



# THE DELAWARE SYMPHONY ORCHESTRA

DAVID AMADO, MUSIC DIRECTOR

**Marketing Committee Meeting – March 2, 2016 – 11:00 a.m.  
Delaware Symphony Orchestra Office, Wilmington, DE  
Meeting Minutes / DRAFT**

The meeting was called to order at 11:08 am by Lee Tashjian, Chair, who was participating by telephone. In attendance were director Jeff Ruben, President Charles Babcock, musician Karen Schubert, Jan Jessup, Tom Trezise, Administrative Coordinator Dan Colburn, and Executive Director Alan Jordan.

**It was moved by Ruben, and seconded by Jessup, that the minutes of the January 6, 2016 meeting be approved as presented; motion passed.**

Jordan presented results from the Patron survey conducted via Survey Monkey, sharing his disappointment with the low response. Some members suggested many DSO patrons are apprehensive about technology and that a future survey sent by snail mail might produce greater response. Members also commented on the priority given parking convenience, downtown security, and box office efficiency. Jordan reported they intend to make sure the King Street entrance to The Grand is staffed for patrons for the May 6, 2016 Classics Series concert and that Downtown Visions has an increased and visible presence around areas where patrons walk to enter The Grand. Few respondents expressed interest in either a fee-based valet service or suburban shuttle service. Trezise suggested contacting Stonegate and Kendal to see if their shuttles—that already transport their residents to concerts—would consider bringing other passengers. The committee then discussed whether or not patron responses should alter venue plans for next season. **It was moved by Trezise, and seconded by Jessup, that the committee recommend to the Board of Directors that all five 2016-2017 season Classics Series concerts be held at The Grand Opera House; motion passed unanimously.** Jessup suggested forming a task force to address other issues raised through the survey.

Jordan provided some history on the DSO's patron database, and the current challenges: in general, we still rely on The Grand box office for customer sales information, and the certainty that all data and updates have been entered in the DSO database is unclear. Clearly, more human resources are required to ensure a clean and up-to-date database. Further, while completely severing the relationship with The Grand Box Office appears to not be possible presently, there are ways DSO staff could be more pro-active in managing relationships with subscribers, entering and retrieving sales data in the GOHBO program, and taking ownership of ticket sales. New marketing staff next season will help.

Jordan mentioned the planned marketing audit process and prospective consulting firms. Members suggested local expertise could be solicited from Sylvia Banks, RoseAnn Miller, and/or Michelle Schlagle. Tashjian and Trezise offered to reach out to these prospects.

The balance of the agenda was deferred to the next meeting, which will take place April 6 at 11:00 am at the DSO office. There being no further business, the meeting adjourned at 12:30 pm.

Respectfully submitted,

Alan Jordan, Executive Director