

From: Rob Vastine <robvastine@gmail.com>
Subject: [boardandstaff2] Mid Year Report -
Marketplace
Date: February 1, 2014 at 9:35:23 PM EST
To: boardandstaff2@atos.org

**ATOS MID-YEAR COMMITTEE/OFFICER
ACTIVITY REPORT FORM (2014)**

**Name of
Activity:** Marketplace

**Manager
Name:** Rob
Vastine

Date of Report: Feb 1,
2014

**1. Actions completed since the 2013 Annual Meeting:
(Please bullet actions completed.)**

**Received 2012 and 2013 Convention CD's. Mailed to
prepaid customers and stocked balance.**

**Restocked non PAL version of "The Art of Playing
Theatre Organ" DVD set.**

Restocked "Wurlitzer Factory Tour" DVD

Restocked "Educators Guides"

Restocked "Theatre Organ Shop Notes"

2. Actions begun but incomplete since the 2013 Annual Meeting: (Please bullet actions begun.)

Restock of Decal and Pins.

Re-Model of Marketplace Web Store by Greg.

3. Goals to be reached by the 2014 Annual Meeting: (Please bullet goals.)

Complete Web Store re-model.

Restock Decal and Pins

Add new stock items.

Find a volunteer that would like to develop new stock items.

Run a sale and get rid of TOJ binders that no longer fit the current size TOJ.

**4. Amount budgeted for your committee: _____
\$4000.00 _____**

**Amount expended by your committee: _____ Not
Known _____**

**Projected income for period 2013-2014 _____
\$8400.00 _____**

Net Projected Revenue _____ \$4400.00

5. Comments: (Any bulleted special notations,

**problems, or suggestions should be included here.)
Re-think the Marketplace. Use the concept that it is a revenue generator. Consider hiring someone to run it as a business, not a volunteer project. Compensation should be based on net sales and sales goals . Follow the model of OHS, but improve on it. I estimate the Marketplace is only producing a small fraction of the revenue that is possible.
Assign one board member or officer to actively oversee the Marketplace.**

boardandstaff2 mailing list
boardandstaff2@atos.org
<http://six.pairlist.net/mailman/listinfo/boardandstaff2>