

ATOS ANNUAL COMMITTEE/OFFICER ACTIVITY REPORT FORM (2014)

Name of Activity: President report – travel, meetings, ongoing activities
(Please fill out separate form for each activity.)

This report encompasses all data for the full fiscal year.

Committee Chair/Officer Name: Ken Double

Date of Report: June 22, 2014

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

Travel and meetings:

- Birmingham, AL (chapter meeting, discussion of fund raising and marketing ideas)
- Indianapolis (fundraising with specific donors – holiday chapter meeting)
- Savannah, GA (meeting with Lucas Theatre officials, major Hollywood producer Mr. Stratton Leopold)
- 4-stop trip north: Maryland, Pennsylvania, North Carolina – fund raising trip with four specific stops., plus visit at Allen organ. Drove my personal car as airfares for four different stops would have topped \$1700.
- New Orleans, LA (meeting with Saenger Theatre officials and Ace Theatrical officials on fundraising efforts for the organ, planned uses for the organ, theatre re-opening)
- New York (meeting with NYTOS officials and Ace Theatrical on Loew's Kings project)
- Tampa (meeting with Manasota chapter officials on state of chapter and situation at Grace church – played a chapter program, met with officials of Tampa Bay Lightning. Potential sponsorship via their foundation. More use of the theatre organ in the arena. Convention site?)
- Los Angeles (meeting with new chapter President regarding feared 501c3 lapse, treasurer's issues, marketing etc. Potential of hosting Round Table)
- Second LA trip (fundraising with three potential donors)
- New Zealand (concert trip – meetings with chapter officials – four page recommendation on marketing, concert sponsorships, programming ideas and more. Performed with SYA attendee Campbell Crawford)
- Berkeley/Sacramento (fundraising trip, plus serious discussion on one major instrument in jeopardy – met with Nor Cal officials on this subject)
- Worcester, MA (this was a concert trip at the Hanover Theatre. Met at length with Don Phipps on several issues facing ATOS, the chapter and the upcoming mid year meeting)
- Cleveland in March (this was a concert trip) and met with officials at Western Reserve, discussed convention opportunity (which will now be a reality in 2016)
- Apr 8-15 – Los Angeles, SD – fundraising meetings (and also completed CD recordings at Crotty/Grundy residence); met with LA chapter officials on the Round Table opportunity and discussed marketing and promotional ideas.
- April 24-26, West Palm Beach, FL, Kravis Center for the Arts, Tom Burroughs, interest in a major pipe organ installation in this 2200-seat auditorium to be privately funded - \$2m
- Atlanta – Marietta HS (new Allen installation) and Walton HS (new auditorium being designed, advising on chamber space for a large theatre organ)
- June 1 – played CATOE social, and met with CATOE, JATOE and Chicagoland chapter officials. Working specifically with CATOS's Taylor Trimby on fundraising ideas for the Arcada Theatre pipe organ. Very favorable management in place at the Arcada.

- **June 12 – June 28 – Chattanooga, TN. Meetings with Mark Stone, manager of the Tivoli for the city of Chattanooga. August silent film to celebrate the 90th anniversary of the Wurlitzer. Event to be promoted in major fashion in hopes of starting a series of films and events featuring the Wurlitzer**

- **Non-reimbursed travel-related expenses:**

Airfares – 11 trips	\$ 3894	
Hotel – 36 total nites	3226	
Car rental – 10 rentals	1573	
Fuel	399	
Fuel 2 (4-stop trip)	208	(fuel for this trip – see mileage below)
Meals	1821	
Airport Pkg/MARTA		
Cabs	294	
Total:	\$ 11,415	

Use of personal car for the four-stop trip in September – 1733 miles total

- **Additional general expenses: Health Insurance \$320/mo x 12 mos. = \$3840***
Taxes \$645/mo x 12 mos. = \$7740*
% of phone/office exp/ misc = \$1198*
% of mileage/use of personal car = TBD*

(*While these are general expenses, they come “out-of-pocket” without reimbursement or without a share that might be part of a general “employee” compensation package.)

Total all expenses: \$ 23,693

Ongoing efforts:

- **Constant communication with Donna Parker on membership issues, her efforts with database update, continuing email correspondence to members via questions sent to her**
- **Constant communication with Greg Bellamy on website issues**
- **New fundraising brochure (with good input from John Ledwon via items he gleans from other organizations’ efforts)**
- **General communication with many chapter reps and members on a wide range of issues**
- **General communication with Bill Coale seeking qualified board candidates**
- **Constant discussions on topics such as finding homes for instruments; upgrades for key instruments; digital and electronic organ availability**
- **Constant communication on potential convention sites, and general convention issues**
- **Theatre Organ Radio – and detail program themes and guests six months ahead for on line and journal promotion; continue to expand programming, content and promotional opportunities**
- **New installation opportunities with ACE Theatrical (New Orleans/Brooklyn), Walton HS in Marietta, and working to find auditoriums available and interested**
- **IYSFF opportunity for expanding reach**
- **Assisting Don Phipps on new chapter issues**

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

- **Interest expressed by LATOS to host an ATOS Round Table; all California chapters plus Valley of the Sun (Phoenix) to be invited; ongoing discussions; date TBA – probably into next budget year**
- **See list above for ongoing activities**

- Interviews, reports, and discussions on possible ATOS Board Retreat

3. Goals to be reached by the 2015 Annual Meeting: (Please bullet goals.)

- Complete the details on the LATOS Round Table, get it budgeted and scheduled
- Institute new policies on convention recordings
- Complete and distribute new fund raising brochure
- Work with Mike Kinerk, CPC, on keeping at least three years ahead on convention locations
- Complete the work and final determination for an ATOS Board Retreat
- Complete work on two major pending gifts and continue to explore new gifts
- Get the Annual Drive underway with letter and promotional material Oct. 10.
- Get one-on-one with as many wealthy ATOS individuals as humanly possible

4. Amount budgeted for your committee: _\$80,000

Amount expended by your committee: _\$80,500 (the additional \$500 represents the gift made to the Saenger Theatre, New Orleans.)

5. Comments: (Any bulleted special notations, problems, or suggestions should be included here.)

The retreat event might provide the forum by which we explore options for funding and organizing this position, with many ideas (including less funding in exchange for “bonus” based on fundraising) and any other plausible ideas on the table.