

**MINUTES OF DTOS BOARD OF DIRECTORS  
FRED & VERYL HERMES RESIDENCE  
JUNE 15, 2009, 7:00 P.M.**

The Board of Directors of the Dairyland Theatre Organ Society (DTOS) met on June 15, 2009 at the residence of Fred & Veryl Hermes. The meeting generally followed the agenda distributed by the President in advance of the meeting and was conducted in accordance with *Robert's Rules of Order*.

Directors Present: Dean Rosko (President), John Cornue (Vice-President), Gary Hanson (Treasurer), Jelani Eddington (Recording Secretary), Pete Tillema (Financial Secretary), Fred Hermes (Bartola Editor), Michael Garay.

Directors Absent: Ed Mahnke, Gary Bieck.

The President declared a quorum present and called the meeting to order at 7:08 P.M.

### **OFFICER REPORTS**

Recording Secretary – Jelani Eddington presented the Recording Secretary's report and read the minutes of the February 16, 2009 teleconference Board meeting.

**MOTION (Fred Hermes; Second by John Cornue): To accept and approve the minutes of the February 16, 2009 Board Meeting. (Unanimous).**

Financial/Membership Secretary – Pete Tillema presented the membership report. Pete reported that there was one renewal of a member who had previously been dropped. Approximately twenty members did not renew from last year.

**MOTION (Jelani Eddington; Second Gary Hanson); To accept and approve the Financial Secretary's Report. (Unanimous)**

Treasurer – Gary Hanson presented the Treasurer's report which included the financial activity since the beginning of the fiscal year in October 2008. The Treasurer's report is attached to these minutes. Gary Hanson also reported on the details from the Donnie Rankin concert, which included a loss of \$929.98.

**MOTION (Pete Tillema; Second by Michael Garay): To accept and approve the Treasurer's report. (Unanimous).**

## **OLD BUSINESS**

### Racine Theatre Guild

Dean Rosko reported that no chamber measurements have been taken yet at the Racine Theatre Guild (RTG). Nothing new to report at the time.

### May 2009 Oriental Concert & DTOS Promotion

There were 111 tickets sold for the Donnie Rankin concert. It appeared that many people were busy with other plans for the Memorial Day weekend.

The Board discussed the expense of mailing and printing for the concert.

Extensive discussion ensued regarding the need to plan out the advertising and promotion of concert events. It was stressed that a road map of an advertising and promotion must be put into place well in advance of any events.

Several ideas were discussed:

- The consensus of the Board was to go back to having a door prize. Doing a door prize raffle gave DTOS the ability to get names and addresses of those who attend the concert. This helped keep track of the names on the DTOS mailing list and who is purchasing tickets.
- The Board discussed putting together a sponsorship package for local restaurants and businesses.

After extensive discussion, the Board scheduled a meeting on Monday, July 20, 2009 at 7:00 p.m. at the home of Jelani Eddington. The meeting will be a brainstorming session to focus exclusively on concert planning and strategy.

Fred Hermes reported that DTOS sold an ad to US Bank for the October 2008 concert. Apparently, the ad wasn't printed as submitted. The Board agreed to run US Bank's ad in the next program brochure free of charge.

## **NEW BUSINESS**

DTOS Website – The Board discussed Jelani Eddington's proposal to set up an independent domain, web hosting, and e-commerce for the DTOS website. The proposal was outlined in detail in a report submitted by Jelani to the Board on June 12, 2009, a copy of which is attached to these minutes.

**MOTION: (Gary Hanson; second Michael Garay) To approve up to \$600 to acquire an independent domain, web host, and to implement the e-commerce solutions as outlined in Jelani Eddington's June 12, 2009 memo. (Unanimous)**

Upcoming Concerts -- Discussion of upcoming concerts was tabled for discussion at the July 20th concert planning and strategy session.

Upcoming Changes With KTOS – Dean Rosko reported that Don LeMoine, president of KTOS, is moving out of the area. There will likely be some big changes coming up with KTOS. There may be an opportunity for DTOS to combine forces with KTOS.

Financial Audit – Fred Hermes reported that the insurance company has stressed the need for DTOS to do an audit of its books, as had been done in the past each January. Fred suggested doing that before the fiscal year ends in October.

IRS Recognition Letter – Jelani Eddington reported that he did not have a copy of the IRS 501(c)(3) determination letter in the Secretary's files. Fred Hermes noted that he believed he had a copy and would provide one for the Secretary's files.

### **NEXT MEETING DATE/PLACE/TIME**

The next meeting will focus exclusively on concert planning and strategy and will take place at 7:00 p.m. on July 20, 2009 at the home of Jelani Eddington.

The President declared the meeting adjourned at 8:40 PM

#### **ATTACHMENTS:**

- Treasurer's Report
- June 12, 2009 Report by Jelani Eddington with DTOS Website Proposal

6/15/2009

Income/Expense  
4/1/2009 Through 9/30/2009

Category Description 4/1/2009-4/30/2009 5/1/2009-5/31/2009 6/1/2009-6/30/2009 7/1/2009-7/31/2009 8/1/2009-8/31/2009 9/1/2009-9/30/2009 OVERALL TOTAL

INCOME

Oriental Ticket Sales Rankin 0.00 1,650.00 45.00 0.00 0.00 0.00 0.00

TOTAL INCOME 0.00 1,650.00 45.00 0.00 0.00 0.00 1,695.00

EXPENSES

OrientalMay24thConcertRan... 0.00 2,624.98 0.00 0.00 0.00 0.00 2,624.98

TOTAL EXPENSES 0.00 2,624.98 0.00 0.00 0.00 0.00 2,624.98

OVERALL TOTAL 0.00 -974.98 45.00 0.00 0.00 0.00 -929.98

*Plus sales TAX*

6/15/2009

**Account Balances**  
(Includes unrealized gains)  
As of 6/15/2009

6/15/2009  
Balance

Account	6/15/2009 Balance
<b>Bank Accounts</b>	
Checking	8,253.14
Mutual Savings & Loan	11,698.19
Savings 2	22,768.60
Savings 1	17,501.31
<b>TOTAL Bank Accounts</b>	<b>60,211.24</b>
<b>Investment Accounts</b>	
Brokerage	0.00
<b>TOTAL Investment Accounts</b>	<b>0.00</b>
<b>OVERALL TOTAL</b>	<b>60,211.24</b>

**DAIRYLAND THEATRE ORGAN SOCIETY**

R. Jelani Eddington, Secretary  
1706 W. Palamino Drive  
Racine, WI 53402  
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262.639.8788 (home)  
262.995.4627 (cell)

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**REPORT TO THE DTOS BOARD OF DIRECTORS**

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**TO:** Mr. Dean Rosko, President,  
Mr. Michael Garay, DTOS Webmaster  
and DTOS Board Of Directors

**FROM:** R. Jelani Eddington, Secretary

**DATE:** June 12, 2009

**RE:** DTOS WEBSITE & E-COMMERCE PROPOSAL

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With the unprecedented commercial success of the Internet over the past number of years, a company's website is among their most vitally important assets. A website plays a paramount role in promoting, marketing, and advertising. Furthermore, with the number of Internet users growing exponentially each year, savvy companies take advantage of their website as a tool to sell their goods and services, thereby turning the website into an important money-making profit center.

For the last several years, the DTOS website has been hosted as a page within the [www.theatreorgans.com](http://www.theatreorgans.com) website. While the theatreorgans.com webmaster has provided this service as a courtesy to theatre organ groups, the fact that our site is buried deep within another website severely curtails our website's visibility, accessibility, and overall usefulness as a marketing tool and potential profit center.

For a relatively small expense (less than \$600), there are a number of steps we could take to dramatically increase the effectiveness of our website. I have done all of the following for no fewer than four (4) commercial websites that I have set up for my own business and for other non-profit organizations in the past months. As such, if authorized by the Board, I will volunteer to complete all of the steps below at no charge to DTOS.

**I. DOMAIN REGISTRATION & WEB HOSTING**

**A. Domain Registration**

The most important aspects of any website are its domain name and web host. The domain name refers to the address (such as [www.cnn.com](http://www.cnn.com)) a user types into a browser. The web host is the service that hosts the files that display the website.

DTOS does not currently have its own domain. To access our current website, a user must type in the address: [www.theatreorgans.com/DTOS](http://www.theatreorgans.com/DTOS). Because this address is difficult to remember and buried deep within the many internal pages of the theatreorgans.com site, we get very few hits to our website. More significantly, we cannot implement a shopping cart system, secured pages, or e-commerce solutions with our current site.<sup>1</sup>

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<sup>1</sup> As an aside, the webmaster for the Theatre Organ Society of San Diego recently reported that when their website was hosted through theatreorgans.com, they received no more than 2-3 hits

By contrast, with our own domain, it will be much easier for users not only to find our site, but also to remember what our URL is. Our site will thereby become a very important marketing and growth tool for DTOS. We can also easily implement the e-commerce solutions discussed herein.

As of the date of this report, the following domains are available:

[www.DairylandTheatreOrgan.org](http://www.DairylandTheatreOrgan.org)  
[www.DairylandTheatreOrgan.com](http://www.DairylandTheatreOrgan.com)  
[www.DairylandTheatreOrganSociety.org](http://www.DairylandTheatreOrganSociety.org)  
[www.DiarylandTheatreOrganSociety.com](http://www.DiarylandTheatreOrganSociety.com)

For the sake of simplicity, I recommend using [www.DairylandTheatreOrgan.org](http://www.DairylandTheatreOrgan.org).

Many organizations register domain names. As discussed below in Part I(B), if we use BlueHost.com, we can register the domain name free of charge.

#### **B. Web Host**

There are literally hundreds of companies that advertise their services as Web Host, and some (obviously) are better than others. It is my recommendation that DTOS use BlueHost.com as its host. BlueHost has received very high industry ratings, and I have used them as hosting for four sites I have been involved with recently. Their fees are extremely competitive, and their customer service and technical support are without question the best I have ever encountered.

Their fees are as low as \$6.95/month, which is very competitive for the level of excellent service they provide. With a 36-month package, domain registration is offered free of charge.

#### **C. Secured Website**

In order to implement the e-commerce functionality of our site (discussed in greater depth below), DTOS must have a secured website. Savvy Internet users know to look for the padlock icon in their browsers which indicates that entry of sensitive information (such as address and credit card numbers) is secure will not be compromised.

In order to secure our site, we need to have what is known as an SSL Certificate and a dedicated IP address. BlueHost provides those services for \$75/year (\$45.00 per year for the SSL Certificate, and \$2.50/month for the term of the hosting contract for the dedicated IP address).

#### **D. Online Shopping Cart**

A good shopping cart system is a necessary part of any e-commerce site. Like web hosts, there are many shopping cart systems available. I have used ZenCart ([www.zencart.com](http://www.zencart.com)) for five websites I have been involved in lately. ZenCart is straightforward, and extremely easy for the end-user to use. It is also a very powerful piece of software that we can configure to use in virtually any manner imaginable.

For reference, this system is currently active and running on the following sites, three of which I maintain:

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to the site per month. More recently, they obtained their own domain and web host, and the number of hits has increased dramatically to many hundreds of hits per month.

[www.rjeproductions.com/catalog](http://www.rjeproductions.com/catalog)  
[www.theatreorganarrangements.com/catalog](http://www.theatreorganarrangements.com/catalog)  
[www.hopefulheart.com/catalog](http://www.hopefulheart.com/catalog)  
[www.dr4productions.com/store](http://www.dr4productions.com/store)

ZenCart will integrate flawlessly with our merchant account and PayPal account (see discussion below).

In the appendix, there are several ZenCart screenshots (see screenshots 1-3, 5).

## **II. MERCHANT ACCOUNT & PAYMENT SOLUTIONS**

In order for the e-commerce part of a website to work, the users must have the ability to make payments to us online. I recommend a two-fold approach: (1) establishing a DTOS merchant account (for accepting and processing credit cards), and (2) establishing an on-line PayPal account. Each option is discussed below.

### **A. Merchant Account**

In recent years, it has become increasingly easier and less expensive for organizations to open a merchant account for processing credit cards. My business has had a merchant account for roughly 4-5 years, which has been directly responsible for nearly doubling merchandise sales online.

I recommend setting up a merchant account through National Bankcard Systems, which works in conjunction with Authorize.net, one of the Internet's leading merchant account systems. We can set up the account for an initial fee of \$199 and can be up and running within a matter of a couple of weeks. We would be able to process credit cards either manually or automatically through the website.

#### **(1) Manual Entry – Virtual Terminal**

We can process credit cards manually for credit card numbers we receive on printed order forms, or on-site CD sales using a credit card imprinter on the day of a concert. Credit Card numbers would be collected and input manually via the secure website [www.authorize.net](http://www.authorize.net). (See screenshot #4 in the appendix).

We would access what is called a "Virtual Terminal", in which we manually enter the customer's credit card number, expiration date, name, and other pertinent details. When we click on "submit", the card is automatically authorized and charged.

#### **(2) Automatic Entry – Website Orders**

Our merchant account can be seamlessly integrated into our ZenCart shopping cart system. When a user places an order on the site using a credit card number, the cart automatically transmits the data to Authorize.net and completes the transaction. ZenCart then sends an automatic email confirmation to us notifying us that the transaction has been completed. (See screenshot #5 in the appendix)

#### **(3) Settlement Of Funds**

Each credit card that is successfully authorized gets charged immediately, and the funds from those charges will be directly deposited into our bank account each day. Charges authorized before 5:30 CST will be deposited on the same day, and those after 5:30 are deposited the next

day. Any fees, including the total discount rate amounts (see below), are taken out of the account at the end of the month.

#### **(4) Transaction Fees**

Our account would have the following terms for MasterCard and Visa cards:

- Discount rate of 2.29%
- Transaction fee of \$0.35
- No monthly statement fee, but a \$20/month Authorize.net gateway fee.

For example, if we sold a CD for \$20.00, the fee would be \$0.81 (2.29% (\$0.46) + \$0.35), and we would net \$19.19. If we sold a concert ticket for \$15.00, the fee would be \$0.69 (2.29% (\$0.34) + \$0.35), and we would net \$14.31. In my view, the fees are more than worth it in the extra sales that will be generated by having credit card capabilities.

#### **B. PayPal**

Many people who shop online have a PayPal account ([www.paypal.com](http://www.paypal.com)). PayPal is the preferred payment method for eBay users as well. DTOS should set up a PayPal account in order to accept payments this way too. Setting up a PayPal account is free, and it works basically the same as a merchant account. The customer enters his details, and funds would be directly deposited electronically into our PayPal account.

Our PayPal account will be linked to the bank account we specify, and whenever we choose to do so, funds can be transferred electronically from PayPal into our account.

### **III. E-COMMERCE & DTOS WEBSITE**

#### **A. Concert Tickets**

One of the many areas where our website could help us is in making tickets available for sale online. The ability to purchase tickets through our website in a more visible way will only help us increase sales and attendance.

ZenCart can easily be customized (as seen in screenshot #2) to accommodate online ordering of concert tickets.

#### **B. CD Sales**

Similarly, DTOS has produced a number of recordings in the past and is contemplating further productions in the future. Making these recordings available online will increase sales and help to make the website an important profit center for DTOS. (See screenshot #3).

### **IV. PROPOSED BUDGET & MOTION**

The recommendations above can be implemented with a relatively small initial outlay of less than \$600.00. This nominal expense would be recouped many times over in the coming months and years as the website continues to generate income for DTOS. The following is the budget for this project.

36 Months Web Hosting at BlueHost.com.....	\$250.20
<i>(36 months at \$6.95/month)</i>	
Registration of DTOS Domain (free with BlueHost plan) .....	\$0.00
SSL (security certificate) & Dedicated IP .....	\$135.00
<i>(PositiveSSL Certificate for 1 year @ \$45.00)</i>	
<i>(Dedicated IP for 36 months @ \$2.50)</i>	
ZenCart (shopping cart) installation (free) .....	\$0.00
Merchant Account Setup Fee .....	\$199.00
PayPal Account (free).....	\$0.00
<b>TOTAL</b>	<b>\$584.20</b>

<p><b>MOTION: For the reasons set forth herein, I move that DTOS allocate up to \$600.00 to acquire an independent domain, web host, and e-commerce solutions as detailed herein.</b></p>
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## APPENDIX – SCREENSHOTS

### Screenshot #1 -- Sample ZenCart Welcome Page

Home Log In Enter search keyword Search

Hopeful Heart, Inc. *"a helping hand for those in the arts"*

Concert Tickets Compact Disc Recordings

Privacy Notice

Home

Categories

- Concert Tickets
- Compact Disc Recordings

New Products ...  
All Products ...

Reviews [more]

There are currently no product reviews.

Information

- Shipping & Returns
- Privacy Notice
- Conditions of Use
- Contact Us
- Newsletter Unsubscribe

Search


Enter search keywords here

Search

Advanced Search

Home

Welcome Guest! Would you like to **log yourself in?**

 **Welcome to Hopeful Heart!**

Hopeful Heart was founded to give a little extra "helping hand" to musicians, writers, artists, dancers, and others in the arts who are facing medical conditions and challenges.

Your generous support of our annual Concert For Life and the recordings on this site helps us to provide assistance to artists in need.

Hopeful Heart is an Arizona 501(c)(3) charitable organization, and your donations and contributions may be tax-deductible (please check with your financial advisor).

Home :: My Account :: Privacy Notice

Your IP Address is: 99.181.232.21  
Copyright © 2009 Hopeful Heart. Powered by Zen Cart

## Screenshot #2 -- Sample ZenCart Ticket Order Page

# Hopeful Heart, Inc. *"a helping hand for those in the arts"*

Concert Tickets   Compact Disc Recordings

[Privacy Notice](#)

Home :: [Concert Tickets](#) :: **2009 Concert For Life**


### Categories

**Concert Tickets**  
Compact Disc Recordings

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[New Products ...](#)  
[All Products ...](#)

### Reviews [more]




[Write a review on this product.](#)

### Information

[Shipping & Returns](#)  
[Privacy Notice](#)  
[Conditions of Use](#)  
[Contact Us](#)  
[Newsletter Unsubscribe](#)

### Concert Tickets



**2009 Concert For Life**  
**\$65.00**

This year's Fifteenth Annual Concert For Life will take place on Saturday & Sunday, **July 11-12, 2009** (1:00pm-5:00pm) Mark your calendars today!

[larger image](#)

The concert will take place on the magnificent 5-manual 80-rank Wurlitzer Theatre Pipe Organ at the Sanfilippo Palais de la Musique.

Our musical co-hosts for the afternoon will be **LYN LARSEN** and **JELANI EDDINGTON**, with special guest performer **MARTIN ELLIS!**

The cost for the event is \$65.00 per person (\$55.00 of which is tax-deductible), and tickets may be ordered using our secure online ordering system.

This will be a thrilling musical performance you won't want to miss.


**PLEASE NOTE: When you purchase tickets, you may indicate a preference as to date and seating location. We will do our best to try to accommodate your request to the extent possible.**


**Please Choose:**


**Date Of Performance**  No Preference  Saturday Afternoon  Sunday Afternoon

**Seating Preference**  Balcony  Main Floor  No Preference

Add to Cart:

[add this to my cart](#) 

[write a review](#) 

[tell a friend about us](#) 

### Search

Enter search keywords here

[Advanced Search](#)

### Tell A Friend

Tell someone you know about this product.

DTOS Website Proposal

Page 7 of 10

### Screenshot #3 -- Sample ZenCart CD Order Page

Home Log In Enter search keyword  Search

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# Hopeful Heart, Inc.

*"a helping hand for those in the arts"*

[Concert Tickets](#) [Compact Disc Recordings](#)

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[Privacy Notice](#)

**Categories**

- [Concert Tickets](#)
- [Compact Disc Recordings](#)**
- [New Products ...](#)
- [All Products ...](#)

**Reviews [more]**

There are currently no product reviews.

**Information**

- [Shipping & Returns](#)
- [Privacy Notice](#)
- [Conditions of Use](#)
- [Contact Us](#)
- [Newsletter Unsubscribe](#)



Home :: [Compact Disc Recordings](#)

## Compact Disc Recordings

Purchase copies of our benefit recordings of our Concert For Life performances.


Filter Results by:

Displaying 1 to 2 (of 2 products)


Product Image	Item Name	Price
	<b>Help Is On The Way CD</b> Help Is On The Way is a compilation of recordings from various Hopeful Heart Concerts For Life. The recording features Lyn Larsen (LL), Tom...	\$19.95 Add: <input type="text" value="0"/>
	<b>Simple Gifts</b> Simple Gifts is a compilation recording featuring performances of numerous artists who have performed for Hopeful Heart's Concerts For Life. The...	\$19.95 Add: <input type="text" value="0"/>

Displaying 1 to 2 (of 2 products)

### New Products For June - Compact Disc Recordings



Simple Gifts  
\$19.95



Help Is On The Way CD  
\$19.95

**Search**

  
  
[Advanced Search](#)

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[Home](#) :: [My Account](#) :: [Privacy Notice](#)

Your IP Address is: 99.181.232.21  
Copyright © 2009 Hopeful Heart. Powered by Zen Cart

## Screenshot #4 -- Authorize.Net (Credit Cards) Virtual Terminal Screenshot

Authorize.Net  
a CyberSource solution

Feedback | Contact Us | Live Help | Help **Log Out**

Home Tools Reports Search Account New Search (BETA)

Virtual Terminal  
Upload Transactions  
Recurring Billing  
Fraud Detection Suite  
Customer Information Manager  
Simple Checkout

### Enter Transaction [Help](#)

\* Required Fields

Select Payment Method

Charge a Credit Card  
 Refund a Credit Card

Select Transaction Type

Authorize and Capture  
 Authorize Only  
 Capture Only

Payment/Authorization Information

Accepted Payment Method American Express, Discover, MasterCard, Visa

Card Number  (enter number without spaces) \*

Expiration Date  (mmyy) \*

Amount  (i.e., 10.00) \*

Order Information

Invoice #

Description

Customer Billing Information

Customer ID

First Name

Last Name

Company

Address

City

State/Province

Zip Code

Country

Phone

Fax

Email

# Screenshot #5 -- ZenCart Checkout Screenshot (Automatic Payment Processing)

Shipping & Returns :: Privacy Notice :: Young Organist Discount :: Contact Us

Home :: Checkout - Step 1 :: Payment Method - Step 2

### Categories

- Arrangement Books
- New Products ...
- All Products ...

### Reviews [more]

There are currently no product reviews.

### Information

- Shipping & Returns
- Privacy Notice
- Conditions of Use
- Contact Us
- Site Map
- Gift Certificate FAQ
- Discount Coupons
- Newsletter Unsubscribe

### Step 2 of 3 - Payment Information

#### Billing Address:

Robert Eddington [change your address](#)  
1706 W. Palamino Dr  
Racine, WI 53402  
United States

**Your billing address is shown to the left. The billing address should match the address on your credit card statement. You can change the billing address by clicking the Change Address button.**

<b>Your Total</b>	
Sub-Total:	\$34.95
Zone Rates (Shipping to US):	\$6.00
<b>Total:</b>	<b>\$40.95</b>

#### Discount Coupon

Please type your coupon code into the box next to Redemption Code. Your coupon will be applied to the total and reflected in your cart after you click continue.

Please note: you may only use one coupon per order.

Redemption Code

#### Payment Method

Please select a payment method for this order.

**Credit Card**

Cardholder Name:

Credit Card Number:

Expiry Date:

CVV Number:  [What's this?](#)

**Check/Money Order**

**Save time. Check out securely.**  
Pay without sharing your financial information.

#### Special Instructions or Order Comments

**Continue to Step 3**  
- to confirm your order.

[continue checkout](#)

### Quick Re-Order

The Art Of Theatre Organ Arranging (vol. 1) (2009)

### Search

Enter search keywords here

[Advanced Search](#)

### Shopping Cart [more]

1ea.- The Art Of Theatre Organ Arranging (vol. 1) (2009)

**\$34.95**

### Sponsors

Shop now using

Home :: My Account :: Shipping & Returns :: Privacy Notice :: Young Organist Discount :: Contact Us

Your IP Address is: 99.181.232.21  
Copyright © 2009 Theatre Organ Arrangements. Powered by Zen Cart