



# THE DELAWARE SYMPHONY ORCHESTRA

DAVID AMADO, MUSIC DIRECTOR

## Marketing Committee Meeting – December 2, 2015 – 11:00 a.m. Delaware Symphony Orchestra Office, Wilmington, DE Meeting Minutes / DRAFT

The meeting was called to order at 11:05 am by Lee Tashjian, Chair. In attendance were director Tashjian, director Jeff Ruben, musician Joan Sparks, Jan Jessup, Administrative Coordinator Dan Colburn, and Executive Director Alan Jordan. Tom Tresize and Sandra Van Wormer were recommended as possible additions to the committee. Director Jennifer Golek was also mentioned; she is currently serving on the Strategic Planning group and might become available once the plan is adopted.

**It was moved by Ruben, and seconded by Sparks, that the minutes of the November 18, 2015 meeting be approved as presented; motion passed.**

The committee reviewed the list of Ticket Price Comparisons. Following discussion, it was agreed that we should offer three price options for the 2016-2017 Classics Series: \$15, \$45, and \$75. Subscribers would continue to receive a discount.

The conversation about Classics Series venue(s) continued. Downstate options, including the Cape Henlopen and Dover High School Auditoriums, were considered. Jordan announced the next Clef Notes newsletter would include an article where he seeks patron input on where we should perform. Significant responses are not anticipated, so a poll through Survey Monkey or similar on-line vehicle was encouraged. We cannot wait to survey our audience as the next concerts will take place in late February and we intend to announce next season to subscribers in mid-March.

Focus turned to the distributed Promotional Efforts worksheet. The FY16 Marketing budget represents about 5.77% of overall spending; there is no dedicated staffing currently in place. The committee agreed that a 15% target was more reasonable. Committee members noted missing components of our efforts, including social media and group sales: both are part of the current mix. DSO principal bassist Dan McDougall is an active social media person and may be willing to help. Tashjian shared the five components of successful marketing: 1) sales/promotion; 2) pricing; 3) product; 4) distribution; and 5) research. Sparks encouraged the inclusion of visual elements into some of our presentations.

The need for dedicated staff was discussed, with Jordan questioning whether or not we had the resources to attract a well-qualified director-level talent. A suggestion was made to engage a firm to conduct a marketing audit and report recommendations. The Jessie Ball du Pont Foundation might be interested in funding such an audit. The selected audit firm might be well-positioned to fill a more long-term role in overseeing and directing marketing efforts.

The next meeting will take place January 6 at 11:00 am at the DSO office.

There being no further business, the meeting adjourned at 12:15 pm.

Respectfully submitted,

Alan Jordan, Executive Director