**Marketing Committee Meeting Minutes / DRAFT**

**Wednesday, March 6, 2019, 11:00 am**

The meeting was called to order at 11:12 am. In attendance were chair Shelley Kinsella; President Charles Babcock; Director Jeff Ruben; Tyler Holloway, Jan Jessup, Tom Trezise; DSO musician Karen Schubert (telephonically); and Executive Director Alan Jordan.

**It was moved by Ruben, and seconded by Holloway, that the minutes of the January 9, 2019, meeting be approved as presented; motion passed.**

The distributed Concert Revenues and Attendance Report and accompanying sales charts were reviewed and discussed. The January 25, 2019, Classics Series concert ticket revenues were more than those for the sold out January, 2018, *Rite of Spring* concert. This was mostly due to the large number of complimentary tickets issued in 2018 as part of the subscriber holiday gift card promotion.

Holloway presented a report on the 2018-2019 Google Grants AdWords Campaign to date. The total spent on this effort from May, 2018, to the present is approximately $2,825 (including Trellist design and management costs). The click-through rate has been an astounding 11%, with even stronger rates for certain Classics Series promotions (nearly 20% and 15% for two campaigns). The geographic range reaches from Philadelphia to Baltimore and, perhaps surprisingly, the demographics reveal 30-40% of the viewers were in the 18-50 age group. An updated report will be provided at the next meeting.

Kinsella presented the next draft of the Talking Points, noting that the presented long form will be used on the DSO website FAQ page. Shorter versions will be prepared for use with donors (4 pages) and directors (one page, with bullets). There are still sections to be filled out. Committee members were encouraged to submit reactions and suggestions. Kinsella will incorporate these, and then forward the document to Dan Colburn, so that staff can post the long version and edit that version down for the other two iterations.

The Influencers effort discussed in January was not implemented; however, staff will work with Joan Sparks and Tyler Holloway to instigate efforts for the May 17, 2019, Classics Series concert.

Jordan reported a new partnership with Delaware Public Media is in progress. Thanks to Tom Trezise for initiating the connection. Jessup suggested promoting DSO events at Theatre N. Subscription renewals packets for 2019-2020 will be mailed out at the end of next week.

The next meeting will take place Wednesday, April 3, 2019, beginning at 11:00 am at the DSO office. There being no further business, the meeting adjourned at 12:00 pm.

Respectfully submitted,

Alan Jordan, Executive Director