**Marketing Committee Meeting Minutes / DRAFT**

**Wednesday, April 10, 2019, 11:00 am**

The meeting was called to order at 11:02 am. In attendance were chair Shelley Kinsella; President Charles Babcock; Directors Jimi Honochick and Jeff Ruben (telephonically); Tyler Holloway; DSO musician Karen Schubert; Marketing and Administrative Coordinator Dan Colburn, and Executive Director Alan Jordan.

**The minutes of the March 6, 2019, meeting were approved by consensus.**

Jordan reported strong early response to the 2019-2020 season subscription renewal campaign: through Week 2, we had received 134 renewal orders for 258 seats totaling $62,801 in sales for the Classics Series. This compares to 82 orders for 157 seats totaling $36,160 in sales following Week 2 in 2018.  2019-2020 Chamber Series renewals through the second week were 35 orders for 64 seats totaling $12,080. Nearly 47% of all subscribers have already renewed. The distributed Concert Revenues and Attendance Report and accompanying sales charts were reviewed and discussed. Special note was made of the very strong sales (a likely sell-out) for the final Chamber Series concert on April 16, 2019.

Holloway provided an update on the 2018-2019 Google Grants AdWords Campaign. The 20% discount promotion yielded strong conversions (impression to clicking to the website ticket sales page); overall, the conversion rate was between 13% and 60%, depending on the campaign. Google Ads have produced 30 ticket sales for Chamber Series concert 4 (without any discount offer). Awareness ads have resulted in 200 click-throughs. Through 10 months, the value of the ads (donated by Google) is $1,786; design costs are approximately $2,000. Overall, there have been 10,000 impressions, with 12% clicking through. Of those click-throughs, 20% have converted to the ticket sales page. There have been 242 total conversions, yielding a cost per acquisition of approximately $7.00. The geographic reach has been from Baltimore to Philadelphia. Keywords were discussed. (Specific names are not always permitted: while some guest artist names have been disallowed, composers and David Amado have been allowed.) The committee concurred that these efforts should continue and grow, once the grant period has concluded.

Kinsella distributed the latest draft of the long form of the Talking Points electronically prior to the meeting and set an April 19, 2019, deadline for edits, which should be sent to Dan Colburn. She plans to share the final draft with the Board at its April 22 meeting.

Tyler Holloway, Jimi Honochick, and Joan Sparks agreed to be Influencers for the May 17, 2019, Classics Series concert. Members agreed that focus should be made on the appeal of the young soloist, Nick Canellakis, who also has a filmmaking career (link to his website, https://www.nicholascanellakis.com). The Roman Hollywood theme may appeal to some (Miklós Rózsa composed the music for *Ben Hur*; while probably too late, we should ask if Theatre N might want to show that film). Different angles may work for different Influencers and their followers. Can a hash tag be created to incite some online interaction? How else can value be added through the Influencers’ communications? (A discount code will be offered.) We will see how this experiment works. If successful, we should identify other Influencers. Christy Fleming at Delaware Town Square, and Sarah McBride were suggested.

Discussion ensued on other future efforts. While a DSO app. is cost-prohibitive, an online trivia game—during the half hour prior to a Classics Series concert, with questions on the Copeland Hall video monitors and prize winners announced during the welcoming remarks—could be developed. Would musicians be willing to videotape and post themselves practicing for an upcoming DSO concert and talk about it on Instagram or Facebook?

Babcock brought up the previously-shared idea of DSO Ambassadors, high school music students who would receive free concert tickets in exchange for promoting the DSO to friends. School music and Music School of Delaware teachers would be approached to nominate students. This community service could be included on a student’s college application resume. A volunteer coordinator would be required. Schubert agreed to contact DSO Education Director Elizabeth Jaffe about this.

The next meeting will take place Wednesday, May 1, 2019, beginning at 11:00 am at the DSO office. There being no further business, the meeting adjourned at 11:58 pm.

Respectfully submitted,

Alan Jordan, Executive Director