

MINUTES OF THE AMERICAN THEATRE ORGAN SOCIETY BOARD OF DIRECTORS
MID YEAR MEETING
FEBRUARY 9, 2008
MARRIOTT SUITES, ROSEMONT, ILLINOIS

President Ken Double called the meeting to order at 9:09 a.m.

Secretary Bob Evans called the roll: **Officers Present:** Ken Double, President, Craig Peterson, Vice-President, Bob Evans, Secretary and Paul Van Der Molen, Treasurer. **Board Members Present:** Vern Bickel, Mike Cierski, Michael Fellenzer, Allen Miller, Don Near Donna Parker, Doug Powers. Jelani Eddington and Carlton Smith were present by telephone conference call while their committee reports were discussed. **Excused:** Tyler Morkin **Staff Members Present:** Tom Blackwell, Mike Kinerk, Jim Merry, and Jim Patak. **Guests Present:** Kimberly LaBounty, representative from Apex Management Services and Robert Ridgeway from Magnetic Labs

The minutes of the January 8, 2008 ATOS Board teleconference were approved.

Old Business:

President Double reported on the progress of the “Lowell Ayers Wurlitzer” by the Friends of the Wanamaker Organ. He visited the installation lately and said that the three rank chest has been totally restored and work is well underway on the four rank chest. The console is almost finished and the instrument should be playable by September of 2008. All work is of first quality and this organ should serve as a fine example of a sensitive restoration of a small Wurlitzer Theatre Organ.

New Business:

OFFICER REPORTS:

Treasurer's Report: (Van Der Molen)

- Paul Van Der Molen reviewed and discussed the financial information contained in his report. The budget for the current year was presented.
- Paul answered questions from directors regarding the budget.

The Board approved the Treasurer's report.

Secretary's Report: (Evans)

- Signed Self-Dealing Transaction Statements and Code of Ethics forms were collected.
- Discussion of ATOS donation to the Hanover Performing Arts Center in Worcester, Massachusetts. Bob Evans presented information about Don Phipps' donation of a completely rebuilt 4/35 Wurlitzer Theatre Pipe Organ to the Hanover Performing Arts Center. Don is assuming the vast majority of the cost of installation.
Allen Miller also spoke in detail about the project:
Motion: (Miller) That ATOS donate up to \$5,000 for the purchase of a Wurlitzer (or Wurlitzer replica) Horn Diapason for the Hanover Wurlitzer installation. Motion tabled for future discussion.

Vice President's Report: (Peterson)

- The Vice President will report under Chapter Relations.

President's Report: (Double)

President Double reported on the following subjects:

- Fund Raising: President Double is exploring all aspects of fund raising. He is exploring both private and corporate gifts and sponsorships. He has explored many avenues for funding and is optimistic that substantial amounts can be raised for ATOS. The first hoped-for meeting is tentatively scheduled for September, 2008 at Wurlitzer Manor in Gig Harbor, Washington.
- Restructuring and Reorganization of ATOS Committees:
Ken reviewed his proposal for the reorganization of the ATOS committee structure. Basically his plan calls for consolidation of duties and simplification of the entire structure into six major categories. Mr. Double will report on progress of this re structuring as it progresses.
- Concert Tour:
September 19, 2008 marks the date of the first concert on the ATOS "Keyboard Spectacular" Tour. Steve LaManna has announced that the first concert will be presented at the Riviera Theater in North Tonawanda, New York on their newly revoiced and regulated 3/15 Wurlitzer Theatre Pipe Organ. Steve is in contact with many theaters across the country. This tour will showcase the theatre organ with piano, vocalists, and instrumental groups from across the country in a similar fashion as the very successful Rialtofest concerts.
- Communication, Action Plans, and Deadlines:
Ken stressed the importance of communication between board members, communication between board members and liaison contacts, and communication to the general membership. He stressed the importance of getting the correct information out to our contacts to prevent misunderstandings and also noted the necessity of acknowledging receipt of E-mails and other written communication. The president referred to the need for specific action plans for initiatives and the absolute necessity of setting reasonable deadlines and adhering to them. We can no longer afford to let good ideas languish by the side of the road.
- Nominations/Election of Board Candidates:
Only two persons ran for three offices. The Nominating Committee will be seeking qualified candidates to fill board slots.
*Bill Carr will be notified to seek candidates to run for the board. ATOS will follow the regular election process.
- Public Relations:
 - Ken meets with the Radio City Music Hall representatives in March. This will be a follow-up of his meeting of last December. Ken is working on the establishment of a friendly and productive relationship with the management of Radio City Music Hall.
 - A marketing seminar for the national ATOS organization and the local chapters will be offered at this years Annual Convention.
 - The president will seek form a group of theatre managers to promote the use of the pipe organs in their theaters.
 - The hundredth anniversary of the invention of the theatre organ is coming up in 2010. This would be the perfect time to promote the theatre organ. The owners of the Wurlitzer factory in North Tonawanda have expressed an interest in participation in this anniversary observance.

Executive Secretary's Report: (Merry)

- Membership has decreased by approximately four hundred members during the last year.
- We will continue to lose members in chapters do not engage in an active recruitment of new members initiative or promote current members to renew. Recruitment/renewal on the local chapter level is the most effective and efficient method of increasing our numbers.
Please note that lists of members in your chapter area are available to local chapters. This is a valuable tool for membership secretaries. Jim Merry will supply a list of new or existing members in your chapter area.

COMMITTEE REPORTS: Some committee chairs were not present. Written reports will be indicated by the use of an asterisk (*)

Acquisitions and Expansions: (Smith)

- No actions at this time

Scholarship: (Smith)

- One recipient has forfeited the scholarship.
- Because of forfeited scholarship the donation to another scholarship recipient is increased.

Awards and Recognition: (Near)

- Motion: (Near) Jack Moellman nominated for the ATOS Hall of Fame. In favor: Evans, Peterson, Van Der Molen, Cierski, Fellenzer, Miller, Parker, Powers. Against: Bickel. Not Present for Vote: Eddington, Smith
- Don needs help in encouraging chapter presidents to nominate Organist of the Year, Hall of Fame, Member of the Year, etc.
- Don offered to act as a clearinghouse for all awards. He will obtain, plaques, certificates, or whatever is required to presentations at our annual banquet.
- Motion: (Miller) Allen Miller nominated Don Phipps for ATOS Member of the Year. The motion is not necessary.

Archives/Library: (Patak/Weiler)

- We need more space. With Reeve collection coming in we will need much more square footage to properly store the recordings, documents, and pictures. Replacement windows have been installed in the Rialto facility. Because of this much of the current collection is in boxes. Jim Patak is evaluating each record as to condition.
- The Reeve Collection is enormous. Cost to move the items will be from \$8,000-\$12,000. The collection has been appraised at approximately \$250,000. Jeff Weiler suggests that we store about 90% of the collection in Minot for now and bring the most rare and valuable items to our current location.
- Motion: (Fellenzer) Allocate up to \$12,000 for the purpose of moving and storing the Reeve collection as suggested by Jeff Weiler. Approved. (Unanimous)

Chapter Relations: (Peterson)

- Three new groups have inquired about chapter formation.
- Some chapters have suggested that ATOS offer silent film licensing assistance to local chapters.
- Craig Peterson offered the idea of a chapter guide be developed and offered to local chapters. This guide could be made available through the web site.

Bylaws: (Eddington)

- Nothing to report at this time.

Convention Planning: (Kinerk)

- Mike Kinerk reported that the books have been officially closed on the New York convention.
- Plans for the Indianapolis "Play it Again" convention are 98% complete.
- The hotel has been booked for the 2009 Cleveland convention. Doug Powers gave an update.
- Tom Blackwell reported on the progress of the 2010 ATOS Annual Convention to be held in Seattle, Washington. Plans are progressing well.
- A Michigan chapter is attempting to organize a 2008 fall regional convention.
- The Birmingham Chapter will offer a regional convention during Thanksgiving weekend in 2009.
- Several other chapters have expressed interest in sponsoring annual and regional conventions.

Education: (Bickel)

- Chapters should avail themselves of the *Around the Circuit* feature in *Theatre Organ*. This is a no-cost way to publicize local events. Very few chapters are taking advantage of this free advertising.
- Draft copies of the revised ATOS Educator's Guide were given to the Board for examination. The Educator's Guide has been totally revised according to the National Association of Music Educator's guidelines.
- No one has applied for the Simonton Prize of the Junchen Technical Scholarship.

PRESENTATION: Kimberly LaBounty of Apex Management.

Ms. LaBounty outlined the services offered by her company, Apex Management Services.

She presented the credentials of the staff and the specialty of each. "Focus on your mission" is the Slogan for her company. Apex Management has worked with many non-profit organizations in the Area of fund raising, public relations, and membership development.

Kimberly gave several examples of how Apex has worked with non-profit organizations.

Members of the Board asked specific questions of Ms. LaBounty.

Endowment Fund: (Fellenzer)

Motion: (Fellenzer) Approve the promissory note for the Western Reserve Theatre Organ Society's loan as posted. (Carried 8 with 1 Abstention)

Marketplace*: (Unks)

- Dennis Unks is looking for suggestions of items to offer in the marketplace.

Competitions: (Eddington)

- Young Theatre Organist's Competition-No official entries as of yet but several young people have inquired about entering this competition.
- Discussion of YTOC Procedures. -Jelani answered questions from the board regarding the criteria for evaluation of participants in the Young Theatre Organists Competition. Jelani offered some observations regarding the review of the competition as published in *Theatre Organ*. He expressed some concern about the negative tone of the article.
- Youth Protection Policy: (Near) Discussion of Bob Acker's draft proposal for a youth protection policy. The Board agreed that a youth protection policy was absolutely necessary. Some members had reservations about adopting the document as presented in draft form. Jelani Eddington agreed to review the document and make suggestions for a revision, if necessary. Item tabled until a future meeting.

Mentor Program: (Parker)

- Information and rules for the ATOS Mentor Program are being published in the upcoming issue of *Theatre Organ* and will be included on the ATOS web site.
- We have received two applications for participation in the Mentor Program.
- Donna has received a copy of Eric Fricke's article for *Theatre Organ* Youth Corner.

Public Relations:

- The Public Relations Committee continues with ongoing articles in *Theatre Organ*
- An article about past grants that have been given through ATOS is in the works.
- Donna has contacted many artists to obtain biographies, photos, and current contact information.
- A press release is ready for distribution for our new National Pops Touring Show produced by Steve LaManna.

Publications Review*: (Stockebrand/Powers/Blackwell)

- After a few “glitches” publication of *Theatre Organ* is on track.
- Journal Report: (Weiler) – Nothing new to report.
- Journal Advertising: (Weiler) –The Board generated some discussion of increasing the number of advertisements in the magazine. Postal regulations prevent increasing the number of advertisements without an increase in the cost of mailing the magazine. Jeff Weiler will investigate the regulations and report, in detail, to the Board in the future.
- ATOS Web Site: (Blackwell)-Progress has been slow but will be “jump started”.
- Tom Blackwell has been empowered to act as project manager to the new web site. This will enable the web site task force to develop the new web site more quickly and efficiently.
- Volunteers will do content conversion.
- Tom spoke about using the facilities of YouTube to get our message across. He also recommended a youth and adult MySpace page. Tyler Morkin and Mike Cierski will work on this effort.

Restoration and Preservation (Miller)

- Activity has been very slow.
- Bob Evans presented the certificate for the Stoneham Town Hall Wurlitzer at the Ron Reseigh concert of January 10, 2008.
- The committee welcomes any suggestions of installations that should be considered for recognition.

Strategic Planning: (Powers)

- ATOS Member and Chapter Officer Surveys:
 - The final version of these surveys are about to be launched. The surveys should access the needs, concerns, and recommendations of chapter officers and members.
 - Survey distribution is under consideration. Chapter officer surveys will be available on line while surveys for the membership will be included with the May/June *Theatre Organ* mailing. A return envelope will be provided to encourage members to complete and return the survey.
 - Survey results will be tabulated and analyzed by an outside firm.

Motion: (Powers) To approve up to \$15000 for execution of the member survey. (Carried Unanimously)

Electronic Theatre Organ Owner’s Group*: (Reddish)

- First newsletter about to be sent out.

Technical (Smith)

- Volunteer Technician Award: Nothing to report
- Technical Consultation Program: Nothing to report

Youth Initiatives:

- Youth Representative to the Board*: (Morkin)
 - Tyler plans to organize a number of events that target the younger age bracket. He hopes to offer events tailored to a younger crowd offering music that they want to hear.
 - Tyler is encouraging young people to apply for the 2008 Theatre Organ Student of the Year.
- George Wright Memorial Fellowship Program: (Eddington) Jelani has fielded several inquiries about this award. He will report more as the applications are received.
- Youth Representative Subcommittee: (Eddington)-Tyler Morkin is continuing with success as the Youth Representative.
- The Theatre Organ Instructor Referral List is available and provides information about available instructors.
- The ATOS Youth list is in the process of update. *Jelani requests that all directors and officers provide him with relevant information on theatre organ instructors and young people of whom you are or become aware.*

- ATOS Summer Camps: (Nordwall/Parker)
 - Jonas Nordwall submitted a draft budget for the youth summer camp. The idea of increasing the tuition was brought up by several Board members. This program is new and is a “work in progress”. The question was raised as to how much of this activity should be subsidized by ATOS. Tentative dates for the camp are July 22-25, 2008 in the Chicago area. Venues will be the same as last year with extensive use of the Van Der Molen Morton and the Sanfillippo Wurlitzer..
 - The Board will defer to the instructors on the subject of age allowances for the summer camp.

Motion: (Fellenzer) That ATOS budget \$12,000 for Summer Youth Camp: (Carried 8-1)

Adult Initiatives: (Nordwall)

- Proposed ATOS Summer Adult Camp
 - The only expense should be instructor’s fees and lodging.
 - Will be held in Orange County
 - Charlie Balogh will be primary instructor assisted by Patti Simon
 - Don Near will serve as local liaison for the camp.

All committee reports were approved as submitted.

Good of the Order:

- Don Near remarked about the need for updating the binder. Secretary Evans is in the process of doing so. Committee chairs should report any changes to the secretary so that the necessary changes can be made to the binder.
- Discussion of hiring a full time executive for ATOS: (Powers, Evans, Near, Van Der Molen, Peterson)
The ATOS Executive Committee has recommended that ATOS hire a full time paid leader. The Executive Committee believes that the time has come to reshape the organization into an efficient, forward looking professionally run organization.
 - The paid leader would be responsible for three areas:
Fundraising
Increasing Membership
Public Relations
 - The new paid leader would act as an independent agent. The proposed expenditure of \$82,500 includes all expenses except those of Mid-Year and Annual Convention meetings.
 - The position will tentatively be considered as a three-year period. The Executive Committee feels that this amount of time is necessary to implement the duties required of this position.
 - A detailed job description and evaluation instrument will be created in a timely manner.

Motion: (Van Der Molen) Establish a paid leadership position including the following responsibilities: Fund Raising, Grant Development, Sponsorship Partnerships, Membership Development, marketing and Promotions, Public Relations, Visibility, Direct Follow -up to Committee Initiatives, Promotion of Individual Chapter Interaction, or any other responsibilities deemed appropriate by the ATOS Board of Directors. (Carried Unanimously)

NOTICE-

The Annual ATOS Board of Director's meeting is scheduled for Thursday, July 3, 2008 at 9:30 a.m.

Those who wish to present themselves for office will do so at 2:00 p.m.

The Annual ATOS membership meeting is scheduled for Sunday, July 6, 2008 at 10:00 a.m. in the Hyatt Regency Ballroom.

President Double declared the meeting adjourned at 6:50 p.m.

/s/ Bob Evans, Secretary

Business was conducted using *Robert's Rules of Order*.

Jeff Weiler, Parliamentarian

Copies of committee reports submitted before the deadline are included in the updated ATOS Electronic Binder.