

ATOS COMMITTEE/TASK FORCE/OFFICER ACTIVITY REPORT FORM MID-YEAR MEETING (2013)

Name of Activity: President's Report (including full travel, expenses – see additional sheet)
(Please fill out separate form for each activity.)

Committee Chair/Task Force Chair/Officer Name: Ken Double

Date of Report: 2/3/2013

1. Actions completed since the 2012 Annual Meeting: (Please bullet actions completed.)
 - Travel: July/August – brief , two-day overnight visits to both SYA and TE events to view at least some of the activity in person and meet with those in attendance and the support people.

- Travel: August – Chicago – meetings with reps from CATOE, Windy City, JATOE
- Travel: September – Baltimore, rural Pennsylvania – Fund raising
- Travel: September – Savannah, GA, Lucas Theatre installation potential; meetings with Stratton Leopold (Lucas Theatre, and major Hollywood producer)
- Travel: November – New Orleans, update on Saenger Theatre, meeting with Cynthia Connick, City representative and project oversight
- Travel: December - to Tampa – Central Fla chapter – Park Theatre/ U. of Tampa installation potential
- Travel: January – to Southern California, Sacramento, Berkeley, Portland (as noted in separate document)
- Other travel: concert trips to Lafayette, IN; Toronto/Kingston/No. Tonawanda; Indianapolis; Dunedin.
- Each trip, be it fundraising or a concert provides the opportunity to interact with chapter representatives, theatre managers, members.
- Monthly recordings of ATOS Theatre Organ Radio
- Fund raising (see separate report)
- Marketing – completed WHERE WE WATCHED THE MOVIES, an 11-minute pilot DVD project focused on theatres and their pipe organs. “Hoped-for” ongoing series at Turner Classic Movies or via Public TV. Ongoing effort to find an outlet to carry the series, and funding to produce more.
- Strategic Planning – this area has admittedly suffered in recent months, and must be “kick-started” and by me. My focus will center on going well beyond the recent ‘baby-steps” and making concrete progress on major steps forward.
- Continue the ongoing process of operating the office, i.e. anywhere from 35-40 to as many as 75-80 emails per day that focus on general questions from members and chapter leaders, to ongoing projects, to constant communication between Donna Parker, Bob Dilworth, Bob Evans and me; continue working with Greg Bellamy on website issues; with Steve Worthington and Tim Stephens on Theatre Organ Radio; with Donna, Mike and Don on journal issues; be more consistent in writing for the website (get with Greg on being able to download material myself, i.e. blogs and email messages); working with Mike

Kinerk on convention matters, not only the upcoming Atlanta convention, but finding new sites (there is a potential “regional” site being discussed), and attempting to keep us at least three years ahead in convention planning; work with SYA and TE staffs to update the planning documents and provide a better means of reporting on these two events going forward.

2. Actions begun but incomplete since the 2012 Annual Meeting: (Please bullet actions begun.)

- Upcoming travel: early March - South Florida – two ongoing prospects for funding
- Mid-April – rural Indiana for discussions with one potential donor (ongoing discussions with this party)
- Pennsylvania – ongoing discussions with an individual who “broke through” with a first major gift this year
- Concert trip in mid-May to Shanklin Music Hall
- Concert trip in early June for 31st Annual concert at Long Center in Lafayette, IN
- Potential return to Oregon if discussions generate the need for an in-person meeting
- Potential return to Tampa should installation opportunity become reality – awaiting OK from university president to take the next steps
- Potential return to Savannah – awaiting specific date to visit with S. Leopold and others on Lucas Theatre project
- The aforementioned “kick start” to Strategic Planning.
- Continue with communications with TCM and public TV to introduce the video project and seek a partner
- Pursue other marketing and promotional special projects and events that might prove positive and fruitful for ATOS
- Continue efforts on the Atlanta convention to ensure a greater revenue stream for ATOS

3. Goals to be reached by the 2013 Annual Meeting: (Please bullet goals.)

- Generate other major gifts for ATOS, and specific funding for specific needs, including the IYSFF
- Have a major report on Strategic Planning completed for board review by June 1, well ahead of Annual Meeting
- Take next steps in outreach with the Theatre Managers Consortium
- New initiative/project that will help the chapters – instead of simply sending a tech to assist a chapter with an installation, create a consulting group that can advise on fundraising, marketing, programming, and technical assistance for a chapter or theatre wishing to install, upgrade or better promote an instrument. Cost involved to be born by the chapter, but this would provide a much stronger base of support than simply sending a tech to assist with an instrument.
- Re-focus on the process of Governance-vs.-Operations, and re-focus on the 44 projects with which the board is involved, but many of which do little to advance the instrument and the music.

- **Complete an all-ready started “White Paper” on this subject, and reach a consensus on best ways to move forward.**

4. Amount budgeted for your committee: _Part of the compensation package for Office of President/CE

Amount expended by your committee: __ (See separate financial breakdown)

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