



Marketing Committee Meeting Minutes / DRAFT

Wednesday, October 3, 2018, 11:00 am

The meeting was called to order at 11:05 am. In attendance were chair Shelley Kinsella, President Charles Babcock; Director Jeff Ruben (telephonically); Tyler Holloway, Jan Jessup, Tom Trezise; Musician Karen Schubert; and Executive Director Alan Jordan.

It was moved by Holloway, and seconded by Kinsella, that the minutes of the June 20, 2018, meeting be approved as presented; motion passed.

Jordan provided a report on Marketing and Administrative Coordinator Dan Colburn's recovery from hip surgery. He is expected back in November. Jordan reviewed the distributed concert revenues and ticket sales report, as well as the six-year Classics Series sales chart. The first Classics Series concert in Wilmington had the best sales and attendance of any opener in at least the past four years, fueled in part by attendance by 40 Villanova University students and their teacher. The Lewes concert saw a 12.4% increase in attendance. Subscriptions are slightly below last season's pace, but the price increases more offset the reduced numbers. The new box office system and ticket scanners have been working very well, and Jordan commended Mike Mekailek for overseeing the conversion and implementation. A new password-protected musicians' page on the DSO website was instituted last spring, and a new Board page was added over the summer. New e-mail blasts with Know Before You Go information and links to online resources (i.e., program note, guest artist biographies, etc.) as well as post-concert follow-up have been launched. A new online Rush Ticket offer yielded 26 sales. Members suggested offering free or rush tickets to certain groups; sending musicians to perform at senior communities; adding ticket turn-back and DSO Dinner Club reminders in Know Before You Go (and on print-at-home tickets), and creating "stand-by" tickets with returns. DCAD students were suggested as a possible downtown group to make special offers to. Open and click-through rates on the new blasts should be tracked.

All committee members from last year agreed to continue serving, and monthly meetings except during the summer will be continued. Kinsella announced three initiatives: 1) creating talking points for directors and members; 2) collaborating with Wilmington Ballet, specifically, on a joint special event; and 3) reviewing material developed by Trellist Marketing. She also

announced the pending donation of seven Bells of Remembrance to the DSO, and members discussed opportunities for promoting this new DSO asset.

Holloway reported on results to date from Google Ad Words. Since this effort was launched in May, we have seen 3,500 impressions which yielded 12 ticket sales.

The next meeting will take place Wednesday, November 7, 2018, beginning at 11:00 am at the DSO office. There being no further business, the meeting adjourned at 12:19 pm.

Respectfully submitted,

Alan Jordan, Executive Director