DAVID AMADO
MUSIC DIRECTOR

Marketing Committee Meeting Minutes / DRAFT
February 7, 2018, 11:00 am

The meeting was called to order at 11:05 am. In attendance were chair Shelley Kinsella and directors Brian Kelley (telephonically) and Jeff Ruben; President Charles Babcock; Jan Jessup; Executive Director Alan Jordan and Marketing and Administrative Coordinator Dan Colburn.

It was moved by Kelley, and seconded by Babcock, that the minutes of the January 3, 2018, meeting be approved as presented; motion passed.

Jordan walked the committee through the Classics and Chamber Series Ticket Pricing Worksheet, first presented in January but now with pricing and scaling recommendations from staff for the 2018-2019 season Classics and Chamber series. Price increases will be offset by eliminated handling fees, assuming The Grand Opera House will waive the DSO's requirement to use their box office. The committee endorsed the recommendations.

Kelley reported on the Millennial Summit ArtShots spontaneous happy hour on January 25, 2018, at The Grand Opera House, hosted by the DSO and which included an open dress rehearsal of *The Rite of Spring*. Because the concert was sold out, half-price tickets to the March 23 Classics Series performance will be offered to the 30+ attendees. Kelley thought the evening was cleverly designed. If the DSO is to launch its own Young Professionals Group, it needs to consider the "what's in it for me?" position many millennials take. We should talk with possible members to find out what they want. Jordan thought some of the ArtShots attendees might be willing to serve on a task force to design the DSO group.

Kinsella announced the Family Concert Sub-Committee will be meeting soon by telephone. The Marketing Plan Sub-Committee is still to be formed and organized.

The next meeting will take place Wednesday, March 14 (to avoid the March 7 Explorer concerts), 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