

2008.11.18 Telephone Conference Minutes

**MINUTES OF THE ATOS BOARD OF DIRECTORS TELEPHONE CONFERENCE  
TUESDAY, NOVEMBER 18, 2008  
8:00 PM E.S.T.**

Chairman of the Board Peterson called the meeting to order at 8:04 PM E.S.T.

**Officers Present:** Craig Peterson, Chairman of the Board, Bob Evans, Secretary, Paul Van Der Molen, Treasurer. **Board Members Present:** Board Members Present: John Apple, John De Majo, Jelani Eddington, Michael Fellenzer, Allen Miller, Don Near, Donna Parker, **Absent:** Doug Powers, Bucky Reddish. **Youth Representative Present:** Tyler Morkin.

**Staff Present:** Ken Double, President/CEO, Mike Kinerk, Convention Planning Coordinator, Jim Merry, Executive Secretary, Tom Blackwell, Web Site Coordinator, Jeff Weiler, Parliamentarian.

**Guest Present:** Nancy Burton, Marketing Consultant.

Chairman of the Board Peterson declared a quorum.

The minutes of the 2008.9.29 teleconference were accepted as revised.

Old Business:

Standing Committee Reports:

Convention Planning Committee:

Plans for the Western Reserve (Cleveland) Annual Convention are progressing well.

Mike Kinerk reported that the committee is working with the Marriott representatives to create more flexible terms in the reservation of room blocks. This negotiation is necessary in light of the present status of the economy.

The Puget Sound Chapter is in negotiations with the hotel to lower the number of room reservations in light of the economy but is prepared to increase the number of rooms should it be necessary.

Mike Kinerk, Convention Planning Coordinator, is proceeding with an abundance of caution in the reservation of rooms for upcoming conventions. The Renaissance Hotel (Marriott) has been most cooperative during the negotiations.

**Motion: (Van Der Molen) to approve the Puget Sound Chapter bid for the 2010 ATOS Annual Convention with Tom Blackwell as convention chair. (Unanimous)**

Mike Kinerk stated that because of the current economic situation, convention planners need to develop a "Plan A" and "Plan B" for conventions. "Plan A" would be a regular full-size convention while "Plan B" would be a scaled-down version similar in scope to a regional convention with lower registration costs, etc.

Summer Youth Camp Update: (Double reporting for Nordwall)

This summer camp will be held from July 27-July 31 in Phoenix, Arizona.

Tentative venues are:

The Adrian Phillips' Studio

The Orpheum Theater

Organ Stop Pizza

Phoenix College

Martin Ellis will assume leadership for this event.

Page 1 of 3

## 2008.11.18 Telephone Conference Minutes

The Adult Theatre Organ Getaway is set for July 20-24 in the San Francisco Bay area. The 4/39 Wurlitzer installed in the Berkeley Community Theater will be the primary teaching instrument with Jonas Nordwall as instructor.

Paul Van Der Molen reminded the board that this event is supposed to be financially self-sustaining. Revenues from last year's event fell short by \$3,000. The board agreed that The Adult Organ Getaway event must have sufficient enrollment to be financially self-sustaining.

The exact number of enrollees necessary will be determined at a future date.

Budgets for both events will be submitted soon.

### Fundraising Update:

Ken Double informed the board that we are embarking on Phase I of a fundraising campaign. A letter has been sent to all ATOS members in the continental United States informing them of the creation of an annual fundraising effort.

Nancy Burton, marketing consultant, reported to the board about levels of return for the mailing and what realistic expectations should be for the future.

Tom Blackwell, our web site coordinator is working to make on-line donations possible through our web site. He will work with Paul Van Der Molen and Jim Merry.

Ken Double reported that he has met with many members in his travels of late about long-term gift giving to the Society. He has received much positive feedback but cautions that this process takes a bit of time to get rolling. Ken is confident that his efforts in fundraising will be fruitful. Ken will have a full report including graphics for a new brochure at the mid-year meeting. Fundraising efforts will continue in earnest.

### Technical Camp

The Technical Committee has decided to call the event the "Technical Weekend". Allen has been gathering information solicited from interested members through the web site and from responses to his article in *Theatre Organ*.

No date has been set as of this time. Allen is looking for feedback and input from board member about budgeting and logistics.

President Double remarked that we face a critical shortage of qualified theatre organ technicians making the technical weekend an absolute necessity.

### Financial Update:

Paul Van Der Molen reports that our "cash" is down by approximately \$130,000 since the beginning of our fiscal year. (May 1)

This downward trend is reflective of the general state of investments in the current economy.

The Endowment Fund has not suffered as much because much of the Endowment Fund money was invested in CD's which did not decrease as much as other investments.

### ATOS Touring Show

Not much new. Ken has talked with three entities that are interested in presenting the ATOS Touring Show. Ken and Bob Evans intend to talk to Alan Chille, General Manager of the Providence Performing Arts Center in December.

Page 2 of 3

**New Business:**

Nominating Process:

President Double reminded the board to seek qualified candidates to run for the ATOS Board of Directors.

New ATOS Chapter:

The Dickinson group has begun the process of forming a chapter of ATOS. Ken will be at their February event to man a membership table.

John Apple, working with John McCall, is establishing a committee to investigate the ATOS membership requirements of the individual chapters. They will work with each chapter in a grass-roots effort to determine the scope of each chapter's membership policies.

Chairman Peterson adjourned the meeting at 9:34 PM E.S.T.

Respectfully Submitted,

/s/ Bob Evans, Secretary

Please Note:

Business was conducted following *Robert's Rules of Order*-Jeff Weiler, Parliamentarian