



THE DELAWARE SYMPHONY ORCHESTRA

DAVID AMADO, MUSIC DIRECTOR

Marketing Committee Meeting – January 6, 2016 – 11:00 a.m. Delaware Symphony Orchestra Office, Wilmington, DE Meeting Minutes / DRAFT

The meeting was called to order at 11:03 am by Lee Tashjian, Chair. In attendance were director Tashjian, director Jeff Ruben, director Matt diGuglielmo (by telephone), musician Karen Schubert, musician Joan Sparks, Jan Jessup, Administrative Coordinator Dan Colburn, and Executive Director Alan Jordan. Tom Tresize has agreed to join the committee, but was unavailable for this meeting. Sandra Van Wormer and Sam Hobbs have been invited to join the committee.

It was moved by Ruben, and seconded by diGuglielmo, that the minutes of the December 2, 2015 meeting be approved as presented; motion passed.

A chart showing downtown Wilmington activities during 2015 was distributed. This underscores the positive steps happening downtown. Also reviewed was a transcription of patron comments received to date following Jordan's recent *Clef Notes* article. Sentiment was mixed with a slight preference toward downtown venues for Classics Series concerts. Possible questions/issues to be addressed in a subsequent Survey Monkey poll:

- Downtown vs. "suburban" concert venues
- Parking
- Safety
- Box office
- Overall comfort
- Is the Grand Opera House a "plus?"
- Accessibility
- Post-concert events with "Meet the Musicians" component

diGuglielmo offered assistance in creating the survey. Tashjian suggested sharing plans for 2016-2017 changes, including reserved seating, three-tiered pricing, etc. We should also cite the downtown Wilmington data. A draft of the survey will be shared with the committee for input. The survey will be sent out electronically at the end of January or early February.

Discussion ensued about further enhancements to overcome perceived and real attendance barriers:

- Have Wilmington Visions personnel visible between the DoubleTree parking lot and Grand entrances;
- Provide access through the Grand's King Street entrance;
- Arrange for pre-paid parking at the DoubleTree lot; improve post-concert egress;
- Offer valet parking for a fee;
- Arrange for shuttle buses from the Community Service Building and other parking lots off 11th Street;
- Offer shuttle buses for a fee from Greenville.

Following a conversation about various alternative performance options, the committee agreed by consensus that priority should be given to 1) downstate events; 2) family concerts; and 3) outdoor Pops.

Jordan noted the desire and need to develop multiple audiences, in addition to the DSO's current core classical audience.

Jordan and Tashjian will work on a marketing audit RFP. Tashjian will report to the Board on changes currently envisioned for next season, as well as the desire to engage a firm to conduct the marketing audit.

The next meeting will take place February 3 at 11:00 am at the DSO office.

There being no further business, the meeting adjourned at 12:24 pm.

Respectfully submitted,

Alan Jordan, Executive Director