

**Minutes of the ATOS Virtual Board Meeting  
Monday, October 12, 2015  
8: 00 p.m. E.D.T.**

**1. Chairman of the Board Michael Fellenzer called the meeting to order at 8:09 p.m.**

**2. Secretary Bob Evans called the roll.**

**Officers Present:** Michael Fellenzer-Chairman of the Board, Richard Neidich-Vice Chairman of the Board, Bob Evans-Secretary, Lee Lanier-Treasurer. **Board Members Present:** Denise Andersen, David Barnett, Juan Cardona, Joshua Dill, David Kelzenberg, John Ledwon, Don Phipps, Donnie Rankin, Carlton Smith. **Staff Members Present:** Ken Double-President/CE, Mike Bryant Co-Editor Theatre Organ/Parliamentarian, Don Feely-Web Page Content Editor, Donna Parker-Membership Secretary, Greg Bellamy-Web Site Manager, Mark Renwick-Interim Operations Manager, Steve Worthington-Web Site Task Force and ATOS Radio Manager.

**3. Chairman Michael Fellenzer declared a quorum present.**

**4. Motion: (David Kelzenberg, Denise Andersen) to accept the July 20, 2015 and September 28, 2015 (special) board meeting minutes. (Carried: Unanimous)**

**5. Standing Business:**

**Officer Reports:**

- a. Chairman of the Board (Michael Fellenzer): No formal report at this time. Michael thanked everyone for their hard work.
- b. Vice-Chairman of the Board (Richard Neidich): No report at this time.
- c. Secretary (Bob Evans): No report at this time.
- d. Treasurer (Lee Lanier) See attached financial statement(s).

**Staff, Committee, and Task Force Reports:**

- a. President/CE (Ken Double):
  - We are expecting the final convention financial report from the Philadelphia convention within two or three weeks.
  - The President/CE's reports will be submitted by the tenth of the month following.
- b. Interim Operations Manager (Mark Renwick):
  - The President/CE and Operations Manager job descriptions are not ready for action at this time. We will act on these at our next virtual board meeting in about two weeks. Any questions about these job descriptions should be directed to Mark Renwick.
- c. Membership Secretary's Report (Donna Parker):
  - Latest membership count is 2296.
  - We have 110 new members
  - A board member asked what percentage of follow-up letters result in renewals. Donna answered that this was difficult to track

## 6. New Business:

Web Site Restructure: (Mark Renwick)

- a. The Chairman asked if Mark had anything to add to his written presentation. (attached)  
Mark had nothing to add.

**Motion: (David Kelzenberg, Bob Evans) To authorize the expenditure of up to \$25,000 for website migration to a third party firm, for website redesign and to establish ongoing technical management. Carried: Unanimous)**

## 7. Good of the Order:

- a. Ken Double stated his desire to have the fundraising letter out by November 1, 2015.

## 8. The meeting adjourned at 8:33 p.m. E.D.T.

Please note: The meeting was conducted using *Robert's Rules of Order-Newly Revised*. Mike Bryant, Parliamentarian.

Attachments Follow:

October 11, 2015

To: ATOS Board of Directors; Mark Renwick, Interim Operations Manager  
Fr: Ken Double  
Re: September report

Greetings all,

In addition to this document, please see the attached Excel file, which will provide a detailed expense chart for the month of September. Information of note:

Travel:

- Early September trip to LA, SD, Palm Springs
- Individual fund raising meetings; meeting with Mark Herman on LA convention update and Kyle Irwin on same; meetings and two private programs with those interested in a prospective chapter in Palm Springs
- Mid-month trip to Florida, included a chapter program (not a public concert) for Manasota, and a free-to-the-public fund-raiser for the new organ at the Kirk of Dunedin (no fee to me)
- This trip also involved an all-day Monday Sept 21 with Mike Kinerk and Central Fla chapter reps on convention business, i.e. The Amalie Arena (5m Walker), the University of Tampa, the Polk Theatre, and a meeting with volunteers and leaders of the Central Fla chapter
- Tues., Sept 22, drove to Jacksonville for meeting with Mark Renwick
- I did spend some time with family during a reunion while on this trip, thus I pro-rated certain expenses

- September 30, I left for Cleveland for the second 10-day trip, which will be detailed in the October update.

Notes: I am exclusively driving Enterprise rental cars. I can almost always find something a bit cheaper. But recent experiences with Thrifty, Alamo and others find me driving cars with 45-50,000 miles on the odometer, and frankly, I don't trust them. Enterprise still turns over its fleet often. An issue of safety, frankly.

I almost exclusively fly with Delta, although I continue to search to find cheaper flights. Delta can generally get me anywhere non-stop from Atlanta; and with the notices I receive regularly, I can usually buy at competitive rates unless I am flying to a non-major city/location.

Regarding meals, Michael Fellenzer has suggested that perhaps instead of the individual receipts, we might determine an agreeable "per diem" amount. Should we move in that direction, this can be a reasonable amount of money. And, should there be a large party by which it would make sense that ATOS provide the meal, that would be listed separately with full explanations as to who attended and why. It is not something I have done, nor would do in the future, in a cavalier manner.

I have met with no fewer than a dozen (what I consider to be key) individuals regarding fundraising and potential donations. Some of these are followup meetings, as the "relationship-building" so key to acquiring donations continues.

I was involved with meetings involving the LA convention with Mark Herman, and separately with Kyle Irwin of San Sylmar. ( I have also met with Cleveland officials, and with Russ Shaner – part of the October trip which will be detailed in the next report.)

Mark Renwick and I are in regular communication on his efforts regarding staffing and day-to-day. I am writing extensively, particularly the finishing touches on the script for the fundraising video brochure.

FYI – the issue arises, "He's running all over playing concerts." This is not a bad thing as it gets me in front of members, and non-members, and allows me the opportunity to "pitch." It also helps make up some income/revenue.

September "paid" concerts: None

I did play a chapter program for Manasota and one for Atlanta (small fees of \$300 or less). I played for no fee at the Kirk of Dunedin as a fundraiser.

October "paid" concerts: the "triad trip" – Casa Loma (Toronto); The Riviera (No. Tonawanda); Kingston, Ont (Korean church); and the Detroit Senate.

In organizing the expenses, I did my best to pro-rate costs of airline tickets, rental cars, fuel and hotel dates to do the best I could to make certain costs associated with ATOS are listed....costs NOT associated with ATOS (example – the 3 nights of hotel expense during the family reunion, or a personal concert date) are not listed.

Ken Double

## Membership Secretary Report

October 10, 2015

### Membership

Current ATOS membership: 2,288

#### Expirations Summary:

Past due:	7/31/2015	37
	8/31/2015	52
	9/30/2015	40
Current due:	10/31/2015	75
	11/30/2015	80
	12/31/2015	275

We are getting a good response from the Lapsed Member Letters sent out every month at 1-month, 2-month, and 3-month intervals after membership expiration.

Lapsed Member Letters sent on 9/15/2015:

1-month:	46		
2-month:	43		
3-month:	22	TOTAL:	111

Members forget to renew for one reason or another, and this is a good reminder. Including the 2 renewal notices in the journal packaging still saves ATOS quite a bit of money each year, and yet we can catch those who have missed those notices with reminder letters.

#### ASCAP

I am working on the 3<sup>rd</sup> quarter ASCAP report. Conventions must report their concerts just as any chapter does. I spoke with Mike Kinerk about including this in the convention handbook. Bob Dilworth has been sending in reports for each concert, and the report will be filed on time by October 15. I gave a reminder to Ken, Mark and Michael that ATOS chapters need to report their concerts with the report form on the website. That report comes right to me, and I file it and pay the fee for each quarter's activities. It is extremely dangerous not to file concert information. The fees are tremendously high if one is caught presenting live music without reporting to ASCAP. ATOS has the ASCAP license that covers all concerts our chapters present, and ATOS covers all fees—the chapters pay nothing. All the chapters need to do is fill out an online form for each concert. It is that simple, and this is a huge benefit to them. Please let me know if you have any other questions about membership.

Respectfully submitted,  
Donna Parker, Membership Secretary

**ATOS**  
**Website Renovation Proposal**  
**for the October 12, 2015, Meeting of the Board of Directors**  
**Submitted by Mark Renwick, Interim Operations Manager**

- 1) Project approach. Steve Worthington agreed to head up the website renovation project. He has been supported principally by Greg Bellamy, Don Feely, Richard Neidich, and Mark Renwick. Greg and Steve both serve on the Communications Committee.
  
- 2) Conclusion: ATOS should outsource website technical management. Similar organizations the size of ATOS typically contract with outside firms for technical management of their websites. They do not rely on volunteers or individual employees or contractors. The benefits of outsourcing website technical management are as follows:
  - a) 24/7 technical support.
  - b) Access to a wide range of website support expertise.
  - c) Reduction of risk related to key-person dependencies.
  
- 3) Website content. At the same time that we outsource website technical management, we will revise the design, the “look and feel,” and operating features and functions of the website, in keeping with recommendations from the Communications Committee and best practices.
  
- 4) Vendor selection. We identified potential vendors based on internet searches and, in some cases, prior familiarity with the vendor’s work. Of those vendors who have responded so far, all are WordPress shops. The search was not based on platform (e.g., WordPress vs. Joomla vs. Dupal). That all vendors who responded are WordPress shops no doubt reflects the growing dominance of WordPress in the content management systems market.

Vendor section is not complete.
  
- 5) ATOS retains complete control of website content.

**Motion: To authorize the expenditure of up to \$25,000 for website migration to a third party firm, for website redesign and to establish ongoing technical management.**

American Theatre Organ Society NEW  
Profit and Loss  
August 2014 - July 2015

	<b>Total</b>
<b>Income</b>	
Donations	124,452.67
Income	158,523.76
<b>Total Income</b>	<b>\$282,976.43</b>
<b>Expenses</b>	
Administration Expenses Main	159,925.92
Awards & Recognition	959.94
Board Meeting Special Payment	914.04
Depreciation	468.27
Endowment Grant Payments	32,632.77
Fundraising	3,690.33
Projects	210,364.59
<b>Total Expenses</b>	<b>\$408,955.86</b>
<b>Net Operating Income</b>	<b>\$ -125,979.43</b>
<b>Other Income</b>	
Dividend Income Endowment Fund	47,389.13
Dividend Income GW Fund	2,126.13
Dividend Income Reserve Account	18,651.85
Endowment Gifts Received	129,120.08
Interest Income Endowment Grant	33.73
Investment Change Endowment	-29,747.06
Investment Change GW	-975.92
Investment Change Reserve	-16,137.32
Long-Term Capital Gains	35,435.43
Short-Term Capital Gains	716.66
<b>Total Other Income</b>	<b>\$186,612.71</b>
<b>Other Expenses</b>	
Investment Fee - Reserve	2,786.60
Investment Fee- Endowment	13,304.29
Investment Fees - George Wright	425.62
<b>Total Other Expenses</b>	<b>\$16,516.51</b>
<b>Net Other Income</b>	<b>\$170,096.20</b>
<b>Net Income</b>	<b>\$44,116.77</b>

Monday, Oct 12, 2015 09:54:15 AM PDT GMT-4 - Cash Basis

This report was created using QuickBooks Online Plus.