

2009.1.3 Mid Year Meeting Minutes

MINUTES OF THE AMERICAN THEATRE ORGAN SOCIETY BOARD OF DIRECTORS
MID-YEAR MEETING
JANUARY 3, 2009
HILTON GARDEN INN, LAS VEGAS NEVADA

Chairman of the Board Craig Peterson called the meeting to order at 9:06 a.m.

Secretary Bob Evans called the roll: **Officers Present:** Craig Peterson, Chairman of the Board, Bob Evans, Secretary, Paul Van Der Molen, Treasurer. **Board Members Present:** John Apple, John DeMajo, Jelani Eddington, Michael Fellenzer, Allen Miller, Don Near, Donna Parker, Doug Powers, Bucky Reddish. **Staff Members Present:** Ken Double, President/CEO, Mike Kinerk, Convention Planning Coordinator, Jim Merry, Executive Secretary, Jeff Weiler, Archive Liaison, Editor, *Theatre Organ*, Parliamentarian. **Youth Representative to the Board:** Tyler Morkin. **Guests Present:** Tom Blackwell, ATOS Web Master, John Ledwon, Col. Mike Hartley (Ret.), Nancy Burton.

Chairman Peterson and President/CEO Double made brief opening remarks.

The minutes of the 2008.11.18 telephone conference were declared approved.

Old Business:

OFFICER REPORTS:

Chairman of the Board: (Peterson)

Chairman Peterson is chair of the ATOS Chapter Relations Committee

- Several groups have indicated interest in either forming new chapters or reviving inactive chapters.
- Craig has been in contact with these groups and has supplied all necessary information/forms for the groups to begin the process.

Secretary: (Evans)

- Self-Dealing Transaction Statements and Code of Ethics forms were distributed where necessary.
- Bob Evans gave a brief update on the Wurlitzer installation in the Hanover Theater in Worcester, Massachusetts.

Treasurer: (Van Der Molen)

- Generally speaking our investment accounts are down. This follows the general trend of the economy.
- ATOS assets are down.
- The journal is slightly over budget because of extra fees for a photographer and reviewer.
- The second half of the year should bring the expenses more in line with the budgeted amount.
- Additional expense in archives fund is because of the acquisition of the Eric Reeve collection.
- The appointment of a paid administrator was not anticipated when this budget was made. Over \$14,000 has been donated toward the paid position.
- The Adult Workshop was subsidized by ATOS in the amount of \$3,000. The intent of the Board to see this event totally self-funded.
- The monies collected at the banquet for an emergency fund has been distributed to the Cedar Rapids Chapter.
- The Endowment Fund has suffered much less than the investment accounts because of investments in Money Market funds.

2009.1.3 Mid Year Meeting Minutes

- Smithsonian/Wanamaker Fund is fully dispersed. The current plan is to present the Wurlitzer to the public in October of 2009.

Craig Peterson accepted the Treasurer's report.

President/CEO Report:

President/CEO Double reported that he has been disappointed in the effort to secure sponsorships for ATOS. He is scheduled for a three-day meeting in Indianapolis to finalize the sponsorship brochure. This will be presented to major potential sponsors.

Ken has submitted a payment/expenditure report. He has raised some money towards the payment of his contract.

Ken spoke at length at his efforts to raise funds, promote membership, and communicate with local chapters. He has visited at least twenty-one chapters since September.

[Jelani Eddington raised a procedural question about the confidentiality of donor names and amounts. The Board discussed the sensitivity of donors and their identities. Any report of donations should be considered confidential.]

Jim Merry noted that the current procedure is to recognize donors by monetary categories.

The Board discussed the funding of the President/CEO position. Currently the position is partially funded by donations. The rest probably will come from the ATOS general fund.

Ken Double was asked what we could expect about funding the position. Ken could not make a definite prediction as to who would donate what amounts; or for what these amounts will be designated.

Doug Powers remarked that Ken's efforts have generated much goodwill. This is not easily measured in numbers.

Bob Evans suggested that the money we normally spend on a mid-year meeting be applied toward the President/CEO contract. Bob noted that the application of funds in this manner would be the most beneficial use of our financial resources.

The Board will review the President/CEO position at the Annual Board Meeting

Executive Secretary's Report: (Merry)

ATOS received 3281 membership renewals. Currently we have 3610 from mailing lists. This is the best indication of our actual membership. We are on a downward track but Jim is noticing some additional new memberships and a slight increase in renewals.

(Break)

Theatre Organ (Weiler)

All good news. Advertising revenue for the 2008 calendar year rose by \$5,000. The new printing company is working out well.

The United States Postal Service is changing requirements for mailings especially for groups. This is a constant work in progress. The printers have been most helpful in this regard.

2009.1.3 Mid Year Meeting Minutes

Fund Raising: (Double)

Phase I has been completed. The mailing was sent to all ATOS members. We achieved about an 8% return, which is a very high number for a first attempt.

Phase II: Potential donors will be contacted on a one-to-one basis. The fundraising committee is developing a brochure to present to potential donors. This is a work in process.

Phase III: The time frame for distribution is to be determined. We must be sure to take our time and make sure that the campaign is run well. Phase III will be a full-membership campaign with the focus of long-term planning for estate bequests, etc.

Conventions: (Kinerk)

We are working on contingency plans for conventions because of the current economic conditions. We are trying to lower break-even costs. We are also working with hotels to prevent room-block losses. Given the current economy we must be proactive to insure financial success for the chapters sponsoring conventions.

2009 convention to be held in Cleveland, Ohio

2010 convention to be held in Seattle, Washington

2011 convention to be held in Massachusetts and Rhode Island

2012 convention to be held in Los Angeles/Orange County

Amateur Competition: (Hartley)

The committee is pleased to report that ATOS will give an honorary membership if one of the three winners is not a member of ATOS. If a winner is already a member his or her membership will be renewed for a year. The board discussed the possibility of a cash prize for the winner(s). The Board tabled the subject of cash prizes.

Technical Committee: (Miller)

Allen Miller was pleased to report that a pristine copy of ATOS Shop Notes is available. Allen would like to reprint the edition and offer the book for sale in the ATOS Marketplace. Tom Blackwell suggested that be offered on the web.

Allen also spoke about the planning of a “technical weekend”. This event would be designed to increase the technical expertise of chapter crew chiefs, interested hobbyists, and perhaps offer the special skills of theatre organ maintenance, preservation, and restoration to knowledgeable church organ technicians.

Motion: (Near) to grant up to \$4,000 to fund the reprinting of ATOS Shop Notes. (Carried, Unanimous.) (Abstention Miller)

Motion: (Near) to make the ATOS Shop Notes available on the ATOS web site as a download at no charge. (Carried, Unanimous)

Awards and Recognition: See Don Near’s report. The Awards and Recognition Committee is earnestly soliciting nominations for the annual awards. The more nominations received the better the choices that can be made.

Youth Representative: (Morkin)

Projects that are underway are continued. ATOS Facebook and YouTube entries are quite popular.

2009.1.3 Mid Year Meeting Minutes

Archival Liaison: (Weiler)

We have a great many items that we do not need. Some of the surplus items could be handled in auction by a professional firm that handles all of the details. Could also sell some of the items at the Cleveland convention. A large number of recordings are in storage in Minot, North Dakota from the Reeve Collection. The board gave approval for Jeff Weiler to explore the feasibility of hiring a professional firm to auction our redundant materials.

Paul Ven Der Molen suggested that we investigate moving our archive collection to the University of Oklahoma. They have excellent facilities and are heavily involved in organ restoration and instruction. Another suggested the American Organ Archives.

Michael Fellenzer has indicated that with his workload and schedule he could no longer give the attention necessary to his duties on the ATOS Board of Directors.

Motion: (Near) to accept (with regret) Michael Fellenzer's resignation from the ATOS Board of Directors effective immediately. (Carried, Unanimous)

President/CEO Double, speaking for the Board, thanked Michael for his years of service to the organization.

Macy's (Wanamaker) Ayars Wurlitzer Report: (Mangel)

\$63,000 still needed for the installation. They will appreciate any financial help that ATOS could offer. The original estimate for installation was \$153,000 but will run over. The spreader strip area has been burnt and will need to be replaced. The project will be "put on hold" if funding is not available. A donor has offered to match a sum provided by ATOS for this project. The Board has taken this under consideration.

Curt Mangel is consulting with the city of Philadelphia electrical inspector about the feasibility of retaining the original cotton-covered wire used in the organ.

ATOS Summer Youth Camp: (Nordwall , Parker, Eddington)

A preliminary budget and time line was presented to the Board.

Martin Ellis will be the head instructor with Jelani Eddington and Donna Parker assisting. The Board engaged in a lengthy discussion and made many suggestions about the Summer Youth Camp. Eventually, the Board would like to see the program be self-supporting.

Adult Theatre Organ Getaway: (Nordwall)

This activity was designed to be self-supporting. The ideal number of attendees would be fifteen students. This year the Getaway will be held in the Bay Area. The primary teaching instrument will be the Wurlitzer located in Berkeley, California. Other instruments will be used as well.

Motion: (Evans) Chapter Liaisons must solicit contributions for the Summer Youth Camp. (Carried, Unanimous)

Youth Initiatives: (Eddington)

The committee is soliciting applications for a new Youth Representative

Applicants are sought for the George Wright Memorial Fellowship.

The Young Organist's Competition should draw many applicants this year.

Mentoring Program: (Parker)

Applicants are being sought for this program.

2009.1.3 Mid Year Meeting Minutes

Public Relations: (Parker)

The Public Relations Committee would like to initiate a project that chronicles the lives of our remaining theatre organists. So many of the organists that have come before have been forgotten.

Reorganization Plan/Committee Assignment Review: (Double/Peterson)

Tabled until the committee has done a thorough review of the ATOS Strategic Planning Survey. (membership survey)

Strategic Planning: (Powers)

Doug Powers shared a summary of the results of the member survey.

Overall the chapters are looking for more assistance from the national organization in the areas of marketing of local events and providing tools to increase membership at the local level.

The membership is also looking for more technicians, performers, and venues.

E-Tones: (Reddish)

The latest newsletter is just out.

The newsletters will be published on the web site. Bucky Reddish has had little luck soliciting articles for the newsletter.

Membership Committee Report: (Apple/Double)

The Membership Committee is considering four main issues:

- Identification of ATOS chapters that allow non-ATOS members to participate

- Public concerts at conventions that “sell” ATOS membership

- Contact with different places that feature the theatre organ in order to have membership materials present

- Contact performers to help publicize ATOS during concerts.

Web Site Update: (Blackwell)

Tom Blackwell offered two items for consideration:

Maintaining our present site (site has been expanded in the last few months)

Designing a new web site. This will take much time and effort. The process of designing a new site has already begun.

Forward Looking Items:

Interview six stakeholders in ATOS for web site input.

Set up a framework for structure of the web page

Ultimately twelve to fifteen people will be in charge of the web site management

Increase the youth section of the web site

The Board discussed the creation of an ATOS webcast on our web site. This webcast would be available twenty-four hours a day, seven days a week. Initial funding is needed to get this concept started.

Motion: (Van Der Molen) to spend up to \$3,000 to sponsor an ATOS webcast. (Carried, Unanimous)

Touring Show Update. The first performance of the ATOS Touring Show is scheduled for the Riviera Theater in North Tonawanda, New York on April 19, 2009. The event will feature Jelani Eddington, Donna Parker, Chris Gorsuch, and the American Legion Band of the Tonawandas.

The ATOS will continue the touring show concept without Mr. LaManna’s assistance.

2009.1.3 Mid Year Meeting Minutes

Ken Double then shared the following information about the ATOS Board schedule for the upcoming ATOS Annual Convention:

Travel Day-June 29, 2009

Board Meeting-Tuesday, June 30, 2009. Those presenting themselves for officers should plan to do so at 1:00 p.m.

Membership Forum-Thursday, July 2, 2009

Annual Membership Meeting-Saturday, July 4, 2009

Ken Double introduced Col. Mike Hartley (Ret.) to the Board and indicated Mike's intent to present himself for the office of Vice Chairman of the ATOS Board of Directors.

The ATOS Board (minus officers) then met in executive session to hear Col. Hartley's presentation.

The Board then adjourned executive session and resumed the regular board meeting.

Motion: (Eddington) to appoint Col. Mike Hartley (Ret.) as Vice Chairman of the ATOS Board of Directors. (Carried, Unanimous)

President/CEO Double then recommended to the Board that John DeMajo be appointed to the Endowment Committee to fill the vacancy created by Michael Fellenzer.

Motion: (Van Der Molen) to appoint John DeMajo to the Endowment Committee. (Carried, Unanimous) Abstention: DeMajo)

Good of the Order:

A query was made as to whether ATOS would be interested in reproducing some of the older theatre organ publications. This was taken under advisement.

Chairman of the Board Peterson adjourned the meeting at 5:39 p.m.

/s/ Bob Evans, Secretary

Note: Business was conducted using *Robert's Rules of Order*. Jeff Weiler, Parliamentarian.