- 1. Chairman of the Board Richard Neidich called the meeting to order at 7:04 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, Michael Cipolletti, Tedde Gibson, David Kelzenberg, Carlton Smith, Taylor Trimby
 - c. Staff/Guests: Ken Double
- 3. Motion (Andersen/Kelzenberg) to adopt tonight's agenda as presented by George Andersen/David Kelzenberg. (Carried, without dissent)
- 4. Motion (Fellenzer/Gibson) to approve of Minutes for the September 13, 2017 Virtual Board Meeting as amended. (Carried, without dissent)
 - a. Amendment: Reports will be added to end of minutes.

5. Reports

- a. Chairman Richard Neidich
 - i. We are working on finishing year-end report. Forecast loss will be \$62,000, which is better than the \$70,000 as projected at the Annual Meeting in Tampa.
- b. Vice-Chairman George Andersen
 - i. Nothing to Report
- c. Secretary
 - Leaning very heavily to Square to handle our point of sale system for convention sales and website integration. It also has inventory capabilities, which will be very helpful for conventions.
- d. Treasurer
 - i. Report sent out earlier. This report will be attached to the end of the minutes.
 - ii. Target to close old bank account is the end of this month (October, 2017)
 - iii. Endowment money approved to be put towards programs appear not to have been transferred.

6. Old Business

- a. Creation of ATOS Developed Convention Registration Capability (Michael Fellenzer)
 - i. Proposal at bottom of minutes
 - ii. Motion (Calendine/Trimby) to adopt proposal as presented. (Carried, without dissent.)
- b. Contracting for Bylaws Revision Support (George Anderson)
 - i. Proposal at bottom of minutes.
 - ii. Scope of project is to revise ATOS By-Laws, which are currently rather confusing and contradictory in places. Plan is to revise existing document and turn it into a coherent set of rules that will conform with California Laws that are governing our Non-Profit.
 - iii. Once those conflicts are resolved, we can then make changes that we feel are necessary to streamline the operation of ATOS.
 - iv. Funding has been obtained to cover costs of this proposal.
 - v. Motion (Calendine/Fellenzer) to proceed with proposal as presented (carried, without dissent)

7. New Business

- a. Ken Double
 - i. Looking at having a future convention in the Chicago area.
 - ii. The Chicago Theatre Wurlitzer is perhaps one of the most significant theatre organs, and needs to be a high priority for restoration before the convention.
- 8. Next Meeting: Virtual Board meeting will be held on a date to be determined
- 9. Motion (George Andersen/Tedde Gibson) to adjourn the meeting. (Carried, without dissent)
- 10. The meeting was adjourned at 8:13 p.m.

TREASURY INFORMATION SENT TO THE BOARD PRIOR TO THE MEETING:

Big thank you to Mark Renwick and Richard Neidich for working through some accounting tasks. Being intimately familiar with the QuickBooks Online system, Mark has been working with Richard to customize and automate reporting tasks for the future which will provide a relatively easy mechanism to assemble meaningful information. As part of that effort they discovered some coding errors which they are working on correcting. The goal is to "close the books" on FY 2017 by November 15.

Our Jitasa contract is up next month and while there is an automatic renewal, we need to review the services for opportunities to reduce the costs associated. For example, Jitasa is currently recording every single transaction, i.e., membership. The data is all contained in the ATOS membership database and Jitasa should only be entering summary information as provided by Donna. Doing this greatly reduces the amount of data entry required by Jitasa. We'll look for other opportunities for savings or service enhancements.

In light of recent financial misdeeds in a couple of chapters, we'll be working on a mechanism to provide Board and interested staff a copy of bank statements for review at regular intervals. While it should be a straight forward process, it isn't. Each provider uses a different format for statements and assembling them for electronic distribution will take a little time. Some provide PDF statements which are the easiest to use and distribute. Others don't and only offer CSV exports.

New accounts (operating, endowment holding & convention) have been opened at Chase. All signature cards and online access has been completed. Beginning deposit transfers have been initiated. The goal is to have all monies transferred and operations using the new accounts by November 1. Donna will continue to use a check scanner to directly deposit checks. These efforts will leave us with operating accounts only at Chase and our PayPal account in addition to the investment accounts at Synovus. As you know, the expensive lockbox is a thing of the past.

On several occasions chapters have inquired about the ability to participate in insurance. While researching new providers for ATOS a few months ago I did ask about that possibility. Our agent has talked with providers and found one who is interested in discussing it. To that end they have asked to get some sample data from chapters with which they would use to determine interest and create a proposal. I'm working with Taylor on that effort. To-date, Central Indiana and Los Angeles have offered to provide information. To be clear, if anything like this would come to fruition, policies would be between the chapter and the provider. ATOS wouldn't be involved in any meaningful way other than providing the basis for a general association.

We are still waiting for a final convention accounting as well as some corrections from the hotel. Vince indicates that it appears there will be a small profit. Very small.

Our various balances are included below.

Current Balances	8/30/2017	9/6/2017	10/11/2017	
Synovus General Checking	105,632.94	60,690.06	36,914.51	
Bank of America	43,697.68	43,697.68	63,321.68	
PayPal	1,672.17	2,071.06	6,701.59	
Cash Accounts Total	151,002.79	106,458.80	106,937.78	
December (Incomplete out	005 007 00	000 005 00	000 054 00	
Reserve/Investment	225,237.98	226,085.33	228,651.38	
Operating Total	376,240.77	332,544.13	335,589.16	
Operating Total	070,210.77	002,011.10	000,000.10	
GWMF	60,257.41	60,489.51	61,186.38	
Endowment Holding	43,496.71	43,498.99	43,501.14	
Endowment Investment	1,505,861.75	1,511,630.31	1,528,908.55	
Endowment Total	1,549,358.46	1,555,129.30	1,572,409.69	
Total	1 005 056 64	1 049 162 04	1 060 195 22	
Total	1,900,000.04	1,948,162.94	1,909,100.23	

Proposal for 2018 Convention Registration via Existing Resources Greg Bellamy, October, 2017

Action Requested

Approve creation of a workable demonstration system for 2018 Convention Registration, using existing infrastructure.

- Working Demonstration of Concept by November 7
- Full Operational by November 22
- Testing through November 30

If system is not acceptable at that time, we can continue to use RegOnline for scheduled January 1, 2018, live date for registration.

Summary

ATOS has been collecting membership & marketplace funds via our website infrastructure for years now. For more than the last year, we've used PayPal for credit card processing. We have processed several thousand memberships successfully. Given that much of our membership is not so computer literate, we can be proud of this.

Approximately 42% of our membership is now renewing online. This number has increased each year we've offered the service.

We believe we can very efficiently create a robust Convention Registration site that satisfies all our core needs (on-line registration, lists of registrants, badge printing info, reports of registration by day and type, etc.).

Registration data will be saved, and be available to help promote and register members for future conventions. Their registration will be recorded into our databases, alongside all other member activity. Past data from RegOnline will be added to the system, so we can compare year-to-year data.

Contacts have already been made to create a team to provide backup, maintenance and support so the system can be maintained.

This is achievable with our existing tools and resources -- and a working front-end Registration site available for demonstration by November 7th.

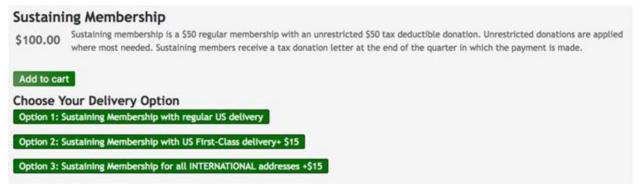
Membership Renewal is the Model

The membership site is simple. And it works reliably. Please read the overview below. It will be the model for the 2018 Convention Registration.

A series of simple prompts determines the type of membership they need. The first page selects type level of membership (see next page):

Regular Membership	\$50.00
Student Membership	\$25.00
Contributing Membership	\$75.00
Sustaining Membership	\$100.00
Patron Membership	\$200.00
Benefactor Membership	\$500.00
President's Club Membership	\$1,000.00
Lifetime Membership	\$2,500.00

Next, options are presented:



After the member clicks on a choice, they are presented a checkout form with those options pre-populated:



Once the order is prepared, the member confirms the contents, and then pays for the membership. The system works, works daily, and has worked for several years now. It's quite simple and easy to understand.

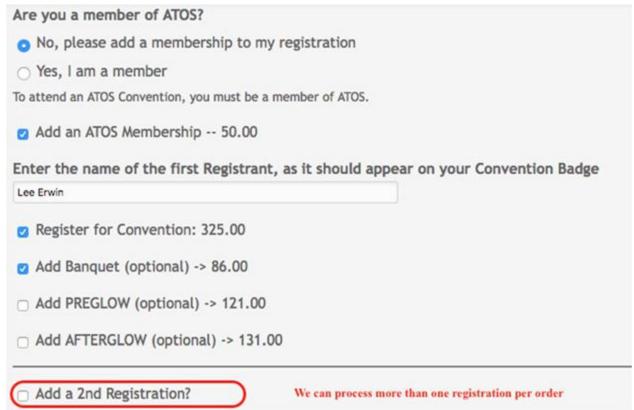
Convention Registration To Be Built on Same Foundation
Using the Membership model that is reliably working, we can add Convention Registration efficiently, using

existing resources.

Here's a mockup of how it might be done.

Are you a member of ATOS?
O No, please add a membership to my registration
○ Yes, I am a member
To attend an ATOS Convention, you must be a member of ATOS.

If you select "no", a membership will be added to your registration. As you answer questions, the form will expand.



Of course, the prices above are just examples. Next, we'll present a checkout cart with these options pre-populated, just like we did for a Membership. NOTE: we can include a membership in the same order and payment.



In the near future, we will be able to connect the Registration functions into our Membership database, allowing us to verify membership before registration. It will also allow us to auto- populate information for members.

From here, we can collect payment using the existing methods that are in place.

All of this can be configured with appropriate custom graphics and design.

We have reviewed Bill Campbell's requirements list and incorporated suggestions from others. All of the essential items can be accomplished. One non-critical exception is that we will not be able to process ACH payments (direct bank withdrawals). Please see Appendix A.

What About Integration?

Currently, our membership, registration, marketplace, and payment systems are all separate. They don't talk to each other. In order to leverage our data all systems should be connected.

The RegOnline system doesn't pass any information to ATOS. We can't auto-populate member information from the membership database to RegOnline. The website isn't aware of whether someone is a member. To best serve our members, we need to integrate all our systems so they work together. Our members should be able to log into atos.org, and see their:

- Membership expiration date and history
- Donation history
- Change address on file
- Enhanced membership content (when available)
- Journal content
- ATOS Radio
- Member-only web pages and features
- Marketplace orders
- Convention registration

Read all the convention details

... all in one place.

The system will be designed to support these future integrations.

Can We Maintain This In-House?

Yes. The hardware and software we are using is very standardized, and can be maintained by any competent web developer. There are other options:

- 1) Maintenance by our IT Team
- 2) Other web professionals

As part of this proposal, site documentation for the Membership Website is being developed as well as maintenance/support information for this new function. Michael Fellenzer is reviewing this. In addition, we are reconstituting an IT team, to serve as a backup. To date, two experienced members have been agreed to provide assistance.

What About RegOnline? Why Not Continue to Use?

RegOnline is a fine system, but it is designed for much more complex users and there is an ongoing cost per registration.

Using tools and methods we already are supporting, we can create a system that is more tailored to our needs, such as matching up members on the same busses or tours.

RegOnline is a stand-alone system, and isn't designed to function in concert with our membership system or any other membership system. With our own system, we will be able to auto-populate member info and save convention history in our database, not theirs.

Our existing Drupal system can easily create custom reports on registrations by month, for example. We have complete access and control of the data.

Below is a report from Membership showing that we know orders by month:

20.020 20.0		
Creation date	# of Orders	Order total
2017 - 01	83	\$6,475.00
2017 - 02	64	\$4,430.00
2017 - 03	100	\$5,645.00
2017 - 04	51	\$3,185.00
2017 - 05	66	\$3,770.00
2017 - 06	48	\$2,985.00
2017 - 07	77	\$4,775.00
2017 - 08	40	\$2,725.00
2017 - 09	72	\$4,110.00
2017 - 10	4	\$250.00

Drupal is a Stable Foundation

Drupal powers approximately 1,148,982 websites (as of October 1, 2017). Drupal's main use is for sites with strong database requirements. That's one of the main reasons ATOS uses Drupal. It easily stores a database of Organs, Artists, Events and Chapters. This allows us to link events to Organs, Artists to Events, and Events to Chapters for example. This lets us create web pages that bring information together for our members.

Example of Links between Organs/Artists/Events from our website:



Drupal users include:

- University of Michigan
- Government of Bermuda

- London Gatwick Airport
- The Economist magazine
- Muscular Dystrophy Association
- Lady Gaga
- Memorial Sloan Kettering Hospital

Drupal is not a proprietary system, but is entirely Open Source -- meaning that none of it is copyrighted. The computer knowledge needed is not a specialty. It uses a standard database for data storage. And it is written in PHP, one of the most widely known computer languages.

Our Drupal runs on a virtual machine in the cloud, ensuring nearly 100% uptime. The operating software is industry-standard Ubuntu Linux. The web-server is Apache -- the most popular web server.

Drupal is created and maintained by an international community of thousands of people. All computer software evolves. Drupal has been constantly improving. Unlike proprietary systems, we can expect it to be maintainable for many years to come.

In short, our Drupal is something that can easily be maintained by thousands of people and services now and for the foreseeable future.

A Word About Website Security

Our membership website (membership.atos.org) runs on Amazon Web Services on the cloud. AWS is the most widely used cloud provider.

The site is secured by an AWS digital key. Anyone without the key cannot log into the server.

The server is running the current Long-Term Support version of Ubuntu Linux. Security patches are applied as they are released by AWS & Ubuntu. The system is currently up-to-date.

User transactions to the site are secured by a SSL (Secure Sockets Layer) key provided by GoDaddy. This key is the same type of key used by banks and other firms to secure their user transactions.

Our website does not store any sensitive user data such as Social Security Numbers. The payment system is PCI compliant. We do not store any payment information other than reference to the PayPal transaction. PayPal is PCI compliant. (PCI is the banking industry standard for securing customer data, particularly credit card numbers.)

System Documentation

To make sure the system is maintainable, documentation will be provided. This will include a description of the operating system, hosting platform, system software, and the web site software. A narrative workflow of the system will be included to assist in future maintenance.

Passwords for this system will be added to the Password documentation on file with Michael Fellenzer (and on our Google Drive).

Conclusion

We have the opportunity to both save money using in-house services and to create an integrated framework for Membership, Conventions, Journal On-Line, Donations, MarketPlace and others as we develop them.

Our needs are sufficiently simple, and the system is sufficiently simple. We will have adequate backup in place to ensure continuity.

Here's a summary of the transactions processed since Membership went onto the website (2017 is on track to exceed 2016):

Transactions by Year View: All Tranactions - By Month - By Year as of 2017-10-09 21:03:37-04:00.				
Creation date	# of Orders	Order total		
2013	248	\$14,305.00		
2014	720	\$49,280.00		
2015	825	\$57,520.00		
2016	795	\$50,415.00		
2017	636	\$40,055.00		

We are already processing nearly a thousand transactions a year for Members. We can use this familiar method for Registrations with minimal effort, more integration, at lower cost.

Appendix A

ATOS Online Registration System Requirements (B. Campbell)

- 1. Technical
- a. Remotely hosted.
- b. Web-based.
- c. Create a new database framework this year from last year and zero out all totals created in the prior year's file(s).
- 2. Registration
- a. User configurable interface.
- i. Set up events, prices, capacities, open and close dates so that we can have things like early, normal and late registration without having to touch the system.
- ii. Email notification to the person that registered in the form of a receipt.
- iii. System would remember your personal information year to year. Makes it easier to register from year to year.

- iv. Accepts credit cards and directs funds to a designated checking account
- v. Ability to check to see if person is a current ATOS member (This is something we do not have right now). Then add an ATOS membership invoice line to the registration if the person's registration has expired or is new.
- vi. Ability to add photos and text to the system home page to customize the system from year to year for different cities.
- vii. Ability to add links from registration to existing websites for a person to get more information from the host chapter, theatre, venue, etc.
- viii. Ability to issue refunds for cancellations and assess a fee if ATOS decides to charge for cancellations.
- ix. Ability to link to the convention hotel like www.milwaukeehilton.com to get your rooms.
- x. Ability to register from phones, I-pads, PC's, Macs, tablets, etc.
- 3. Security
- a. Ability to designate several levels of security access.
- i. Administrator- All Access
- ii. Inquiry- Ability to check up on online registrations and run reports without the permission to make changes
- 4. Reports
- i. Should print all badges, receipts and lists.
- ii. A variety of reports for financial control through a user selectable list of items to place on a report.
- iii. Sort and summarize report by different criteria.
- iv. Interface with Microsoft Excel (that would maybe satisfy points 2 and 3).

Bylaws Revision Proposal
for the
American Theatre Organ Society, Inc.
prepared by
E. Marie Wilson
Certified Professional Parliamentarian-Teacher
Professional Registered Parliamentarian
(Revised October 8, 2017)

Project Overview (Phase 1)

The American Theatre Organ Society is requesting assistance to implement the Weary Report, the product of an intensive reorganization meeting held in 2014, which has been the subject of considerable controversy. They have identified a need to analyze their bylaws with consideration to consolidating and streamlining their operations and correcting inconsistencies and redundancies in the current bylaws.

Bylaws Analysis, Report and Document Preparation

Step One is to prepare a thorough written analysis of the current bylaws and any other pertinent documents. The report will first note formatting issues that make the document difficult to read, understand, or update. It will describe content issues, such as conflicts, omissions, or excessive detail. The report will then list governance recommendations arising from the analysis to enhance organizational efficiency and effectiveness. Last, next steps will be outlined to implement the recommendations and help the client reach its goals. Following the submission of the report, a one hour conference call will be scheduled to answer any questions arising from the recommendations. Completion of Step One is expected to take sixty days from the contract signing.

Step Two, following the initial conference call, is to prepare a set of documents that do not make any substantive changes to the current document. In this draft, only formatting and changes that reorganize the contents will be made. A tracking document that shows the placement of each section in the new document will be created from the existing bylaws and rules. Likewise the reformatting will show the origin of each section. Conflicts will be noted, but not corrected. Completion of Step Two is expected to take sixty days from completion of Step One.

In Step Three, the reformatted document will be carefully reviewed by the client to ensure that the draft is a re-stating of existing conditions and does not inadvertently make unauthorized changes. In this way, all of the non-content changes can be adopted in one amendment, creating a solid framework from which to proceed further. Step Three is expected to be completed within sixty days.

When the reformatting is completed the client will be in a position to decide whether desired changes can be made with isolated amendments or whether to prepare a full revision of the bylaws.

We expect to have arrived at this point within six months.

Project Overview (Phase 2)

Step Four, in Phase 2, will follow the completion of Phase 1, depending on the client's decision on how to proceed. Beginning with the adopted reorganized and reformatted document, participants chosen by the client to serve as a small working committee will be given the opportunity to consider multiple alternatives to create an optimal framework customized to the Society's culture, practices, and leadership. These sessions can be held via electronic means as a series of up conference calls to resolve any outstanding or difficult concepts. The outcome will be a bylaws revision that incorporates the concepts that are important to ATOS and its members and can be presented to the members for adoption. Preparation of the bylaws revision, incorporating the changes suggested by the committee is anticipated to take ninety days.

We are also available to attend and facilitate a meeting or telephone conference call during which members can ask questions about the documents and they can be debated before being presented for adoption, which is Step Five. The adoption will depend, in part on how the revision document is presented to the members and how their concerns are met. The time to completion and adoption will depend, to a great extent, on how this process is perceived by the members, which will depend, in turn, on the transparency and inclusiveness of the process for change.

Experience

E. Marie Wilson has earned the highest credentials awarded by the American Institute of Parliamentarians (AIP), the Certified Professional Parliamentarian-Teacher (CPP-T), and by the National Association of Parliamentarians (NAP), the Professional Registered Parliamentarian (PRP). In addition, she holds a masters degree in public administration and has extensive experience with state and local government and regulatory agencies. Her regulatory background makes her uniquely qualified to assist with association governing documents, helping organizations find creative solutions for their internal problems and externally mandated restrictions.

Our philosophy is simple: we believe that 80% of the success of a bylaws project depends on the right planning and preparation. By being involved with planning and initial writing we are able to prevent problems that otherwise might occur when less qualified persons write a technical document that is subject to rules of interpretation and a unique application of particular language.

We take a proactive approach – we will do whatever it takes to ensure that our clients get results. We provide a total fixed cost for our services in our contracts rather than billing by the hour, so that our clients can plan their budgets with certainty. Our clients are assured that that they can call upon us as needed without being concerned about hidden costs or overruns.

We make ourselves available to guarantee that we're there when you need us and, once engaged, we're at your disposal to ensure you have the services your organization needs.

American Theatre Organ Society c/o George Anderson

Dear Mr. Anderson,

Thank you for contacting me to serve the Society. I look forward to working with you as outlined below. Please note that services are not confirmed until this signed form is returned with any applicable deposits. Please make any necessary corrections before returning the form, and if returning it electronically, please also send a signed copy.

Project Information

Name of Association: American Theatre Organ Society

President: Richard Neidich
Telephone: 413-586-7600
Email address: r.neidich@atos.org

Contact Person: Ken Double or George Anderson Telephone: 404-790-5400 or 727-842-9163

Email address: Kdatos52@yahoo.com or gpa2@theatreorgan.com

Billing Address:

Dates of service: November 1, 2017 through June 30, 2018 Service requested: Phase 1, Steps One, Two, and Three

Fee*: \$4,000

Payment: \$2,500 deposit with the signed contract

\$1,500 due on completion of Step Three

Additional Provisions

- I. Services will be provided by E. Marie Wilson (EMW) to the Client Organization on a consulting basis as follows:
 - A. EMW will work with the staff and/or board of directors of the Client Organization as designated in writing once the contract is signed.
 - B. The Client Organization will designate one or more individuals who will serve as the point(s) of contact for EMW.
 - C. Upon execution of this Agreement, EMW will work with the Client Organization to develop a timetable for deliverables and a detailed description of the products and services expected from EMW as requested.
 - D. In the absence of a separate agreement to the contrary executed subsequent to the execution of this Agreement, this Agreement shall be non-exclusive, with EMW retaining the right to market its services to other individuals and organizations, provided however, that such activities will not conflict with or otherwise compromise the relationships established by this Agreement.

^{*} Fee does not include expenses for travel, hotel, meals, and gratuities for the meeting at which adoption is considered. Receipts are provided for expenses over \$25.00. Other documentation will be provided if requested in advance of the event.

II. Compensation

- A. EMW shall be compensated by the Client Organization per the provisions of this agreement.
- B. If the contract is canceled by the Client Organization the deposit shall be forfeited.

III. Miscellaneous Provisions

- A. Modification. This Agreement may be modified by the mutual consent of the parties at any time.
- B. Jurisdiction. The laws of the State of Connecticut shall govern this Agreement.
- D. Force Majeure. Notwithstanding any other provision of this Agreement, in the event that the performance of any obligation under this Agreement by a party is prevented due to acts of God, exchange controls, export or import controls, or any other government restrictions, wars, hostilities, blockades, civil disturbances, revolutions, strikes, terrorist attacks, lockouts, or any other cause beyond the reasonable control of a party, such party shall not be responsible to the other party for failure or delay in performance of its obligations under this Agreement. Each party shall promptly notify the other party of such force majeure condition. The terms of this Clause shall not exempt, but merely suspend, any party from its duty to perform the obligations under this Agreement, until as soon as practicable, after a force majeure condition ceases to exist.
- E. Resolution. EMW and the Client Organization shall in good faith attempt to resolve any claims or controversy arising out of or relating to this Agreement. However, if no resolution is mutually agreed upon, the claim or controversy shall be settled by arbitration or mediation.
- F. Information. EMW will work prior to and during the project to provide professional services, and full disclosure of conditions existing and staff/member cooperation is essential to performance under this Agreement. EMW does not accept responsibility for any issues arising from incorrect or incomplete information.