**Marketing Committee Meeting Minutes / DRAFT**

**Wednesday, June 12, 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 Bob Stoddard (as a guest); Tyler Hollawy and Tom Trezise; and Executive Director Alan Jordan.

**It was moved by Babcock and seconded by Holloway that the minutes of the May 1, 2019, meeting be approved; motion passed.**

Jordan reported that through Week 11 of the subscription campaign, we had received 270 renewal orders for 506 seats totaling $121,281 in sales for the Classics Series. This compares to 253 orders for 489 seats totaling $114,350 in sales following Week 11 in 2018.  2019-2020 Chamber Series renewals through the eleventh week were 60 orders for 103 seats totaling $21,560; compared to 49 orders for 89 seats totaling $15,580. In addition, we have received 16 new Chamber Series orders for 30 seats totaling $3,600. The distributed Concert Revenues and Attendance Report and accompanying sales charts were reviewed and discussed. We recently mailed subscription order packets to 385 households that purchased single tickets during the 2018-2019 season. Last year, that same mailing was sent to fewer than 200 households. We will try to add numbers of tickets sold to the multi-year charts.

Holloway provided a season-long report on the Google Ad Words campaign. Copies of his report are attached.

Babcock and Kinsella are working on a letter asking New Castle County principals to recommend student ambassadors. Jordan is trying to get current e-mail addresses so the letter can be sent soon.

The DSO will conduct a contest at its July Fourth concert. Attendees will log into a site where the questions are asked. They will answer and provide their name and e-mail address. A winner will be selected to serve as an honorary bell ringer for the *1812 Overture*.

A sub-group met with Derek Frisicchio, a family friend of Debbie Green’s and a social media professional working at a Philadephia marketing firm, to discuss the DSO’s social media efforts. They discussed the current pay-to-play environment; the pros and cons of Facebook, Instagram, and Twitter; and conducting an electronic subscription campaign to single ticket buyers in the future. Honochick offered to help with social media posting for the DSO.

Stoddard mentioned the idea of airing DSO music on Market Street, outside The Grand on concert evenings, and elsewhere during the day. Information explaining the music was the DSO’s would be needed (signs? sandwich boards? volunteers?). He also mentioned wanting to solicit program advertisements from the restaurants that DSO ticket buyers patronize prior to concerts.

The next meeting will take place Thursday, August 8, 2019, beginning at 11:00 am at the DSO office. There being no further business, the meeting adjourned at 12:02 pm.

Respectfully submitted,

Alan Jordan, Executive Director