

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

Miami Yacht Club

Thursday, January 9, 2014 at 6:30 p.m. sharp
Meeting Minutes

Call to Order

Pledge of Allegiance

Attendees: Hugh Ryan, John Doherty, Sean Hayes, Kassie Doyle, Dan Fitzgerald, Judi Tierney Sherry, Richard Welch, Ann Eustace, Noel McManus Stillings, Bill O'Brian, Blair Brogan, Joe McManus, Paul Reilly, Sean Ferrel, Pat Duffy, Chris Kelley

Excused Absences: Meghan Knol

Unexcused Absences: None.

Welcome any guests: Ed Cooke, Billy Cameron, Meghan Clarke, Barbara McManus

Order of Business:

President's Report: (Hugh Ryan) For the Good of the Order
- Welcome. Happy new Year!

Secretary's Report: (Kassie Doyle)
- Minutes of December Board meeting. Motion to approve by J. McManus. Second by S. Hayes. Motion passes.

Treasurer's Report: (John Doherty)

- See report
 - o As of yearend 12/31/2013 –
 - BB&T Combined balance = \$43,346.69
 - Quicken Register Balance - \$19,620.27
 - Uncleared checks and payments - \$1,627.50
 - o Motion to pass report by J. McManus. Second by D. Fitzgerald. Motion passes.
- Yearend summary for 2013
 - o Actual revenue versus budget = shortfall of \$1,688.58
 - o Actual expenses versus budget - \$6,136.99
 - o Bottom line gain of actual versus budget shows a positive swing of \$4,468.41 versus budget – Yay!!
- 2014 Budget (Note budget discussion was tabled to after Committee Reports, at which time the discussion was addressed. As such, the following notes are out of order.)

- Several committees (Christmas in Ireland, Installation, Membership, Marlins, Newsletter, Remembrance, and Treasury) provided requests. Treasurer filled in proposed requests for remaining committees which did not submit proposed budget.
- Budget shows expense increases for Christmas in Ireland, Installation, Membership, Monthly Social, Pub Crawl, St. Patrick's Day Festival, and Treasury.
- If we accept budget as proposed for 2014 there is a negative budget of \$10,451.40 (difference of \$12,469.46 between 2013 budget and 2014 budget)
 - Doherty: Keep in mind, we have roughly \$43,000 in the bank.
 - Doherty: Major components to raise money are two major areas – Christmas in Ireland and Membership. On expense side, Christmas in Ireland is major expense. If Christmas in Ireland can make \$4,000 - \$5,000 this may be a better investment than others. Christmas in Ireland was originally supposed to be a fundraiser. This year's approx. \$2000 profit is nice, but it is not enough to really be a fundraiser. Membership drives how much money we make, too.
 - St. Patrick's day is a major increase – from \$1000 to \$5000.
- Hugh – for purpose of discussion, let's talk about the part of the \$10,000 that is not related to St. Patrick's Day
 - Membership needs an investment to feed Christmas in Ireland. We have a strong membership committee with a lot of energy.
- Sean Hayes – Membership
 - For every 25 people we bring in, that is \$1250 per year.
 - Some issues have not been addressed in past and some of these apply to retention.
 - Membership cards, directories, soliciting people at Festival, advertising, stationery/envelops, lapel pins portable banner for the socials, prize/incentive for membership sponsor, new member packet
 - John Doherty – question = Advertising - \$1650 new increase for advertising
 - Membership wants to be aggressive in advertising. Advertising in local papers, local pubs to try to get word out there. There is no public relations committee for Emeralds so membership has taken this on to advertise the fact that we exist. Would prefer grassroots marketing, but we need to advertise. Word of mouth is a tough sell. We need people to know we exist.
 - Judi – How did you come up with \$1650? Ann called John King who has experience with advertising in the past. John King recommended a lot more than \$1650, but this was the amount the committee felt comfortable with.
 - Budget for New Member Packet budget could be reduced
 - When you sponsor someone you need to take them under your wing to teach them the ways of the organization – this costs money.
 - Doherty – Birthday cards plus membership postage comes out to approx. \$620
 - Birthday announcements are in bylaws.

- Membership's preferred method is to email, but it is nice to get a paper card.
 - B. Brogan & K. Doyle – we like idea of paper cards
 - Pat Duffy – maybe we should create a new member packet that we can give to new members that includes some form of advertising. We can sell sponsorships for \$x per year.
 - This is a committee project.
 - C. Kelley – we need to spend money to make money. We have an active membership committee who is willing to put in the energy to make this happen
 - Ann Eustace – Is there an effort to recruit a committee member for public relations?
 - Christmas in Ireland
 - Budget increased to account for possible price increases here and there and to not force committee to depend on a sponsorship.
 - Installation Dinner – Price increased to account for President's Award (we will need a new one)
 - Celtic Cultural Series
 - Joe McManus would like to proposed budget of almost \$2000
 - Proposed Budget
 - A- Four events (January, May, October, November) = \$175 per event (\$700 total)
 - Honorarium - \$100
 - Dinner for speaker and host - \$50
 - Materials - \$25
 - B. Bloomsday – June 16 – total \$725
 - 3 speakers - \$600
 - Dinner for speaker and host - \$725
 - Misc. Explanatory materials - \$25
 - C. DVD Projector & Cable (\$500 plus \$35 = \$535 total)
 - Other points
 - Rotating chair
 - Publicity via Newsletter, Big Mouth, E mail
 - Suggests no honorarium for an Emerald if Emerald hosts events.
 - For individual events. If no events then the funds cannot be rolled over to a subsequent event
 - Ed Cooke – “I am head of the CCS.” Came up with a budget for \$1500 that does not include Bloomsday. Requests a reconciliation of accounts.
 - Note – Bloomsday is taken from St. Patrick's Day Festival budget (not Emerald Budget). If \$725 from Bloomsday deleted from Joe's proposed budget, then request to Emeralds is for \$1235
 - Doherty – Nobody submitted a budget for CCS. John submitted a line item for CCS. At least Joe McManus had the courtesy to submit a budget for CCS in writing.
 - Expense – issues

- The problem with the expense side is that it is pretty well fixed. To raise expenses, look to Christmas in Ireland, Membership, and St. Patrick's Day Festival. The rest of the expenses are pretty well fixed.
 - Hugh Ryan – 2014 is an investment year.
 - Chris Kelley – yes, investment. It is money well spent, but we need to try to make it revenue neutral.
 - Chris Kelly – How negative are we?
 - Judy Tierney Sherry – we have a negative budget. St. Patrick's Festival can cut their request.
 - Hugh – no, that is what Emeralds committed to.
 - Chris Kelly – This is a membership year.
 - Joe McManus moves to approve 2014 budget as presented. Blair Brogan seconds motion. All directors vote in favor of the budget, except for John Doherty who opposes. Motion passes.

Committee Reports:

- Socials-(vacant)
 - Seat is vacant so no updates.
 - Hugh Ryan spoke with Wayne Russell at Duffy's. Hugh will try to coordinate something for end of January or February.
 - Chris Kelley suggests Miami Yacht Club for social. Sean Hayes advises we can always use MYC as a fall back for a social.
 - Paul says people wanted a Wednesday for future socials.
 - Sean will check MYC calendar for Thursday January 23 or Wednesday January 29
 - So Hugh will try to coordinate Duffy's (on Red Road) for February 19
 - Ann Eustace has a flyer template for Socials.
- Christmas in Ireland recap- (K. Doyle)
 - Christmas in Ireland was a success!
 - By my calculations (once the outstanding \$475 from silent auctions is collected), CII will have made a profit of \$1,944.80!
 - From the January Treasurer's report, profit is currently \$1469.80
 - Low ticket sales – only 91 tickets sold
 - Silent auction raised over \$1,100
 - Raffle sales totaled \$2635 (\$1,317.50 to winner Dale O'Bryan)
 - Thank you again to the Christmas in Ireland Committee and all of our sponsors!
 - Hugh Ryan says he had a great time. The Location was fantastic. Best one in years!
 - Paul Riley said it was excellent.
 - Joe McManus – 91 tickets is one of the lowest turnouts that we have had in the past few years. What can we do to entice more people to come out?
 - Hugh – success of this year's event will help next year's event
 - Dan – people thought it was too expensive this year, which may have deterred people
 - K Doyle – it was the same price as last year plus this year we had an open bar
- Membership – (Sean Hayes & Ann Eustace)

- Notices for membership renewals are out. Renewals are due on 01/31/2014. They may be paid online via credit card. Ann will follow up with email reminder shortly.
- New Member – Meghan Clarke
 - Sponsor Sean Hayes. Originally from California. St. Patrick's Day was like Christmas for her growing up. Her father is extremely proud to be Irish. Four years ago she had the pleasure of going back to Ireland to the place where her grandfather was born and baptized.
 - Motion to approve by Chris Kelley. Second by Hugh Ryan. Motion passes.
- Balance tabled until budget discussion.
- Nominations Committee-Dan Fitzgerald
 - Had a meeting at John Martins
 - Terms to run from January 21 to February 21
 - Proposed Slate (to be voted upon)
 - President = Sean Hayes
 - 1st VP – Donald Harrington Jr.
 - 2nd VP – Richard Welch Jr.
 - Treasurer – John Doherty
 - Historian = Dan Fitzgerald
 - Secretary = Kassie Doyle
 - Immediate Past President = Hugh Ryan
 - Board Members – 3 year term
 - Dan Fitzgerald
 - Sean Glynn
 - Johnette Hardiman
 - Donald F. Harrington Jr
 - Christopher Kelley
 - John “Jack” Thompson
 - Remaining Board Members (No voting for these positions)
 - Board Members – 1 year term
 - Hugh Ryan
 - Judy Sherry
 - Joe McManus
 - Sean Ferrel
 - Noel McManus Stillings
 - Board Members – 2 year terms
 - Kassie Doyle
 - Blair Brogan
 - Meghan Knol
 - Ann Eustace
 - Bill O'Bryan
 - John Doherty
 - The following individuals are taking a year off: Pat Duffy, Sean Hayes, Paul Riley, Don Slesick III
 - Ann Eustace requests the Newsletter not publish the amount of votes for each individual winner. The important point is that people vote.

- Joe McManus agrees but asks that he can advise in newsletter than exact number of votes for individuals may be obtained from the Committee directly.
 - March 6 = last meeting old board members. April 7 = first meeting new board members.
- Installation Dinner- (J. Tierney)
 - No date yet. Jud emailed Parrot Jungle to see if Security Company put in a date yet, but if not we will aim for the middle of May.
- Celtic Cultural Series
- Website and Big Mouth –(J. Doherty)
 - See Treasurer’s report
- *Shamrock News* –(Joe & Barbara McManus) – Just went out
- Health & Welfare- (J. Tierney)
 - Frank O’Dowd – in Coral Gables Hospital, Room 212. Frank slipped and fell on wet pavement, hitting his head. Ed Cooke says he is in very grave condition. Bill O’Bryan went to see him twice. Frank is very thin and looks weak. Bill thinks he is doing better.
 - Judy will send him a card.
 - Mary Ann was at St. Patrick’s Day Festival meeting. She is looking well.

Unfinished Business

- Quartermaster – Richard Welch volunteered to be Quartermaster.

New Business-

- Judi Tierney Sherry – Motion for Executive Board to follow the bylaws and appoint all directors so that all committees are filled. Second by Ann Eustace. Motion passes.
- Photograph for Festival book taken at this meeting.
- Dan Fitzgerald – If membership makes flyers, maybe we can write something to the effect of “Return this to the Emerald Society” for a tie or a t-shirt – this will enable us to
- Hugh Ryan – T-shirts – Hugh wants to do this next year.

Good of the Order/ Adjournment by 7:30PM

- Motion to adjourn at 8:30 p.m. by Ann Eustace. Second by J. Tierney Sherry. Motion carries.

Next meeting: Thursday, February 6, 2014-6:30 PM Miami Yacht Club