



**Marketing Committee Meeting Minutes / DRAFT
June 20, 2018, 11:00 am**

The meeting was called to order at 11:02 am. In attendance were chair Shelley Kinsella, President Charles Babcock; Tyler Holloway; Jan Jessup; Executive Director Alan Jordan, and Marketing and Administrative Coordinator Dan Colburn.

The minutes of the April 11, 2018, meeting were approved as presented by consensus.

Jordan reviewed the distributed concert revenues and ticket sales report, which reflected 15-16% increases in sales and attendance during 2017-2018, compared to the previous season. Most of this growth was due to expanded Explorer Experience activities; otherwise, Classics and Chamber series growth was very modest (1.5-3%). 2018-2019 season subscription renewals remain ahead of last season's pace. The most significant improvement is in dollars, with nearly \$17,000 more received. More Chamber Series subscriptions have been sold, due to a special discounted offer to current Classics Series subscribers.

The DSO's in-house ticketing system will launch on August 1, 2018. At-home ticket printing, paperless ticketing (mobile devices), and ticket scanners at concert sites are among the benefits of the new system. Members suggested leasing the scanner and securing donated phones (which are linked to the scanners via Bluetooth for internet access) as ways to reduce capital outlays.

Google awarded the DSO a grant of up to \$10,000 per month for 12 months of Google Ads. DSO staff is working with Trellist to create campaigns for this and other social media platforms.

Members present expressed interest in continuing to serve on the committee, and a quarterly meeting schedule was proposed for the coming season. The Board of Directors will be focused on creating a new strategic plan, so input from standing committees will be needed.

Jessup suggested offering a giveaway at the July 4th concert as a means of capturing audience data.

There being no further business, the meeting adjourned at 12:00 pm.

Respectfully submitted,

Alan Jordan, Executive Director