

# The South Florida Emerald Society, Inc.

## Board of Directors' Meeting

Miami Yacht Club

Thursday, March 5, 2015 at 6:45 p.m.

### Meeting Minutes

Call to Order

Members Present: Don Harrington, Jr., John Doherty, Kassie Doyle Taylor, Judi Tierney Sherry, Mark Donnelly, Sean Ferrell, Ann Eustace, Sean Glynn, Joe McManus, Noel McManus Stillings, Dan Fitzgerald, Johnette Hardiman, Ann Eustace

Excused absences: Bill O'Brien, Chris Kelley, David Donnelly, Hugh Ryan

Unexcused Absences: None

Guests: Barbara McManus

**Pledge of Allegiance**  
**Welcome any guests**

**Quorum Call**  
**Recording of Proxies** (None)

#### Order of Business:

##### President's Report: (Don Harrington, Jr.)

- We need membership.
- After festival, we need to think about new blood for Festival.

##### Secretary's Report: (Kassie Doyle Taylor)

Review & approve Minutes of February Board meeting – Motion to approve February minutes by Sean Ferrell. Second by Dan Fitzgerald. Motion carries unopposed.

##### Treasurer's Report: (John Doherty)

- Review & approve Treasurer's report –
  - o Combined account balances - \$34,467.63
  - o Please see Treasurer's Report for additional information.
  - o Motion to accept Treasurer's Report by Sean Ferrell. Second by Dan Fitzgerald. Motion carries.
- Online Voting Closed February 28, 2015

#### Committee Reports:

##### Membership (Sean Glynn)

- Three new members [Secretary's Note – *See* below as fourth new member was added under New Business at end of meeting]
  - o Michael Garrison – Lives in Pembroke Pines, Florida. Sponsored by Mark Donnelly

- Matthew Eustace – Lives in Jacksonville, Florida; Sponsored by Ann Eustace
  - Sharon Donnelly – David Donnelly’s wife. Sponsored by David Donnelly
  - Motion to accept three new members by Dan Fitzgerald. Second by Joe McManus. Motion carries. Welcome new members!!
- Membership committee anticipates a strong membership drive at St. Patrick’s Day Festival. Shooting for 5-10 new members.
- John Doherty has some questions for Membership Committee
  - There are around 44 people who have not paid. What is membership doing?
    - Sean Glynn reports that Membership is thinking about this. The plan is to do a phone chain to contact outstanding/unpaid members. Some members have been contacted and Sean reports they paid following the contact.
  - Suggestion for retaining members. They should be contacted in January, February, and March. Also, persons who have paid (84 so far) should get a thank you note and a membership card of some kind.
    - Membership committee is working on a design for a new membership card. They would like to get sponsorship from local restaurants on back of membership card.
  - We do not have any restaurants that have paid stipends yet. Membership would like to receive payment before moving forward.
    - Last meeting Hugh mentioned Titanic, Hurricane, and Duffy’s giving 10% off food and beverage. Irish Times is giving 20% off.
    - Discussion regarding whether to put people on back of card before or after membership cards are printed. Johnette suggests if we put generic language on the back like “Present your Emerald Membership Card at the following locations for a discount.” Now, the cards (as designed) read “Discount Card.”
- Discussion regarding logo on Membership card
  - Old logo (with American flag over shamrock) versus whether to change or update logo
  - Mark Donnelly asking for ideas. If people want change, we can change.
  - Judi Tierney Sherry suggests keeping logo for now and considering a new logo in September when we have the benefit of sample logos to choose from.
  - Barbara McManus – likes idea of discount on the membership card. She would definitely save the membership card and use it.
- Irish Story Telling Event – February 28 at Coral Gables Library
  - Rachel put a lot of time and effort in to putting this together. It was not very well attended, only five members and several children. Children in the library were invited to attend the event, too.
  - Not a complete success, but if they decide to do it again they have ideas on how to improve the event
- Sean is working on trying to funnel new members into committees right away upon their joining the Society. Thinks it is important to get new members involved immediately so they feel involved right away.

### **Socials (Hugh Ryan via Don Harrington)**

- Titanic Social was a lot of fun and well attended! \$77 was raised by the raffle. Food was good but servers were busy. It was friendly and Hugh thinks everyone had fun.
- April Social – Discussion with Joe and Linda Healey about having social at Hurricane. They are loyal to the Emeralds and it has been a while since a social there. Hugh asks board to discuss this option in his absence.
  - o Dan Fitzgerald – has Martin Lynch been approached to use the upstairs room at John Martins? This would be his first choice as it is an ideal location. Dan loves Joe Healey but a lot of people complain about getting there.
  - o John Doherty – John Martins is probably a better place logistically. It is a reaffirmation to Martin Lynch and John Clarke with all of their support in the past. We haven't had a social there in a while. Hurricane Bar is loud and there is a band, etc. Even on a Saturday night it would be hard.
  - o Don will talk to Hugh to let him know the Board's sentiments.
- John Doherty suggests planning socials well in advance so we can put it on the Calendar online and then reinforce it through Big Mouth and Emails
  - o Ann Eustace wants to know who should be in charge of Calendar. John says which committee is in charge of the calendar is not as important as getting them planned. Ann indicates she likes this idea, but Membership is already very busy so they need help doing this. Perhaps between Membership, Socials, and PR, then this can be done but it's a process. Noel indicates that planning these events takes a lot of time. If Hugh could get more help on the socials, then it may go a long way.
    - Sean Ferrell volunteers to call Hugh and offer to help.
    - Mark Donnelly suggests that Socials should be planned a week after the last social
- Board suggests Installation social on Wednesday, April 15, 22, or 29. Hugh can work with John Martins to identify particular event
- Board suggests Hugh presents plan for next six months at the April Board meeting

### **Celtic Cultural Series (Joe McManus)**

- Joe is excited about new members volunteering for Celtic Cultural Series
- Sean Glynn is sharing Rachel's idea for a CCS event. There is Irish cultural season known as Beltane, a Gaelic May Day festival. This is traditionally a sunset event with a bonfire and games. She found an outdoor location that allows food and bonfires. She is working on this and will speak with Joe.

### **Website and Big Mouth (John Doherty)**

- *Shamrock News* (Joe & Barbara McManus) for this month should go out tomorrow. Joe will no longer be on the Board soon. If Mr. President would like to appoint a new Editor that is OK. Joe does not intend on attending board meetings. If Joe continues as Editor with Barbara, then please send emails to Joe to include information in the Newsletter

### **Health & Welfare (Judi Tierney Sherry)**

- Ed Cooke's wife is in the hospital with back issues.
- Bill O'Brien is in rehab at Riviera Health Resort. He is in good spirits. He is planning

- on having the second knee surgery soon.
- Billy Cameron is not reacting well to chemotherapy.
- Mary Ann Kerr has more hospice people coming to her home to help her at night.
- Oliver Kerr is not well. He can't hear or see. He has 24-hour care.
- Dan Fitzgerald is starting six weeks of treatment.

### **Public Relations (Noel McManus Stillings)**

- Festival coming up. That has been posted on Facebook. She will send out additional ads (Big Mouth and emails) this week.
- Please take photos at festival to put on Facebook and help publicize event.
- Dan Fitzgerald points out that there was an article in the Neighbors section in Miami Herald. He read the well-written article.
- Noel sent thank you notes to City (\$2500) and County (\$3469) thanking them for grant money for Festival.

### **By-Laws (Sean Ferrell)**

- Noel sent Sean F. the digital version of by-laws. Sean will endeavor to have it by next meeting with all of the amendments.

### **St. Patrick's Day Festival (Judi Tierney Sherry & John Doherty)**

- The Book is being printed. We have 45 ads for about \$11,700 with two main contributors (Emeralds and St. Patrick's). Festival is about \$6000 short of projected ad revenue.
- Vendors had trouble after City of Coral Gables changed date. Three vendors lost, but there are about 15 vendors remaining.
- Tents ordered, police, fire and trash lined up. Insurance paid. Got liquor license.
- Volunteers – have about 25-30 volunteers coming throughout the day. Most in the afternoon to do the cleanup. Waste management will pick-up from the dumpsters
- Membership Booth
  - o Kissanes will be there all day. We need people to sign up for hour-long shifts
- Kassie Doyle Taylor is lending membership a Square to use to take credit card payments at Festival.
- Should new members who sign up at Festival get a discount?
  - o Blair Brogan suggested giving out some kind of swag. There may be t-shirts. Mary Gerhardt may have leftover koozies from prior pub crawls.
  - o Kassie Doyle Taylor says giving monetary discount penalizes current members. Members who renewed but have not paid have no incentive to pay when new members on St. Patrick's day get a free year of membership

### **Nominations (Dan Fitzgerald/Chris Kelley)**

- We had 45 people vote (10 less than last year).
- Congratulations to the new board members!
  - o President – Don Harrington
  - o 1<sup>st</sup> VP – Sean Ferrell
  - o 2<sup>nd</sup> VP – Johnette Hardiman
  - o Treasurer – John Doherty

- Historian – Chris Kelley
- Secretary – Kassie Doyle Taylor
- Three year directors –
  - Richard Al-Imam
  - Sean Hayes
  - David Donnelly
  - Michael Lalley
  - Paul Reilly
  - Meghan Walsh

**Old Business -**

- Dan Fitzgerald enjoying his scotch and water out of a cup from the St. Patrick's Day Parade on March 14, 1987 that Tom Flynn purchased for everyone.
- Vacant Board Positions – What about Ann McShane? Don will call and find out.

**New Business –**

- Sean Ferrell just got a new member. Will fill out application form.
  - Rick Tobin – From Miami, Florida. Sponsored by Sean Ferrell. Interests St. Patrick's Day, Socials and by-laws.
    - Motion to approve Mr. Tobin as new Emerald member. Second by Joe McManus. Motion carries.
- Many, many thanks to our longtime Historian, Dan Fitzgerald! Dan has been our historian for around 20 years and has done an outstanding job!

Meeting adjourned at 8:40 p.m.

***Next meeting: Thursday, April 9, 2015 - 6:45 PM Miami Yacht Club***