

**Minutes of the ATOS Board of Directors Virtual Meeting  
Wednesday, July 26, 2017**

1. Chairman of the Board Richard Neidich call to order at 7:02 PM.
2. Secretary David Calendine Roll Call:
  - a. Officers: Richard Neidich – Chairman, George Andersen – Vice-Chairman, Michael Fellenzer – Treasurer/Director, Dave Calendine – Secretary.
  - b. Board Members: Wilson Alness, Tedde Gibson, David Kelzenberg, Jonas Nordwall, Carlton Smith, Taylor Trimby
  - c. Staff/Guests: Greg Bellamy, Mark Renwick, Mike Cipolletti
3. Adopt Agenda
  - a. Motion (George Anderson, Jonas Nordwall) to approve tonight’s agenda. (Carried: without dissent)
4. Approval of Minutes for July 2, 2017 Board Meeting.
  - a. Motion (George Andersen, Carlton Smith) to approve the minutes as amended. (Carried: without dissent)
    - i. Changes:
      1. Fiscal year end is July 31, not June.
      2. Date added to when the meeting was adjourned.
  - b. Membership meeting minutes will be approved at next meeting, giving time for Secretary Calendine to finish them up properly.
5. Officer Reports:
  - a. Chairman
    - i. All items needing to be discussed will be done during meeting.
  - b. Vice-Chairman
    - i. Nothing to report at this time.
  - c. Secretary
    - i. Returned computer used at Record Shop for full refund.
    - ii. Box received from Bob Evans containing several chapter charters
    - iii. ATOS Seal is on several charters, but we do not know where the seal is.
  - d. Treasurer
    - i. Report sent to board previously.
    - ii. Insurance policies have been finalized. We are now back to Travelers Insurance.
    - iii. Jonas Nordwall asked if we are covered for vehicles (such as those used for the SYA). There is coverage for this in our new policy.
    - iv. Richard Neidich discussed the crush of the fiscal year-end timing and the convention. This will be discussed further at a later meeting.
    - v. The American Express credit card account is being changed to Bank of America.
6. Staff, Committee and Program Reports as Identified
  - a. Richard Neidich made a presentation on a new way of working with programs.
    - i. Revenue
      1. Past Efforts

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- a. Primarily the President/CE Task
  - b. Focused on Dues Paying Membership
    - i. Dues
    - ii. Annual Campaign
    - iii. Donations / Bequests via personal contact
  - c. Great historic generosity
    - i. 50 percent or more of dues receipts
  - d. Needs greater base for appeal
- ii. 2017-2018 Program Efforts
  - 1. Expand annual campaign base
    - a. Utilize chapter members that are not ATOS members
    - b. Goal to grow mailing list to 3,000
    - c. Working with Ken Double
  - 2. Better explanation of programs
    - a. Journal articles
    - b. Website material - program goals and results
  - 3. More formalized estate giving
    - a. Website effort mirroring other non-for-profits
  - 4. Seek longer term leadership for program
- iii. ATOS Website, A Step-Child
  - 1. Staffed with technical resources
  - 2. Lacks formal program goals
  - 3. Missing audience interface / point-of-contact
  - 4. Authorship and editing resources limiting factors
  - 5. Poor cross-platform coordination (Journal and Website)
  - 6. Dual Goal Resource
    - a. Information sharing
    - b. Publicity vehicle
- iv. Creating a program
  - 1. Identify and train authors / editors
    - a. Chapter information
    - b. Committee and program leadership
    - c. Create coordinating / sharing mechanisms
  - 2. Infuse
- v. Near-Term Goals
  - 1. Identify and train section content editors
  - 2. Develop a media coordination strategy
  - 3. Expand chapter content including event news
  - 4. Conduct a complete page review and make update assignments
  - 5. Expand use of photos on key pages
  - 6. Include monthly chairman's update
- vi. ATOS Archives
  - 1. Established without formal ATOS program
  - 2. Goals not well defined
  - 3. Formalize interface missing
  - 4. Need to cross pollenate efforts
  - 5. Longer range planning essential

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6. Program near-term goals
  - a. Function as “point-person” on ATOS archive issues and interface, Mark Renwick
  - b. Locate original agreement document and propose revisions
  - c. Draft for ATOS Board review a program description
  - d. Interface Archives on all ATOS media efforts including journal and website info
  - e. As separate effort
    - i. Function as convention recording coordinator and CD production manager
- vii. Chapter Relations
  1. More than a “wait for issue” effort
  2. Past relationships:
    - a. Periodic census
    - b. Point of contact for Issues
    - c. Grants for projects
    - d. Open discussion forums
    - e. Contact infrequent, at best
  3. Chapter Program - Taylor Trimby
    - a. Resume quarterly virtual chapter meeting September 2017
    - b. Create “Chapter Chat” discussion meetings with individual chapters in next year.
    - c. Work with Chapters to produce more comprehensive chapters showcase
    - d. Provide ATOS updates to the chapters to be published in their newsletters
    - e. Update Chapter information on the ATOS website and Facebook pages
- viii. Finding a New Audience - A Most Essential Need
  1. Here and Now (The last 10 years)
    - a. Our membership is not growing because:
      - i. Existing members are:
        1. Ageing
        2. Less mobile
        3. Poorer vision and hearing
        4. More stressed for resources
      - ii. Younger People:
        1. Lack awareness
        2. Have different musical tastes
        3. Are not long term (Two Hours) listeners
        4. Collect Knowledge and Experiences, not stuff
  2. To sustain / grow membership
    - a. Find new members
      - i. Use existing experiences and shop them to others
      - ii. Create an expanded Our Experiences
    - b. Redefine memberships and experiences
    - c. How?
      - i. Create a program focused on membership
      - ii. Explore possible new experiences and membership classes
    - d. Define a strategy
      - i. Utilize a “task force” and collect ideas
        1. Internal and external sources
      - ii. Formulate and organize solutions

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- e. Develop a plan
  - i. Near and longer range
  - ii. Pilot approaches
  - iii. Allocate limited resources
- f. Focus resources on successes
- g. Sustain and expand existing services as needs are defined

7. New Business:

- a. Director Vacancy
  - i. Motion (Dave Calendine, Jonas Nordwall) to appoint Mike Cipolletti to a vacant two-year position. (Carried: Without dissent)

8. Good of the Order:

- a. SYA was an amazing experience.
- b. Board is responsible for identifying the chairman of the nominating committee.

9. The next ATOS Virtual Board meeting will be held at the end of August or beginning of September.

10. The meeting adjourned at 8:16 PM. (Motioned by Jonas Nordwall, George Andersen, carried: without dissent)