

**Minutes of the ATOS Board of Directors Virtual Meeting
Monday, March 20, 2017**

1. Chairman of the Board Richard Neidich called the meeting to order at 8:02 p.m. E.D.T.

2. Secretary David Calendine called the roll:

Officers Present: Richard Neidich – Chairman of the Board; George Andersen – Vice Chairman of the Board; Dave Calendine – Secretary. **Board Members Present:** Wilson Alness, Denise Andersen, Michael Fellenzer, Jonas Nordwall, Don Phipps, Donnie Rankin, Mark Renwick

Board Members Not Present: Vince Mirandi, David Kelzenberg, Carlton Smith

Staff Present: Greg Bellamy – Information Technology Manager; Mike Bryant - THEATRE ORGAN JOURNAL editor; Ken Double – President / CE; Don Feely - Website Content Editor; E. Marie Wilson – Parliamentarian

Guests Present: Tedde Gibson (board-elect), Jamie Snell (Seattle), Wayne Tilschner (Orlando area), Taylor Trimby (Chicago)

3. Declaration of Quorum Present (with thirteen active Board members, seven directors are needed for a quorum). Nine members are present.

4. Motion (Mark Renwick, Jonas Nordwall) to approve Agenda as presented. (Carried: without dissent)

5. Approval of Meeting Minutes

- Motion (Don Phipps, Mark Renwick) to approve the Minutes of the February 13, 2017 Virtual Board Meeting. (Carried: without dissent)

6. Reports:

A. Chairman Richard Neidich

- Working to Implement Existing Guidance
 - Many ATOS organizational behaviors have been personality driven
 - By-Laws and Policy Documents are not sufficient
 - “Rules of the Road” and not “How to Drive”
 - No collection of Procedure Documents exist to guide roles
 - Chairman / Executive Committee
 - Secretary
 - Treasurer
 - Etc.
 - Lack basics for change evaluation and development
 - requirements and compliance guidelines
 - All training must be one-on-one
- Review of By-Laws and Policy Documents
 - Examples:
 - Executive Committee - Supervisory Roles for ATOS Activities, i.e., President, Journal
 - Budget process - Bottom Up Process

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- Process / Info Documentation
 - Examples:
 - Financial results - creating consistent and uniform revenue and expense reporting
 - Revenue tracking - how do we collect and track revenue?
 - Drafting revenue processing activities with flow diagrams
 - First step in making it better
 - Website new and revision processes
- Why Does it Matter?
 - Current environment documentation defines:
 - Current processes
 - Source for deficiencies identification
 - Develops / Identifies change needs
 - Support to Staff Changes
 - Construct Possible New Approaches
 - Propose changes to existing environment
 - Propose new solutions to satisfy needs
 - Goal
 - End fiscal year with plan and continue documentation actions
- Website Renovation Plans
 - Theatre Organ Today
 - Chapter Events
 - Public and Private Venues
 - Recorded Music
 - Facebook and Groups (1,652 members in largest)
 - Millennials do not collect stuff, they collect experiences.
 - Resource niche for theatre organ knowledge needed
 - On web today it is vintageorgans.com
 - How do we increase ATOS visibility?
 - Chapter pages with experiences
 - Needs illustrations and examples
 - Issues needing to be addressed: Redesigning pages
 - Friendliness and usefulness to all visitors
 - Revisions of layout, content and web search support
 - Site's information organization or focus
 - Provide casual and frequent visitor content
 - Menu's identification of content
 - Support the Two Audience concept
 - News
 - From international and chapter or region perspectives
 - See and Hear
 - Quick experience to topic and director of resources
 - Activities
 - ATOS program efforts including events, etc.
 - Chapter
 - Telling the story of role and reasons to participate
 - About Us

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- o ATOS organization and infrastructure, programs, contacts, etc.
 - History
 - o Theatres, instruments, performers, conventions, m past and present
 - Shop
 - o ATOS Marketplace
 - Join / Renew
 - o Members and interested future participants
 - Home page to follow later
 - Outdated or incorrect information
 - Establish “authorship” responsibilities
 - Adopt three level ownership
 - o Author, Editor, Administrator
 - Need for greater participation in site
 - o Visitations
 - o Encourage new content input
 - Current programs page
 - Needs illustrations and examples
 - No programs overview
 - Programs need to be benefits oriented
 - Programs have two facets:
 - o Benefits and Efforts
 - o Mission and goals
 - Current Awards and Recognition Page
 - Wrong Title
 - o Awards and Recognition
 - Needs illustrations and examples
 - o Organist of the year, etc.
 - No overview
 - “Programs” on too many pages
 - o Plan and Goals for site
 - Work one top level menu at a time
 - Revise old while working new
 - Add graphics and photos to update pages
 - Create new content (videos, reviews, resources, tutorials)
 - Designate authors as we go (point-of-contact)
 - Support near-term
 - 2017 convention daily updates
 - o photos with captions
 - o Daily blog author needed
 - New chapters program
 - Train new editors in fall
- New Chapters Initiative
 - o Chapters expect money, ATOS has little money
 - o ATOS business model depends upon chapter success
 - o Chapters are public view of ATOS

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- o No actions with respect to recommendations of ATOS communications committee chapters report
 - Significant dependence on chapters for programming
 - No two chapters have same needs
 - Proposal to Prototype approaches
- o Improved approaches necessary
- Need for business plan process
 - o Establish themes
 - o Define measurable goals
 - o Put significant detail in next year's activities
 - Immediate next year change plans
 - Sustaining existing efforts
 - Create next year's budget
 - o Mandate annual next year updates
 - Consider successes and failure
 - Look to new goals
 - Provide criticism of current year progress
 - o Establish basis for budget
 - Assertion of need at 2016 annual board meeting
 - Grand plans often miss the near-term need
 - Budget process needed steps
 - Board guidance to program efforts
 - Program plan and budget needs to begin building process
 - Coordination across and among programs for alignment to goals
 - Board review and feedback
 - Redrafts as required
 - Board approval by annual board meeting
 - Executive committee monitoring and compliance checking by quarter
 - o Budget Schedule
 - April 6 - Board finalize 2017-2017 guidance
 - April 15 - Budget call to all, responses needed by May 1
 - Executive committee review and feedback to proponents
 - Around May 15 - Board budget review meeting
 - June 1 - Annual meeting preparations
 - July 2 - Annual board meeting
 - July 3 - Annual meeting and members forum
 - November-December - ATOS journal FY 2017-2018 budget report
- President / CE Resignation Transition
 - o Much thanks to Ken Double for his many encounters and promotion efforts
 - o Near-term role to be "Ambassador"
 - o Continue with outreach efforts
 - Chicago, New Orleans, Savannah
 - o Support planning for FY 2017-2018 Fund Raising Campaign
 - o To provide chairman with
 - Critical activities to continue
 - Contact information and status for potential supporters

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- Treasurer Vince Mirandi unable to be at meeting. An update on financial data was summarized.
- Membership chairperson Donna Parker unable to be at meeting. Latest membership update:
 - ATOS Membership - 2,210
 - ATOS Largest chapters:
 - Central Indiana - 135
 - Los Angeles - 111
 - Nor-Cal - 75
 - Eastern Massachusetts - 69
 - ATOS has 25 new members so far for the first quarter in 2017
 - ATOS had 32 new members for the last quarter of 2016

B. Vice Chairman George Anderson

- Communications issues with convention planning.
- Vince Mirandi unable to get control of all ATOS accounts still.

C. President / CE Ken Double

- In transition mode.
- Documents and past history information will be transferred to Google Drive.
- Will still be available after March 31st end date.
- Will become “Ambassador” for ATOS
- SYA has lost two major donors. Looking at ways to replace the funding.

D. Adult Camp - Jonas Nordwall

- Camp to be held in Vegas.
- Details are being worked on, and will be announced at the Tampa convention
- Event could be held in February.

E. Convention in Tampa

- Organs are in much better shape than they were the last time there was a convention there.
- Please pump the convention up!

7. New Business

A. President / CE Resignation and Moving Forward Options

- Board has ultimate responsibility to decide what to do.
- Examine roles and responsibilities
- Critical Activities
 - Outreach / Communications
 - Chapter Visitations
 - Fund Raising
 - Others
- Alternatives to a President / CE?
- What does Ken believe his job priorities were? What were the biggest priorities?

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- Not having a “home location” and a place that is staffed makes things difficult. (no headquarters)
- Perhaps a “facilitator” is needed, and let the committees do their work.
- We are at a critical point where we need to consider the marketing of ATOS.
 - Board could assume administrative duties while someone markets the organization.
 - Executive committee could take over management function.
- We will continue this discussing this topic at the next meeting in April.

8. Next Meeting: (Virtual) will be Wednesday, April 5 at 8:00pm

9. Motion (George Andersen, Denise Andersen) to adjourn the meeting. (Carried: without dissent). Meeting adjourned at 9:52 p.m.

/s/ Dave Calendine, Secretary

Note: This meeting was conducted using *Robert's Rules of Order – Newly Revised*. E. Marie Wilson, Professional Registered Parliamentarian.