

**Carousel Organ Association of America**  
**Minutes of Board Meeting**  
**20 August 2017**  
**Teleconference**

The meeting was called to order by President Rulli at 6:32 CDT.

Roll Call: Secretary Venable

Voting Members Participating: Angelo Rulli, Bob Yorburg, Marc Dannecker, Wallace Venable, Ron Bopp, Bob Buckler, Bill Hall

Ex-Officio Member Participating: Susie Hendrix

**Vice President's Report:** Distributed by email on 13 August 2017 – Appendix 1

**Treasurer's Report** – Distributed by email on 11 August 2017 - Current bank balance is about \$49,000. That may look large, but about half is already budgeted for magazine costs, and it includes prepaid memberships for 2018-19. About 290-300 members have renewed, and the Membership Chair is starting follow-up this week.

**Secretary's Report:** Distributed by email on 11 August 2017 – Appendix 2  
[Minutes of the 28 February 2017 meeting had been distributed, approved and posted on COAA.US]

**Rally Chair's Report:** Distributed by email on 13 August 2017 – Appendix 3

**Editor's Report:** Distributed by email on 10 August 2017 – Appendix 4

**Social Media Committee Report:** Distributed by email on 15 August 2017 – Appendix 5

**Rally Web Site Administrator's Report:** Distributed by email on 16 August 2017 – Appendix 6

**Mid-Winter Meeting Preliminary Plan:** Distributed by email on 13 August 2017 – Appendix 7

- \* Discussion: Nominating Committee Chair
- \* Discussion: Possible Nominating Committee members
- \* Potential Board members: Kent Z Kent Zacharel
- \* Publish an on-line Member Directory?: There was minimal support for on-line publication, but general agreement that regular distribution by other means was essential. The Secretary agreed to prepare a 2017-18 Directory in Mid-November, using a membership cutoff of 31 October. Primary distribution to be by email, with the Directory available in hard copy at a \$5 cost.
- \* Finalize Job Descriptions – This is particularly important for jobs not specifically described in the By-Laws so that replacement appointees may be given a good understanding of the responsibilities.
- \* February Mid-Winter Meeting in Florida
- \* Concluding remarks - Possible short meeting in October

The meeting was adjourned at 6:59 CDT.

**Appendix 1**  
**Carousel Organ Association of America**  
**Vice President's Report**  
**August 13, 2017**

All is good.

Shupp's Grove Rally was well attended. We were intermingled with antique vendors. There was plenty of space to hear each of the instruments well. The surprise was, during the crank organ concerts the attendance and interest was profound. Being among antique enthusiasts was an enormous benefit.

They were gracious hosts, providing a generous meal which was followed by an incredible magic show.

Next year:

We are exploring the possibility of hosting an organ rally at Bushnell Park in Hartford, CT in conjunction with the National Carousel Association (NCA) annual convention and the carousel's 103rd birthday. The NCA convention is from September 11-16, 2018. Our rally will be Saturday and Sunday, September 15 & 16. We may be able to set up on Friday the 14th. The Carousel has an adjacent function room where we can host presentations and activities for families. I would like to include Wally's pipe building workshop, a history of mechanical organs and crafts for young and old alike. Other activities may include a dinner at the New England Carousel Museum in Bristol, CT and a tour of the Arnold Chase collection.

The opportunity exists to combine participation with NCA, AMICA and MBSI. This might be the first time all four groups have participated together. In order to accomplish this we need to secure a permit from the city of Hartford. The permit fee will be slightly over \$1,000.00. I am exploring the possibility of applying for a grant to provide the money to host the rally.

More to come.

Bob Yorburg  
COAA Vice President

**Appendix 2**  
**Carousel Organ Association of America**  
**Secretary's Report**  
**11 August 2017**

The Minutes of the COAA Board Meeting by teleconference on February 28, 2017 were circulated by email on March 04, 2017 and approved by email vote on March 14 2017.

Since the February teleconference I have attended COAA Rallies at Shupp's Grove on June 24-25 and Olcott Beach on July 29-30, the DeBence Music Museum Rally on August 5-6. I plan to attend the MBSI Mid-Am Band Street Organ Rally in Urbana, OH September 29-October 1. This has given members an opportunity for informal communication.

I have not received any formal messages from outside the organization regarding COAA business.

During our 28 February 2017 Board meeting Rally Coordinator Suzanne Hendricks suggested that COAA recognize and reward Rally Hosts (members organizing rallies) through a complimentary membership. Suzie sent me a follow-up email which included the following:

“During the board meeting on Feb 28th I agreed to draft a motion in regard to offering Rally hosts some small reward for the work they do for the organization. Here is my draft, feel free to modify the wording as you wish:

Because Rally hosts contribute substantial time and energy to provide members with the opportunity to participate in rallies that are an important benefit of COAA membership, I move that all hosts be offered a complimentary annual membership in COAA as compensation for their service to the organization.”

I suggested the following more formal language:

(Draft) **MOTION**

***COAA Rally hosts contribute substantial time energy, and personal resources to the organization of rallies. These rallies are an important benefit to the COAA membership, and also directly further public education about outdoor mechanical instruments, often providing members of the general public with their only exposure to such music. In recognition of this service, COAA will offer Rally Hosts who are not elected members of the Board a complimentary membership for the following year.***

No one has followed up on this matter, but it could be handled in an email vote.

Wallace Venable, COAA Secretary

**Appendix 3**  
**COAA Rally Chair's Report**  
**August 14, 2017**

The rallies schedule for 2017 is more than half complete with successful rallies at Lake Winnepesaukee Amusement Park, Rossville, GA, May 27-29, Scupp's Grove Antique Market, Reinhold, PA, June 24-25, Germanfest, Milwaukee, WI July, 29-30, and Olcott Beach Carousel Park, Olcott Beach, NY. Two rallies remain: Oktoberfest in St Charles, MO, September 22-23 and Soule Steam Festival in Meridian, MS, November. 3-4.

We have three confirmed rallies for 2018 which include: Pioneer Power Show, Le Sueur, MN Aug. 24-26, 2018, Bushnell Park, Hartford, CT Sept. 12-16, 2018 and Weston, MO Oct. 20-21, 2018. The rallies at Le Sueur and Weston are for crank organs only. I anticipate that we will also have rallies at Lake Winnepesaukee, Knoebels, and Dutch Village, Holland, MI. Currently I do not have dates for these.

Suzanne Hendricks

**Appendix 4**  
**Editor's Report**  
**August 10, 2017**

**1. Articles - issues**

Issue #73 is near completion, and with full color is very attractive. Several articles are lined up for issue #74 (January, 2018).

**2. Rally Edition**

The rally edition will be sent out with the January, 2018 issue of the *Carousel Organ* and will also be online.

**3. Color**

FourState Printing continues to do an excellent work for our journal.

**4. Cost per issue**

No change from last report

**5. Color ads**

After consultation with Marc Dannecker, Treasurer, the color ad prices have been fixed to:

¼ page	\$50/issue or \$180 for four issues	B&W \$ 60 for four issues
½ page	\$100/issue or \$360 for four issues	\$100 for four issues
Full page	\$195/issue or \$700 for four issues	\$195 for four issues

**6. Advertising in other journals.**

- a. National Carousel Association – we have been trading ¼ page ads – the next two of our ads will contain rally dates to entice those interested to attend
- b. Music Box Society International – a ¼ page ad will now be printed in their journal and we will print one of theirs.
- c. Carousel & Automatic Music News – they charge \$90 for one issue and \$80 each for 2-3 issues; An attempt was made to trade ads but the Editor (Rosanna Harris) wasn't interested. The decision was made not to advertise in this journal.

**7. Recommendations from the Publications Chair (Bill Hall)**

- a. A list of websites was included in issue #72 and will be in issue #74
- b. No COAA member has volunteered to help with an "Question and Answer column"
- c. No COAA member has volunteered to help with a "How and Where I Found it" article.

**Appendix 5**  
**Social Media Chairman's Report**  
**August 15, 2017**

The Facebook page continues to see good traffic. Page "likes" reported in February was 394. Today the "like" number is 454.

Over the summer fewer videos have been posted. Instead events were created for rallies and one in particular saw a large number of people reached. That is detailed below. The key to Facebook is post sharing.

Commenting on a post is good but if you share a post to your wall it generates more interest and gives the page greater exposure to your "friend" list.

Mikey Mills has agreed to help me with the page and he has been made an admin. He has made some contributions and has helped answer a few questions posted.

Over the next few months we will continue to promote the remaining rallies and begin posting videos of this years rallies. If you have a picture album or videos of a rally please consider sharing it on the page.

Here is a comparison of the "28 day" statistical markers noted on February 23 (last report) and August 14. February numbers are in black August numbers are in red.

Page Views: 30\81 New Page Likes:8\14  
Page Reach: 747\294 Post Engagements: 591\208  
Post Reactions: 181\14

Here is the information concerning how the Facebook events for the rallies performed.

Lake Winnie: 108 reached 18 viewed 3 responded 2 went & 1 interested  
Shupp's Grove 36 reached 27 viewed 9 responded 4 went & 6 interested  
Olcott Beach 7.7k reached 459 viewed 122 responded 26 went & 89 interested  
German Fest 293 reached 25 viewed 6 responded 1 went & 5 interested

Olcott Beach numbers are off the charts compared to the other event's. The reason is many local organizations shared the COAA Facebook event on their FB wall. In the future I will encourage the rally host to see if they can get local organizations to share the COAA Facebook event. This will drive more numbers to our Facebook page and possibly to our website and hopefully generate new members.

Here is a list of some of the organizations that shared the Olcott Beach event:

1. Lakeview Village Shoppes
2. Newfane and Olcott Beach, NY Tourism (shared 3 times)
3. Lockport NY Events
4. Olcott Beach Community & Local Events
5. Olcott Beach Carousel Park
6. Plus many other individuals.

The key to higher reach numbers for these Facebook "events" is business, community organization, and tourism department shares. We should encourage more of this when possible.

Sam Harris

**Appendix 6**  
**Rally Web Site Administrator's Report**  
**August 16, 2017**

All rally websites have been completed for the year. Kent Zacharel, host for the Olcott Beach Rally prepared his own website using one of the 10 sites allowed on the COAA account. Photos have been added after the completion of the rallies if any photos were submitted.

I have used a Weebly account to create our rally web sites since 2011 at a cost of \$47.89 per year. This allows us to post up to 10 web sites per year. So far we have never needed more than 10 web sites. The fee has not increased since 2011 and is grandfathered in. The account is in my name using my email address and is billed automatically annually for which I am reimbursed through the Treasurer. Six rallies; Lake Winnie, Shupp's Grove, Milwaukee German Fest, Olcott Beach NY, St. Charles MO Oktoberfest, and The Soulé Steam Fest have been completed and have been available on the COAA Events page this season. Nelis' Dutch Village was cancelled and a notice of the change was posted on one of the COAA account websites.

The purpose of the rally web sites are not only to provide a convenient way for members to access registration documents but also to provide a colorful description of the event including a schedule of activities to entice people to register and attend the events. The rally web sites have eliminated the need for the expensive and time consuming effort for rally host who no longer need to send out mass mailings to the entire membership knowing that many will not be able to attend due to geographical limitations. Rally hosts generally request that I build a web site for their rally although it is not required that I be the one to do this. In past years there have been some rare situations where the rally host prefers to build their own web site. Kent Zacharel, host for the Olcott Beach Rally created his own web site as he has done in the past for the Franklin, PA rally. As the administrator of the account I have the ability to authorize individuals to have access to their web site if they prefer to make changes on their own which is helpful to me. This year Stefan Batist who was scheduled to host the Dutch Village rally posted the notice of the cancellation.

I chose a Weebly account in 2011 because I discovered that it was a very user friendly method for building web sites requiring minimal computer skills that were within my limited ability. Weebly has made changes to their system over the years with an eye to improving their services like every computer system is famous for, which has actually complicated their system a bit for me but so far I have been able to keep up with most of their changes to produce a web site.

I'm sure there are many web site building options on the internet that I am not aware of but I have been satisfied with Weebly. My recommendation is to continue using Weebly as long as I am the administrator. Their price is very reasonable and their product is acceptable to me.

Respectfully submitted,  
Ted Guillaum

**Appendix 7**  
**2018 COAA Mid-Winter Meeting**

Date: February 16-18, 2018  
Where: Naples, Florida  
Hotel: Quality Inn Suites & Golf Resort  
4100 Golden Gate Parkway  
Naples, FL 34116  
\$140 double; \$120 single (at this moment cutoff is 90 days ahead but Bill is negotiating a shorter time)  
Cost of Meeting: \$60.00 per person  
Dinner (included): McCormick & Schmicks (upscale)  
Meeting Highlights: Friday evening Mart  
Saturday morning workshops  
Open Houses: 1. Edgerton Home Tour (large Instruments including Four organs)  
2. Griffin & Dolder Home Tour (expansive collection of Cylinder Music boxes)  
3. Local Antique Auto Museum  
4. Possible Fort Myer home organ concert  
Organizer: Bill Edgerton  
Registrar: Ron Bopp

Note: the price of registration is determined by  
1. Saturday evening dinner at McCormick & Schmicks (\$45)  
2. Cost of mart/workshop room (\$400 - \$10 per person registration)  
3. \$5 for any extras, etc.

This is a COAA only meeting – the S.E.Chapter has chosen to have a meeting a month earlier – new personal involved and they didn't realize recently we have combined meetings. Bill and I think that several of the chapter members will attend anyway – an invite will be sent to all of them as well.

This meeting's flyer will be in the October issue to give members to respond because of the cut-off time.

Note: the prices are high but you have to realize that Naples is very expensive to live/visit. The hotels all fill up so most of the ones Bill contacted didn't even want to talk with him. Getting a restaurant to have a meal for a group was/is likewise difficult. The Edgerton and Griffin/Dolder collections are both outstanding.