



**Marketing Committee Meeting Minutes / DRAFT  
Wednesday, September 4, 2019, 11:00 am**

Delayed by a fire alarm in the Community Service Building, the meeting was called to order at 11:09 am. In attendance were chair Shelley Kinsella; President Charles Babcock; Director Jimi Honochick; Tyler Holloway, Jan Jessup, Jeff Ruben (telephonically), and Tom Trezise; Executive Director Alan Jordan, and Interim Marketing Coordinator Martin Martinez.

**It was moved by Honochick and seconded by Jessup that the minutes of the August 8, 2019, meeting be approved as corrected (Holloway mis-spelling in paragraph 1); motion passed.**

The fire alarm prevented distribution of a 2019-2020 Subscription Campaign report; however, Jordan reported that, through Week 23 of the subscription campaign, we had received 290 renewal orders for 541 seats totaling \$125,605 in sales for the Classics Series. This compares to 275 orders for 526 seats totaling \$122,870 in sales following Week 23 in 2018. 2019-2020 Chamber Series renewals through the 23<sup>rd</sup> week were 63 orders for 111 seats totaling \$23,720; compared to 59 orders for 107 seats totaling \$19,240 in 2018. In addition, we have received 19 new Chamber Series orders for 35 seats totaling \$4,300.

The student ambassadors letter to New Castle County principals awaits a current e-mail list from the DDOE, and it will then be sent. Babcock will ask a volunteer to perform some follow-up telephoning to principals to make sure they received the e-mail and act on it.

Jordan reported on the DSO's presence at the August 8, 2019, Best of Delaware Awards event at the Chase Center. All "vintage" baseball caps, and 450 brochures and ticket discount coupon cards were distributed to attendees.

Martinez reported on initial new social media efforts, including posting all DSO concerts as events on Facebook. He is working on a plan to introduce an Instagram account and campaign, and is reviewing limitations imposed by the CBA and Integrated Media Agreement.

The talking points developed by this committee last season have been uploaded to the FAQ section of the DSO website. Further enhancements are planned, including some better formatting and links to external information sites.

Jordan announced that an October 21, 2019, Rehoboth Beach performance of the first Chamber Series concert has been confirmed. He is working to schedule a second performance of the December, 2019, Chamber Series concert in Dover, and the final Classics Series concert—featuring Beethoven’s *Symphony No. 9* with the University of Delaware Symphonic Choir—will be repeated in Lewes on May 19, 2020.

Trezise has initiated a conversation with Sandy King about DSO Euro decals, and will connect Sandy directly with staff. Jordan will approach Longwood Gardens’ Tom Warner about designing a fountains show using music from the DSO’s “The Book of Signs” CD. Trezise suggested the DSO make contact with Town Square Delaware.

Jordan announced that two ensemble bookings were initiated since the last meeting. Jessup recommended connecting with Secretariat, and events planning service. Members were encouraged to connect staff with other possible contacts for this.

The next meeting will take place Wednesday, October 2, 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