was looking very well. She was upbeat.
- Tom Flynn – Went to Key Biscayne parade

Unfinished Business – None

- J. Doherty forwarded “Thank You” note from Dr. Joyce to board
- J. Doherty – Note from non-member. Looking for information on how to obtain an Irish passport. Received no volunteers on Board to respond. John sent him a response.

New Business

- Appointment of Official Custodian to Retain Banners/Flags, etc.
 - o Carol Cameron – has several banners. She volunteered to be the custodian of these items
 - o Note – We have no Irish flag.
- Emeralds in the Herald!

Motion to Adjourn by J. Doherty. Second by M. Knol. Motion carries.

Good of the Order / Adjournment

Next meeting: Thursday, September 5, 2013 at 6:30