



**Marketing Committee Meeting Minutes / DRAFT
January 3, 2018, 11:00 am**

The meeting was called to order at 11:07 am. In attendance were chair Shelley Kinsella and directors Brian Kelley (telephonically), Jeff Ruben, and Robert Stoddard (invited guest); President Charles Babcock; Jan Jessup, Joan Sparks, Lee Tashjian, and Tom Trezise; musician Karen Schubert, Executive Director Alan Jordan, Marketing and Administrative Coordinator Dan Colburn, and Development Director Kristin Peterson.

It was moved by Jessup, and seconded by Tashjian, that the minutes of the December 6, 2017 meeting be approved as amended; motion passed.

An assessment matrix for Family Concerts was reviewed and discussed. Staff is considering de-coupling the Family Concerts from a Classics Series program; a possible Holiday Family Concert program is under consideration for next season. Trezise advocated for establishing a marketing process, utilizing five criteria: dollars, program, venue, target audience, and “do-ability;” with program having priority. Kinsella will work with Babcock to create two sub-committees: one to review Family Concerts, and another to create a marketing process.

A Classics and Chamber Series Ticket Pricing Worksheet was presented and discussed. Jordan announced a foundation grant was received in December that could allow the DSO to purchase its own ticket sales software package. It is not yet known whether or not The Grand Opera House will permit the DSO to do its own ticketing for Classics Series concerts. If so, ticket handling fees could be absorbed into prices, resulting in a savings to customers. In addition to ticket price changes, staff is also exploring re-scaling the sections in Copeland Hall. Members suggested comparing prices with other regional orchestras; price increases are warranted, at least in the upper price sections. Staff will come back with recommendations for the next meeting. Tashjian noted a meeting with a member of the Cape Symphony (Cape Cod, MA) board during which he learned about apparent success with holiday and other presentations.

A copy of Trellist’s report on an initial Facebook campaign conducted in November was reviewed and briefly discussed. Further campaigns are envisioned, but await staff securing a Google Ads grant and establishing a Google Ads account.

A list of organizations affiliated with the Delaware Data Center, a list exchange effort, was reviewed. Members encouraged exploring exchanges with the Chamber Orchestra of Philadelphia, Curtis Institute of Music, Longwood Gardens, Philadelphia Orchestra, Pifarro, Temple University Boyer College of Music and Dance, and Wilmington-based organizations, including Delaware Theatre Company, and Winterthur.

The Millennial Summit Art Shots spontaneous happy hour on January 25, 2018 will be hosted by the DSO, take place at The Grand, and include remarks from David Amado, an exhibit of ephemera from Diaghilev and the Ballets Russes, an open dress rehearsal of *Rite of Spring*, and an opportunity for participants to purchase half-price tickets online for the January 26 concert.

Kelley will attend the January 25 event and post photos on Facebook. He believes this event could help launch the DSO's own young professionals group. Jordan noted the distributed transcription of comments from other like-size orchestras sharing their experiences with starting a new group. Most noted starting small (30-50 people), initial expectations should be limited, and the human resources necessary should not be overlooked.

The next meeting will take place Wednesday, February 7, 2018 at 11:00 am at the DSO office.

There being no further business, the meeting adjourned at 12:20 pm.

Respectfully submitted,

Alan Jordan, Executive Director