



**Marketing Committee Meeting Minutes / DRAFT
December 6, 2017, 11:00 am**

The meeting was called to order at 11:08 am. In attendance were directors Brian Kelley (telephonically), Jeff Ruben (telephonically), and Robert Stoddard (invited guest); President Charles Babcock; Tom Trezise; and Executive Director Alan Jordan.

It was moved by Babcock, and seconded by Trezise, that the minutes of the November 1, 2017 meeting be approved as presented; motion passed.

Jordan presented the Concert Revenues and Attendance report. Discussion quickly turned to the low sales and attendance at the Family Concerts. Many reasons were considered, including repertoire/theme, day and time, location, and promotion. Trezise volunteered to create a matrix with which comparative data could be entered to analyze results and develop new strategies for future presentations. In addition to the above noted variables, attendance and sales should be included in the matrix.

Kelley expressed interest in developing a Young Professionals Group. Jordan reported that the January 25, 2018 open dress rehearsal of Rite of Spring will serve as the second Millennial Summit Art Shots spontaneous happy hour.

Jordan shared the list of Delaware Data Center participants who exchange patron lists via third party mailhouses; the data cannot be retained by the exchanger. He asked members to recommend which organizations' lists would be most helpful to the DSO.

Trezise expressed some frustration that we were not better utilizing the expertise provided by Trellist last season. We should continue the close association with the firm. Others shared financial limitation concerns. The ongoing relationship with Trellist will be discussed at the next meeting.

The next meeting will take place Wednesday, January 3, 2018 at 11:00 am at the DSO office. That agenda will include a discussions regarding ticket pricing and scaling for 2018-2019, Family Concert follow-up—including the matrix—and use of Trellist Marketing and Technology going forward. There being no further business, the meeting adjourned at 12:30 pm.

Respectfully submitted,

Alan Jordan, Executive Director