



**Marketing Committee Meeting Minutes / DRAFT
November 1, 2017, 1:00 pm**

The meeting was called to order at 1:12 pm by Chair Shelley Kinsella. In attendance were directors Kinsella and Brian Kelley (telephonically), President Charles Babcock; Tom Trezise; Marketing and Administrative Coordinator Dan Colburn, and Executive Director Alan Jordan.

It was moved by Babcock, and seconded by Kelley, that the minutes of the May 16, 2017 meeting be approved as presented; motion passed.

Jordan provided status reports. Twelve banners with the new logo and tagline have been produced and are hanging along North Market Street between 7th and 10th Streets. The website was launched in July, with additions including video clips, and password-protected board and musician pages anticipated in the coming months. Staff is exploring a billboard campaign for increased awareness. The musicians will wear black t-shirts with the new logo and tagline at our Wilmington and Milford Family Concerts, and adult and youth shirts will be available for purchase in the lobbies. 2017-2018 subscription campaign and FY17 highlights listed on the agenda were presented. The latest Concert Revenues and Attendance and Series Sales Trends reports were reviewed.

The committee deliberated the value of repeating the holiday gift card offered to subscribers last year. This initial effort resulted in several new subscriptions for 2017-2018. It was agreed that the card should be repeated this December. Trezise presented Jordan with a gift: a copper etching created by a member of the Orchestra of Quebec City (Canada). He suggested this and other merchandising opportunities could help DSO revenues. Babcock thought they might also serve as donor benefits.

Jordan reported on work of the Millennial Summit Arts Initiative working group. They are planning monthly spontaneous happy hours (location and programs not revealed until just beforehand), and the DSO is tentatively slated to host the third one: a reception preceding the January 25, 2018 open dress rehearsal of Rite of Spring. Kelley shared his experiences with the young professionals group at the Philadelphia Art Museum; he is willing to help launch a similar group for the DSO. Trezise suggested incorporating networking opportunities to meet established Wilmington movers and shakers, including DSO board members.

Kinsella proposed the DSO consider ways to help members of the Puerto Rico Symphony Orchestra who were victimized by Hurricane Maria. She will investigate this more.

There being no further business, the meeting adjourned at 2:08 pm.

Respectfully submitted,

Alan Jordan, Executive Director