

Minutes of the ATOS Board of Directors Telephone Conference
Monday, August 22 2011
8:00 p.m. E.D.T.

1. Chairman of the Board COL Mike Hartley called the meeting to order at 8:03 p.m.

2. Secretary Bob Evans called the roll:

Officers Present: Mike Hartley-Chairman of the Board, Bob Dilworth-Vice Chairman of the Board, Bob Evans-Secretary, Mike Hutcherson-Treasurer. **Board Members Present:** John Ledwon, Allen Miller, Jack Moelmann, Tyler Morkin, Tim Needler, Donna Parker, Don Phipps, Doug Powers, Bucky Reddish. **Staff Members Present:** Ken Double-President/CEO, Jim Merry-Executive Secretary, Mike Bryant-Co-Editor *Theatre Organ*, Don Feely-Co-Editor *Theatre Organ*, Jelani Eddington-Contract Administrator, Jonas Nordwall-Summer Youth Adventure Coordinator.

3. Chairman Hartley declared a quorum present.

4. The minutes of the ATOS Annual Board Meeting were accepted.

Old Business:

5. Treasurer's Report: (Hutcherson)

American Theatre Organ Society
Statement of Financial Position

Date: 8/22/11

Liquid Funds:

Checkbook Balance	\$ 63,212.61
Reserve Account	\$ 505,782.47
Total Unrestricted Funds	\$ 568,995.08
Endowment Fund (Restricted)	\$ 985,987.41
George Wright (Restricted)	51,420.85
Total Liquid Funds	\$ 1,606,403.34

6. Executive Secretary's Report: (Merry)

Current membership is 3285.

See Mr. Merry's comments below:

Comment: From discount program.....

The discount program generated 170 new members and 76 members with \$20 renewals or one-year extensions (except a few Life or Honorary members with no renewal dates). This was added income for the past fiscal year and the three-month accounting bridge year. However, depending on the renewal rate of the new members, a substantial loss of membership income may impact 2011/2012

Comments/recommendations:

As the current discount program closes, a reasonable conclusion is that half price offers combined with marketing efforts from members or chapters have temporarily arrested the decline in our numbers. Advertising in sister publications added as many as 10 new members. We remain captive by our aging demographics, and recruitment of new members will continue to be a challenge. In my opinion, a dues increase would be counter productive. I routinely receive notes from members who claim financial concerns as a reason to not renew. I believe the best chance to attract new members is to develop a value added component to membership. I don't know what form it could take, perhaps just repackaging our appeal to potential members.

7. Convention Wrap Up:

a. Convention: (Evans) EMCATOS is winding down from a very successful convention. The chapter experienced very few glitches during the convention. This was due to a lot of hard work by the convention committee. The survey results have been compiled and will be sent to the Board and next year's convention chair.

b. Summer Youth Adventure: (Nordwall) This year's Summer Youth Adventure was a great success with fifteen students participating. Six of these students were new to the adventure.

Allen Miller reported that he has done most of the editing on the videos taken during the event. Allen remarked that some excellent footage would be available.

c. ATOS Technical Experience-Fifteen students attended the event. Three of these students were new to the event.

8. Liaison Program: (Double)

Ken Double will issue a (generic) monthly message for chapters. Chapter Liaisons are free to use this message and to add their personal message to it. Ken has received positive feedback from chapters.

9. Chapter Profile: (Moelmann)

This initiative was begun at the convention to update chapter information. Each ATOS chapter has been asked to update information and submit it to Jack Moelmann for compilation. To date twenty-two chapters have responded.

10. Endowment Fund Initiative: (Moelmann)

The goal of the Endowment Fund Initiative was to bring the total of the ATOS Endowment Fund up to \$1,000,000. At the 2011 ATOS Annual Convention Jack Moelmann offered to match any donation until the \$1,000,000 mark was reached. Thirty-six people donated a total amount of \$22,165. Jack Moelmann donated \$20,865 to reach the goal.

New Business:

11. Youth Silent Film Festival: (Avakian)

There was nothing new to report since the Annual Meeting. Nathan asked if there was anything about the Youth Silent Film Festival that Board members need cleared up. The event needs locations to launch regional silent film festivals. Presently the Renaissance Theatre in Mansfield, Ohio and the

Capri Theatre in Australia are making plans to host regional silent film festivals.

12. Marketplace: (Unks, Powers)

(Doug Powers reported for Dennis Unks.)

Order activity has slowed to two or three orders per week.

Dennis reports that good quality binders for *ATOS Shop Notes* are now available.

Rob Vastine of Portland, Oregon has agreed to take over the Marketplace as of the first of next Year.

Dennis has received no communication from the co-chairs of the 2011 Convention Record Shop.

Mr. Unks also noted that we need to consider the method by which sales are made over the web site.

13. Young Organist Competition: (Ledwon)

John Ledwon, as chair of the Young Organist Competition Committee, expressed concern over the recent lack of entrants in the Young Organist Competition. He stated that the current requirement that an entrant's performance be on a theatre pipe organ might be too restrictive. All young persons might not have access to a theatre pipe organ.

John discussed the viability of allowing entrants to perform on digital, sampled, or other electronic Organs (with a thirty-two note pedal board) acceptable to the Young Organist Competition Committee.

Because ATOS Policy 18(a) delegates responsibility for making program rules to the Young Organist Competition Committee, the Board encouraged Mr. Ledwon to make any necessary rule changes.

Mr. Ledwon will discuss this possible rule change(s) with his committee and report back to the Board.

14. Information Technology Committee Issues: (Parker, Morkin)

Chairman Hartley asked Tyler Morkin to define his vision of the role of information technology as it relates to ATOS. In other words what the new web site will look like and function when completed and also asked for an estimated cost for the completed project. (web site)

Chairman Hartley also asked what steps must be taken to fulfill the vision for the web site. An estimated time was by November 15, 2011.

Mr. Morkin added that the committee is working on a listing of various projects to be completed.

Doug Powers asked about the possibility of chapters purchasing advertising space on the web site to promote upcoming chapter events.

15. Strategic Plan Update: (Parker, Powers)

The Strategic Planning Committee will update the Board during the next telephone conference.

16. President/CEO Report:

Ken Double reported that he attended the last day of the Summer Youth Adventure and the first day

Of the ATOS Technical Experience. Both events were very successful and produced many positive Comments.

Mr. Double also stated that he appeared at the Fitzgerald Theatre in Fitzgerald, Georgia. He distributed ATOS promotional flyers at the event.

17. Mid Year Meeting: (Hartley)

COL Hartley polled the Board for possible dates for the meeting. At this juncture the opportune time to meet will be some day during the first two weeks in February. The meeting is planned (at this time) to be a telephone conference.

Good of the Order:

Chairman Hartley commended the Board for their hard work in balancing the budget. Chairman Hartley also thanked ATOS Treasurer Mike Hutcherson for his guidance and hard work in further developing the budget process with new electronic initiatives.

The meeting adjourned at 9:36 p.m. E.D.T.

Note: The meeting was conducted using *Robert's Rules of Order*-Mike Bryant, Parliamentarian

/s/ Bob Evans, ATOS Secretary