

Carousel Organ Association of America

Board Meeting Minutes

Monday, November 14, 2016, teleconference

Meeting called to order by President Rulli at 6:36 pm CST

Voting members participating: Rulli, Yorburg, Dannecker, Venable, Bopp, Buckler, Hall, Harris, Nunn
Non-voting members participating: Guillaum, Hendricks

Remarks: President Rulli

Recognition Plaque for Knoebels Amusement Park – informal decision was that it was in recognition of their commitment to Mechanical Music, not rally hosting and that it should be bronze

Reports:

Treasurer Marc Dannecker

Treasurer's Report distributed by email - 1 November 2016 – See Appendix 1

Discussion: Wurlitzer Rollography payment – consensus was to continue payments to the Foxtail Group as well as posting Wurlitzer Rollography on COAA.US

Secretary Wallace Venable

Secretary's Report distributed by email - 26 October 2016 – See Appendix 2

Supplemental oral report: Digitizing of records prior to 2016 has been completed and the Secretary can readily locate historical information by computer search. Work continues on increasing accessibility by others.

Vice President Bob Yorburg

Vice President's Report distributed by email - 6 November 2016 – See Appendix 3

Publications Committee Chair Bill Hall

Publications Committee Report distributed by email - 3 November 2016 – See Appendix 4

Editor Ron Bopp

Editor's Report distributed by email – 3 & 14 November 2016 – See Appendix 5

Advertising Chair Bill Nunn

No written report received

Webmaster Gordie Davidson

Webmaster Report distributed by email - 12 November 2016 – See Appendix 6

Rally Coordinator Hendricks

Report distributed by email - 7 November 2016 – See Appendix 7

Rally Website Coordinator Guillaum

Report distributed by email - 9 November 2016 – See Appendix 8

Membership - Chair Stevenson

Report distributed by email - 11 November 2016 – See Appendix 9

The Secretary was asked to prepare a document on distribution of the Membership List.

Social Media - Chair Sam Harris

Social Media Report distributed by email – 25 October 2016 – See Appendix 10

Bylaws Revision Committee - Chair Wallace Venable

Bylaws Revision Committee Report distributed by email - 5 November 2016 – See Appendix 11

Hobby Group Liaison - Bob Buckler

Report distributed by email - 9 November 2016 – See Appendix 12

Final remarks:

Adjournment:

Meeting adjourned by President Rulli at 9:06 pm CST

Appendix 1.

COAA Treasurer's Report

Submitted by Marc Dannecker on November 1, 2016 for the November 14, 2016 Board Meeting

Given that the end of year report is not all that far away, this one will be kept concise.

COAA Checking Account Balance as of October 31, 2016: \$49,179.13 compares favorably to COAA Checking Account Balance as of October 31, 2015: \$48,199.42

We therefore have nearly \$1,000 more in the bank this year as compared to a year ago.

In both cases, all significant anticipated expenses for the year (journal printing, editor payment, insurance, web expenses) are paid already as we head into the last few weeks of the year.

In both cases, the bank balance includes prepaid dues for future years. That amount is likely somewhat higher in 2016 than it was in 2015, leaving our actual financial position now pretty much the same as a year ago.

In the interest of a "clean" end to the year, please submit any outstanding requests for payment or reimbursement to me by Monday December 12th so that payment can be sent out (and hopefully cashed) prior to the year's end.

Membership renewals seem to have been pretty successful and are definitely winding down.

Appendix 2
COAA Secretary's Report
26 October 2016

I believe that the COAA records are up to date. I will be archiving reports for the November 14, 2016 meeting as they arrive.

I have tried to make personal contact with as many COAA Members as possible this year.

During 2016 I have traveled about 5,000 miles in order to attended the Following COAA events:

- Mid-Winter Meeting - February 26-28, 2016 (1880 miles)
- Ella Sharp Museum Rally - May 14-15, 2016 (750 miles)
- Lake Winnepeaukah Park Rally - May 28-30, 2016 (1100 miles)
- Knoebel's Amusement Park Rally - June 18-19, 2016 (560 miles)
- Rally at Amica Convention - August 4-7, 2016 (700 miles)

The only official COAA event I will have missed is the Sole Steam Festival in Meridian, Mississippi on November 4-5, 2016. (1700 miles)

I also "showed my COAA banner" at a one-day event at Olcott Beach, NY, but I did not attend the Mid-Am MBSI Rally in Dayton, Ohio.

Wallace Venable, COAA Secretary

Appendix 3
Vice President's Report
Sun 11/6/2016 9:59 PM

Status quo

New Rally added in Pennsylvania.

Need to address rift between rally attendees and journal readers among our members. Would be nice to get everyone on the same page.

Bob Yorburg
914-522-6800
magicarve@gmail.com
www.bobyorburg.com

Appendix 4.
Publications Committee Report
November 14, 2016

President Angelo Rulli requested ideas for a meeting discussion on ways to add enjoyment of the Carousel Organ Magazine. We continue to count on our membership and particularly our officers and board members to submit articles for publication. Considering the overall broad interest of our members in magazine subject matter, it is difficult to please everyone.

I have summarized some of the things that interest me in magazines I receive from other organizations that I belong to and offer the following suggestions for consideration in the Carousel Organ.

1. Mechanical music auction results.
2. Expanded classified section with pictures and offering free wanted ads for members (one per issue).
3. Listing of interesting websites pertaining to museums with organs, mechanical music items for sale, where to get restoration materials and local and international organ events.
4. A question and answer column.
5. "How and Where I Found It" article by a member in each issue.
6. Full color for the Carousel Organ Magazine to greatly enhance pictures and advertisements.

President Rulli requested recommendations on how to make it easier to join and/or rejoin the COAA. I offer the following recommendations:

1. Insert a "Join the COAA" information card in each issue of the Carousel Organ for members to have on hand when someone shows interest in the organization and allow them to accept checks or cash for the annual dues on the spot and forward to a board member or treasurer.
2. Supply "Join the COAA" information cards to rally participants and have them available at all COAA events. Strike while the iron is hot!

Bill Hall / Publications Committee Chair

Appendix 5.
Editor's Report

3 November 2016

1. Articles - issues

Issue #69 was just printed (October issue) and work is in the way for #70. At least one new item will be seen in #70 and perhaps more as I intend to follow Bill Hall's suggestions.

Of concern is obtaining articles from officers and board members. I know it is tempting to author an article for a like-minded journal (for whatever reason) but I think submitting articles to the "Carousel Organ" should be number one priority for those holding an elected position and representing the membership.

2. Rally Edition

Most of the rallies are completed and Meridian (with limited attendance) will be over when the November board meeting is held. It has been very difficult obtaining photos of members at the rallies – I wrote six members who either regularly attend or brought a significant organ to a rally in order to see if they had any photos of themselves as none were submitted. The purpose of the rally edition is to highlight those attending and promote membership. As most of you are aware, few photos of complete organs show up in the Rally Edition as it is my goal to feature rally people.

Additionally it is like pulling hen's teeth to get some of the rally hosts to submit any kind of write-up or summary of their rally.

3. Color

Issue #69 was full of color, thanks to a couple of extra advertisers. I would imagine that #70 will not have as many.

4. Cost per issue

I don't have the copies of #68 and 69 invoices in hand to make this up now – hopefully, I will have by the time of the meeting and email them out prior to the meeting.

Carousel Organ Production Cost & Other Items

Issue	Date	Quantity	# Pages	Issue Price	(1) Total	(2) U.S. Post	(3) Foreign	(4) Stuff/Handling	(5) Flyers	(6) Other
58	1/3/14	500	52	\$5.00	\$2,502.89 <i>(\$3,909.13)</i> ¹	\$351.52	\$232.15	\$75.00/\$25.00	3(\$156.60)	Envelopes (\$105.25); B&S (\$34.66)
SRE	1/3/14	500	12	\$0.86	\$ 431.06 (mailed with #58)	---	---	---	---	---
59	4/2/14	500	48	\$4.50	\$2,248.43 <i>(\$3,822.83)</i>	\$358.89	\$268.45	\$120.00/\$25.00	8(\$661.50)	Envelopes (\$110.25); B&X (\$30.31)
60	7/9/14	500	40	\$3.93	\$1,966.18 <i>(\$2,838.16)</i>	\$315.04	\$208.59	\$75.00/\$25.00	2(\$119.34)	Envelopes (\$113.00); S (\$16.01)
61	11/13/14	500	40	\$4.26	\$2,127.96 <i>(2,862.16)</i>	\$300.32	\$177.78	\$75.00/\$25.00	1(\$104.00)	Envelopes (\$104.00)
62	1/2/15	500	40	\$5.04	\$2,519.28 <i>(\$4,200.54)</i>	\$339.27	\$277.91	\$75.00/\$25.00	3(\$103.68)	Color \$168.00; Envel (\$129.60)
SRE	1/2/15	500	20	\$1.08	\$ 50.49 (mailed with #62)	\$301.70	\$241.28	\$75/\$25	3(\$110.40)	Color (\$179.40); Envel(\$101.75)
63	3/31/15	460	40	\$5.25	\$2,415.00 <i>(3,462.49)</i>	\$324.67	\$232.90	\$75/\$25	4(\$209.00)	Color(\$68.25); Envel(\$111.50)
64	6/30/15	470	40	\$4.94	\$2,321.91 <i>(\$3,380.78)</i>	\$301.54	\$230.46	\$75/\$25	----	Envel(\$107.00)
65	10/7/15	500	40	\$4.25	\$2,127.96 <i>(\$2,881.76)</i>	\$345.08	\$270.66	\$75/\$25	4(208.00)	Return (\$45); Envel (\$118)
SRE	12/29/15	450	16	\$1.15	\$ 520.00 (mailed with #62)	\$320.88	\$223.00	\$75/\$25	3(\$506.50) ²	Includes six-sided brochure plus color member form plus 2-2-sided inserts (\$127.80)
66	12/29/15	450	40	\$4.58	\$2,062.14 <i>(\$3,698.84)</i>	\$299.65	\$185.07	\$75/\$25	3(157.35)	Envelopes (168.87)
67	4/1/16	450	40	\$4.58	\$2,062.14 <i>(\$3,327.02)</i>	\$320.88	\$223.00	\$75/\$25	3(\$506.50) ²	Includes six-sided brochure plus color member form plus 2-2-sided inserts (\$127.80)
68	7/1/16	450	40	\$4.27	\$1,923.49 <i>(\$2,822.89)</i>	\$298.55	\$210.53	\$75/\$25	3(\$303.17) ^{2***}	Envelopes (164.58) ** includes 4 extra signatures in color (8 pages) *** includes color new member form
69	10/1/16	450	40	\$6.03	\$2,715.00 ^{2*} <i>(3,781.16)</i>	\$298.55	\$210.53	\$75/\$25	3(\$303.17) ^{2***}	Envelopes (164.58) ** includes 4 extra signatures in color (8 pages) *** includes color new member form

¹ *(Italic \$ amount)* indicates total amount invoiced for that particular issue

Appendix 6.
COAA Webmaster Report

Gordie Davidson

November 2016

Background:

The COAA Website was completely redesigned in 2012. The site is theme based and responsive to all platforms, that is, desk tops, laptops, cell phones and tablets. The primary objective of site is to inform the general public and COAA membership - a place to find information. A secondary objective is to entertain. Viewers can readily link to a member's website or YouTube Channel to view and hear mechanical music. There are 7 member YouTube links and 10 member web site links. As a service to our advertisers, we post their journal ads.

Current Period:

1. Facebook pop-up links were added that take visitors directly to the COAA Facebook page
2. Several names added to In Memoriam page
3. 2017 Event Calendar added; Ted's Weebly rally links added when submitted
4. Several tweaks and adjustments made as discovered; typos, email addresses, etc.
5. Background music is periodically changed for select pages
6. President Blog updates posted
7. COAA Board Minutes posted
8. Of interest – I posted a hit counter, effective July 1, 2016, on the bottom of several pages. Look for a black number near bottom center of page. Home/Index page has about 10,300 hits. Do not read into index page count – many hits from trolling spyders.

For Discussion:

COAA is currently funding a private website owned by Matthew Caulfield, www.wurlitzer-rolls.com. The service fee is about \$220 annually paid to the Mechanical Music Digest. This arrangement was presumably approved under the guise of education. The website consists of 5 informational PDF files; 4x Wurlitzer Roll listings and a scale book. These files are hosted here on the COAA website which costs about \$195 annually. Bottom line: COAA is paying \$220 to host a redundant, mini website with only five PDF files. Recommend we discontinue hosting this website. We can easily maintain the spirit of educational intent without duplication and unnecessary expense.

Best regards,
Grinder Gordie
Near Lake Michigan

Appendix 7.
Rally Chair's Report
November, 2016
Suzanne Hendricks

With the rally season behind us it is time to reflect on what makes a successful rally. This has been the perfect season to look at contrasting examples of success. We started with a rally in Jackson, MI at the Ella Sharp Museum where the weather was cold and rainy/snowy and there was virtually no audience. Yet we had a wonderful time playing for each other in what will forever be known as the “Barn Rally”. We had a great time sharing the music on our organs, as we sang and danced with each other. There were forty five registrants which is certainly a healthy level of participation.

We ended the season with a November rally in Meridian, MS at the Soule Steam Festival where the weather was a beautiful, sunny 75 degrees. While there were only 15 registrants, including family and friends, the number of people visiting the festival and their enthusiasm for our music made this a very gratifying experience for all the grinders. My point is there is no single model for what constitutes a successful rally. Yes, we need to figure out how we might increase our member participation at the Soule Rally but it still has to be considered a successful rally.

In between these two events we had three traditionally successful rallies at Lake Winnebago Amusement Park, Knoebels Amusement Park and Princeton, NJ. I want to extend my thanks to all the rally hosts, Bob and Cathy Cantine, Wally Venable and Dave Mahr, Mark Chester, Glenn Thomas, Jean Orcott and Greg Hatcher, who worked untiringly to provide these opportunities for both a lot of fun and a chance to communicate the joy of mechanical music to the public at large.

The schedule for 2017 is beginning to take shape. The winter meeting is scheduled for Jan 13-15, 2017 in Sarasota in conjunction with the Southeast chapter of MBSI and Windjammers Unlimited, the circus music historical association. The rallies already scheduled include Lake Winnebago 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. Plans are underway for rallies at Nelis's Dutch Village in Holland, MI, during August and Octoberfest in St Charles, MO during September and Soule Steam Festival in Meridian, MS in November.

Appendix 8

Rally Web Site Administrator's Report

November 9, 2016
Ted Guillaum, Administrator

Little has changed since the last report. The last rally of the season, The Soulé Steam Fest Rally is completed.

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. The account is in my name using my email address and is billed automatically annually for which I am reimbursed through the Treasurer.

Five rallies; Ella Sharp, Lake Winnie, Knoebels, Princeton, and The Soulé Steam Fest have been completed and have been available on the COAA Events page this season. 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 next year, has expressed interest in creating 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 has been very helpful in adding design elements to the Lake Winnie and Princeton rally pages. He is very artistic and his help has been most appreciated.

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, Rally Website Coordinator's Report

Appendix 9
Membership Report

In the past, I have written detailed **Membership Reports** and never get a reaction from the COAA board for the work that went into the report or the work performed in being the COAA Membership Chairman. So here is my membership report short, sweet and by the numbers.

413 currently listed Members

8 non paying 9999s

423 is the total of Journals sent.

13 members have PAID dues until “2018”

6 members have PAID dues until “2019”

2 members have PAID dues until “2021”

27 new members joined in 2017

25 Members are from overseas or out of the United States

5 members get “E” Journals only. These members pay the same \$40 as members who get hard copy Journals. (**NONE have asked for any reduced rate for getting “E” Journals over paper. I feel this rate should not be changed.**)

8 members dropped membership but gave NO cause.

10 members dropped membership and gave their reason.

As of September 9th of 2016, **71** members were past due, having not paid their 2017 membership dues. Through many phone calls and countless Emails, that number of past due members has been reduced to **22** unpaid members.

8 Contacts were made with past due members who intend on staying a member for 2017 but life got in the way. Past years have shown me that THEY WILL PAY-UP! October Journals were sent off to them. That number is **8** because **50** have paid since September already.

14 other members were sent complementary October Journal issues, with hope of them renewing as paid members. No contact was completed with them before sending off these Journals. This is a practice I have followed since taking office and COAA has benefitted as most of these members DO

RENEW. Further when they do I would have to make 22 different visits to the Post Office to send them the missed October issues. No amount of money to COAA is worth this effort and I am not willing to do it anyway.

The COAA Board needs to know that IF we send out these Journals with the October batch it costs

COAA **88** Cents. If Journals are sent out one at a time it costs +/- **3** Dollars.

If all goes as I feel it will from past years, we will keep our membership at **413** paid members as stated above.

LASTLY and again for the record, No Journals are sent to any member who has not paid before the January Issue is sent. The COAA membership list is purged before that issue is mailed. If that past due member has not paid their information is put into a member archive file in case they choose to renew later. After the January purge is when I start work on the 2017 membership directory.

COAA IS IN GREAT SHAPE!!!

Gary G. Stevenson

11/11/2016

Appendix 10.

Social Media Report

Sam Harris - Social Media Chair for the
Carousel Organ Association of America
October 24, 2016

Things are looking good at the COAA Facebook page. Here are some of the statistics:

- Total page likes as of October 24: 338 (gained 3 more this week)
- People reached over the last 28 days: 586
- Post engagement over the past 28 days: 509

Post engagement example:

Gordie Davidson posted a video the morning of October 24. In 12 hours: 47 people were reached, 10 clicked on the post\video, and 3 reacted by liking, commenting or sharing.

The more videos and posts that are posted the more people we reach. If you post a video of Organ related subjects online or on Facebook please consider sharing them to the COAA Facebook page. The page can be found on Facebook as COAA2016

With the past two Journals I have posted an image of the cover along with a list of the articles. I consider these a tease. The goal is to encourage people who might not be members to join so they can read the Journal. The last such entry was on October 1. That post has reached 206 people with 26 clicking the image to see the full text and 6 reacting, commenting or sharing.

All upcoming rallies have been detailed on the Facebook page. This was done after someone inquired about 2017 events. They could not find any 2017 event information on the website and used the Facebook page to inquire. As of now we have a 100% response rate with an average 9 hour response time. I now have the phone app “Pages” which will send me instant notices so this response time should decrease rapidly in the coming months.

Sam Harris

Appendix 11.
COAA By-Laws Revision Committee Report

5 November 2016

All members were invited to submit oproposals for By-Laws changes via a notice in the July issue of the ***Carousel Organ*** and on the COAA website,

The Bylaws Revision Committee has draft proposals for several changes to the by-laws under consideration.

When the committee has reached concensus on these, or other proposals, the text will be sent to the Webmaster for posting on www.COAA.US for review and comment by the membership. This will be accompanied by an invitation for any Member to endorse the proposal either by email or a letter, in conformity with the current by-laws provisions.

ARTICLE XIV – Section 1 – To amend the bylaws of the COAA, an amendment proposal shall be submitted to the Board of Directors with the written endorsement of at least ten (10) members. Acceptable forms of endorsement include 1) signed, mailed letters, or 2) a petition. Endorsements must have the proposed amendment written/displayed on each page that contains a signature.

Wallace Venable, Chair

Appendix 12.

Hobby Group Liaison Report

November 2016

In order to stay abreast of other hobbyist group's activities I have joined AMICA, National Carousel Association and the Windjammers. I already have a membership in MBSA as well as COAA.

Hopefully I can find events scheduled by these organizations that would have a good fit in the COAA rally season. I can also suggest a joint activity with a COAA rally in an area underserved by one of these organizations.

This is a newly created position so it is being defined as we go forward.

Bob Buckler