

COAA Board Meeting
July 21, 2012
Hoffman Estates, IL.

Present: Angelo Rulli, President
Roger Wiegand, Vice President
Mary Jo Bopp, Secretary
Ron Bopp, Director/Editor
Fred Dahlinger, Director
Dave Mahr, Director
Ted Guillian, Past President
Teleconference: Bill Hall, Director, Charles Wasson, Treasurer
Absent: Wally Venable, Director
Members: Danelle Mauldin, Jim Partrick, Suzanne Hendricks

Meeting was called to order by Angelo Rulli at 9:18 a.m.

Bylaw: Fred Dahlinger

The revision statement of the bylaws change in regard to the elections had been circulated to board members for the last business meeting and through email discussions all of wording was questioned. Since changing the bylaws need to discussed thoroughly, Fred withdraws his motion regarding the bylaw change and makes an unbinding recommendation to the chair that he appoints a governance committee that can duly make the proposed change to the bylaws regarding voting and also use as a vehicle to initiate a thorough review of the rewriting of the bylaws and any other organization documentation that is in either existence or lacking today.

Editor: Ron Bopp

Ron suggested that the Organ Rally Edition be digital.

1. Save money for the organization.
2. The whole issue would be completely in color.
3. The issue would not be limited to a certain number of pages.
4. More pictures and the functions of the rally then we can do now.
5. Could display larger pictures.

Ron Bopp made the motion.

Motion: A survey will be given to members in the October edition of the journal about receiving the Rally Edition in digital form and that we continue to provide the now digital edition which is in color but would not be any more pages than the printed form.

Roger seconded the motion

Ron stated that a couple of options to consider on whether members would like to receive a digital Organ Rally Edition. One option is to send out in the October issue, a survey for members to give feedback on how they would like to receive that edition (some members do not have internet access).

Unless we had an overwhelming feedback to have digital before the January special edition, then we would be required to send the edition in limited pages of paper copy. We could also give that edition by internet, but would be limited to the 12 pages.

The second option is to find a printing business that do a short run (around 100 copies) for us. Tri-State Printing that does all of our printing will not do short runs. If we found a company that would do a short run using a pdf. file we could send to those members who do not use the internet.

Roger commented that he had looked at a service called MageCloud by Hewlett Packard, which is a print on demand service of magazines. Cost is approximately for 35 page magazine; stapled and bound for \$8.00 He stated that with some digital you can link sound files and video files to the journal.

Fred commented that approximately 80% or even higher percentage of members were connected to the internet.

Ted suggested that in the future we could have an archive section on the web site that would have the past journals.

Motion voted and approved unanimously.

Advertising Chair: Marc Dannecker

Angelo stated the rate for advertising has not increased in at least the last seven years. He would like the board to come by a decision for a rate increase by the October edition, so that this would take effect in January 2013.

Ron commented that within the three hobby journals (COAA, Music Box, and AMICA), we have significantly the lower rates. He commented that there was not 100% crossover of members. An estimated 10-20% of our members do not receive the other hobby journals. There have been advertisements of just organs for sale, full page color in the Carousel News and Trader.

Fred commented that there are two different questions that need answers.

1. What should our rates be for the audience we provide to the advertisers?
2. Who should we be seeking to advertise in the journal?

Fred made the motion.

Motion: Ask Marc to make a comparison of rates for advertising in similar organizations and their journals and then make a recommendation for an adjustment of the COAA rates accordingly and provide that to the board for evaluation and either implementation or further adjustment.

Dave seconded the motion.

Charles commented that Marc could make a table for the board to show rates for a full page, one half page and business card of each organization which becomes an advertising document that we can send to other people showing our rates versus what they are paying for advertising in other journals. The table will allow us to evaluate if we are about in market we should be and if need to change.

Roger commented that we could use space on our web site for advertising and selling the space on the web site either coupled or not coupled to journal advertising.

Motion was voted and approved unanimously.

Census Update:

Angelo commented that Wally did not want to do the census. Mary Jo read from the last board minutes of June 10, 2012, which indicated that Ron Kiesler was willing to do this census and Wally said he would help with the project. A discussion was of whether to call this project an “organ census” or “organ inventory”. Angelo feels like Ron Kiesler does not want to do this. Bill Hall stated that he was the one who initially suggested the organ census and at this point would to drop the idea because of the negativity associated with the process of finding out the various organs and their locations. Angelo felt that there would a historical significance to the census in the future years.

Charles commented that organ information of members who wish to respond to the membership form is being added to a database by Gary Stevenson and at the end of the year, we will have more information in the database. Public use and privacy issues need to be discussed and considered before the information is used however data can still be obtained but not for public use until the issues are dealt with.

Fred made the motion.

Motion: The Organ Census is assigned to a committee and the choice of a chair for formulating a plan for implementation.

Ron seconded the motion.

Motion voted and approved unanimously.

Education: Roger Wiegand

Roger stated that he would like an approval of a process to determine what it is we really want to try to do. An email was sent to the board about his initial brainstorming on activities that could promote education and charitable purposes of the organization. Roger feels like a small committee be formed with from board and the general membership to conduct a brainstorming phase to collect a wide variety of activities and the committee would evaluate those ideas at a primary level and chose a few that could be developed into an actual formal proposal. The committee would come back to the board with a recommendation for implementation of one to three activities.

Fred made a motion of Roger's original proposal.

Motion: Propose constituting a committee from the general membership, not excluding board members and officers to:

- 1. Expand this list with additional concepts and good ideas.*
- 2. Identify ideas that are conceptually attractive.*
- 3. Develop concepts to determine whether they are practical, doable, and still attractive after more thought and exploration.*
- 4. Present the most attractive concept to the board and membership for possible implementation.*

Roger seconded the motion.

Motion was voted and approved unanimously.

Roger will organize this committee.

Duties and Responsibilities: Angelo Rulli

Angelo asked that each board member personally brainstorm, to define what duties and responsibilities he is willing to take on. The exception is Charles, Mary Jo, and Ron as they have clearly defined duties and responsibilities.

Discussion followed. Fred asked Angelo to formulate the concept of what he wants the board to engage and achieve, then email to the board what defines what he wants the board to do. Ted commented that the Strategic Plan is out of date and probably needs redone.

Social Media: Angelo Rulli

There is a page on Facebook called the COAA and it has not been officially endorsed by the COAA. Discussion on the possibility of asking to have the page renamed such as "Friends of the COAA". Fred mentioned that if an organization does not register its marks and protect its marks, then you legally give up your rights to that mark or logo. The board feels that a discussion is needed with the owner of the Facebook page and ask the owner to put a disclaimer on the page and changing the name of the Facebook page.

Book Project: Ron Bopp

Ron commented that Q. David Bowers had written a new book on Hupfeld Phonoliszt and asked AMICA to back him on this which that organization did and since have almost sold all the

copies. Ron suggested that in the future the COAA may want to consider backing an author who produces a book that is written about organs.

Fred recommended that we should consider that a book needs to be on a business plan basis. If we plan to earmark dollars towards a publication of a book it has to be something that is beyond what we need and that we know we need to carry the organization through our economic year. Ron commented that if we put out information to the authors that we might interested in backing a book, it possibly could induce an author to write a new book. Angelo asked Ron and he accepted to look into this aspect.

Website Update: Gordie Davidson

Angelo talked with Gordie who indicated that the next big section on the web was going to be our existing bylaws and also a section for posting announcements. Also before the end of the year that a link to the web site for advertiser's whose ad that is in the journal (and paid for) can be placed on the link without any additional fees for the same amount of time on the web as for journal. Roger commented that if we raise the advertisement fee this may give an added bonus to the advertiser if they knew they were getting a free web ad. Roger also commented that we could also sell advertisements for just the web only.

Membership: Gary Stevenson

Charles Wasson stated that he has the updated information on membership. We have 317 paid members; we have yet to receive dues from 148 members; and we have 7 complementary members. On the roll we have 472 members in COAA. The 317 members having paid dues represent a total of \$12,688.00 in membership fees. June 30 is when membership dues are to be paid they are taken off membership and will not receive the October journal, and they will have to pay an extra fee for the journal if they join after the cut off. This last year a list of those members who had not paid by the end of July, were either called or sent a reminder postcard by Mary Jo, Ron or Angelo.

Treasurer: Charles Wasson

The current amount in the bank account is a balance of \$32,414.30. From that balance, money has been pulled to pay Sanfilippo and has been put aside until the income and expenses are received from Angelo. There is \$500.00 in our savings account and it is sent up that monthly \$100.00 is taken from the account and put into savings. The total amount of both bank account and savings account is \$32,914.30. Income for the year: \$20,633.95. This is from membership dues, ads, sale of merchandise, rally income and donations. Rally income: Lake Winnie, \$1,004.86, Knoebels, \$2,044.36, Sanfilippos, is not yet determined and donations this year are \$1,632.25 which all is a part of the income. Expenses total \$17,135.25. (journal, postage, officers incurred expenses, software, merchandise and tri-folds stickers that contained updated information on them). These are the income and expenses as of July 20, 2012. Income exceeds our expenses approximately \$3,000.00, which is from rallies and we have spent some of our donation money. Charles would like to wait until for an audit from an outside firm until fall since most membership renewals will be in by that time.

COAA Merchandise: Danelle Mauldin

Danelle had to leave the meeting and Ron commented that he would read a letter from Tammy of Four-State Printing Company (prints the journal) that was sent to Danelle and him. Basically the letter stated that she could do the imprinting and handling.

1. Caps/vented and 12 to choose from.
2. Polo shirt
3. Light-weight Jackets

The caps would be 12 of each that could be put on the floor or sent to Danelle for inventory. The polo shirt and jackets would be made to order since you would have fortune in sizes and all colors. Tammy states that this would be more of service and the organization would probably not make any or much profit from this. Ron stated that Danelle has been doing comparison quotes from companies and that all questions or status should be discussed with Danelle. Angelo commented that he would get in touch with Danelle. He recommended that more space be dedicated to the merchandise in the Carousel Organ Journal and in color. Ron said that the approximate cost for a color ad would be \$169.00 (full page ad) expense for the journal per issue. Charles recommended that Ron and Danelle talk about the advertising in the journal. Ron suggested putting in a full page ad in the April journal to promote sales for either then or the upcoming rallies. Comments were made concerning whether the profit was substantial to override the expense either with the ad or with even having merchandise for the COAA. Ron asked that we defer the conversation until we talk with Danelle.

Organ Rally Donation Box: Ron Bopp

Ron showed a prototype of donation box that he had recommended at the June board meeting. The cost of the box was \$9.00 and that he would produce and display the organ of the owner who wanted to have the donation box. Fred recommended that the wordage on the box has to have a purpose for requesting a donation, i.e. establish that we are a 501c3 and a message that gives a reason to give. Fred suggested the wording to be your donation to the COAA, a not for profit, 501c3, helps to supports the organization's mission of education. Charles commented that in our income ledger to establish a line item for education fund donation and then we would know where that money accrued.

Journal: Ron Bopp

Ron asked the board to increase the next journal to 40 page issue instead of a 36 page issue because of the amount of material for that issue. The cost increase is approximately \$135.00 for a four page spread plus a small amount of increase in postage.

Fred made a motion.

Motion: The board authorizes Ron to spend up to \$300.00 additional for the October issue of the Journal.

Dave seconded the motion.

Motion voted and approved unanimously.

Ron made the following motion.

Motion: The board given commendation to President Angelo Rulli for the production of this meeting in Chicago with all its associated problems. The board needs to officially commend him.

Fred seconded the motion.

Motion voted and approved unanimously.

Fred noted that witnessing this group and other COAA activities including rallies and winter meetings in Florida, that we are seeing different faces at each of the activities. He feels that it represents a broader constituency of the membership to become engaged with the organization and should encourage this diversity of activity as being very appropriate to the membership and for their benefit.

Ted commented that we have never had an activity in California and next to Ohio that is our largest membership.

Winter Meeting: Bill Hall

Bill was asked to present ideas for where the winter meeting could possibly be held.

1. Texas (need strong member in that area to organize). Dallas, Houston, Fr. Worth.
2. California (need strong member in the area to organize).
3. Vero Beach Florida as a backup (a botanical garden for a rally).

Final Comments:

\$372.00 went to the COAA from the 50/50 that was held at the Sanfilippos. The other \$372.00 was split between two members whose number was called.

Angelo asked the board members together (split the costs) consider paying for ½ or a full page ad in the October edition of the Journal wishing all members and friends a joyous holiday season. We might be able to include a picture of the board members. This has to be decided on by the first of September to make the October issue.

Fred commented that the board need to send formal thank you to Sanfilippos and flowers sent to Marion as well a formal thank you to the Krughoffs and flowers to Sheri. Angelo asked the board if they were in favor of this. The all the board agreed with spending \$100.00 for flowers. COAA also presented a plaque to both the Sanfilippos and the Krughoffs. Jim and Sheri Krughoff are donating \$216.00, which represents \$2.00 for each person registered.

There will be a board meeting in St. Paul.

Meeting adjourned at 11:52 am.

Respectively submitted,

Mary Jo Bopp, Secretary
Carousel Organ Association of America

-