



**Marketing Committee Meeting Minutes / DRAFT
Wednesday, November 5, 2019, 11:00 am**

The meeting was called to order at 11:03 am. In attendance were President Charles Babcock; Tyler Holloway, Jeff Ruben (telephonically); Executive Director Alan Jordan, and Interim Marketing Coordinator Martin Martinez.

The minutes of the October 2, 2019, meeting were approved by consensus.

The 2019-2020 season subscription campaign is officially completed. We received 299 orders for 558 seats totaling \$130,334 in sales for the Classics Series. This compares to 300 orders for 578 seats totaling \$134,714 in sales last season. There were 33 non-renewed Classics Series orders for 58 seats with a total value of \$13,506. 32 new orders for 38 seats were received. The 2019-2020 Chamber Series had 80 orders for 137 seats totaling \$25,460, compared to 75 orders for 138 seats totaling \$25,460. There were 14 non-renewed Chamber Series orders for 31 seats. 19 new orders for 30 seats were received.

The concert revenues and attendance reports were discussed. Classics Series single ticket sales were under budget for the September concert, and sales are slow thus far for November. Holloway suggested offering a discount code in Google Ad Words for upcoming concerts. The first Chamber Series concert slightly exceeded budget. While the Rehoboth Beach concert did not achieve budget, sales in comparison with Wilmington were decent.

Jordan thanked Sharon Babcock for making follow-up telephone calls to the New Castle County principals who were e-mailed the Ambassador program letter. Martinez will be following up on this and establishing communication with the selected ambassadors. Discussion ensued regarding student privacy issues.

As a holiday gift, we will contact all subscribers and offer them half off seats next to theirs that they can offer as holiday presents for friends. If no seats are available next to them, they can exchange their subscription seats so they can sit with their friends, if they choose.

DSO Euro stickers and magnets quotes were reviewed. Martinez will go back to Geiger to see if there is any pricing flexibility. An initial order of 1,000 bumper stickers will be made, with distribution to donors and subscribers.

The next meeting will take place Wednesday, December 4, 2019, beginning at 11:00 am at the DSO office. There being no further business, the meeting adjourned at 11:37 pm.

Respectfully submitted,

Alan Jordan, Executive Director