



Marketing Committee Meeting Minutes / DRAFT
April 11, 2018, 11:00 am

The meeting was called to order at 11:02 am. In attendance were chair Shelley Kinsella and directors Brian Kelley (telephonically) and Jeff Ruben; Tom Trezise; Karen Schubert; Executive Director Alan Jordan and Marketing and Administrative Coordinator Dan Colburn.

It was moved by Ruben, and seconded by Kinsella, that the minutes of the February 7, 2018, meeting be approved as presented; motion passed.

Jordan offered status reports on ticket sales and attendance. We anticipate achieving our sales forecast, which was previously revised down from the original budget number. In the first week and a half of the Classics Series subscription renewal campaign, we have received 98 orders, compared with 49 orders last year after two weeks. A special offer with a discounted Chamber Series subscription was made and three new season tickets have been sold so far. Chamber Series starting time survey results were distributed, with the great majority of respondents preferring a 7:30 pm start time next season. Location and date changes for the Chamber Series could be considered in the future. The implementation plan for the DSO's in-house ticketing system (tied to the patron database) is underway with a public launch date of August 1, 2018. Starting next season, subscribers will be able to renew their same seats online. At-home ticket printing and ticket scanners at concert sites are two of the many benefits of this new system. The added workload will most likely require reducing the Patron Relation Associate's non-box office job duties, with re-allocation among other current staff and, possibly, new staff. The first electronic edition of *DSO Clef Notes* was distributed March 29, 2018. Only 40 (of the 4,500) recipients requested hard copies be mailed to them. This will significantly reduce costs for printing and mailing. We are looking for feedback from readers. The FY19 budget reflects a steep reduction in print advertising, mirroring the industry trend for like-size orchestras.

A new Director and CEO will soon arrive at Winterthur, and Jan Jessup provided contact information for Alan Jordan, who e-mailed her a welcome and invitation to the May 18, 2018, Classics Series concert. It would be great to re-develop a relationship between Winterthur and the DSO, to possibly include concerts there. Trezise reported a new Amtrak station is being constructed in Newark. Jordan announced he is working with the Wilmington Mayor's Office

for Cultural Affairs on a possible outdoor July 4, 2018, concert at Garrett-Tubman Park; the budget must be approved by City Council. The DSO will perform at Longwood Gardens July 8, 2018.

Kinsella noted specific patron comments from Trellist's Channel Preferences Study Results. Half of the respondents use social media, with 97% of those using Facebook. Staff is working to share concert information (program notes, video previews by David Amado and DSO musicians) electronically in advance. Kinsella asked about keeping Classics Series concerts on Friday evenings, to which Jordan responded other options could be considered in the future. Social opportunities to attract millennials, as well as rehearsal videos posted on social media, were also discussed.

Kinsella hopes to have the Family Concert and Marketing Process sub-committees meet soon. Jordan mentioned that a holiday-themed Family Concert is being contemplated for next season.

The next meeting will take place Wednesday, May 2, 2018, at 11:00 am at the DSO office. There being no further business, the meeting adjourned at 12:15 pm.

Respectfully submitted,

Alan Jordan, Executive Director