



**Marketing Committee Meeting Minutes / DRAFT  
Wednesday, November 7, 2018, 11:00 am**

The meeting was called to order at 11:13 am. In attendance were chair Shelley Kinsella, President Charles Babcock; Directors Jimi Honochick and Jeff Ruben; Jan Jessup (telephonically) and Tom Trezise; Musician Karen Schubert; Marketing and Administrative Coordinator Daniel Colburn and Executive Director Alan Jordan.

**The minutes of the October 3, 2018, meeting were approved by consensus.**

Jordan referred to the Concert Revenues and Attendance Report, noting that we nearly hit budget on ticket sales for Classics Series concert 1, exceeded budget for the Lewes concert, and have already surpassed budget for concert 2. The opening Chamber Series concert was under budget by more than \$1,300. Explorer concerts next May have already exceeded our budget goal. We are now focused on the Family Concert, with promotion for that December 16, 2018, performance just starting.

There will be a New Subscriber Reception during intermission of the November 9, 2018, Classics Series concert in the Sarah Bernhardt Salon. Committee members are encouraged to attend and greet new subscribers. Kinsella will attend.

Discussion focused on the Family Concert. Members commented favorably on the accessible holiday theme. Honochick and Trezise will distributed posters at YMCAs; Ruben will put them up at the JCC. Electronic versions of the posters will be e-mailed to teachers. Jessup and Honochick will take postcards. Materials will also be distributed at the November 19, 2018, board meeting.

Babcock asked how we might promote the Latin Grammy Award, should we win for Best Classical Album. Jordan mentioned a conversation with Swigg Wine and Spirits (in the Independence Mall on Concord Pike) about a wine tasting event on November 20<sup>th</sup> in their new space. David Amado would be on hand, CDs would be available for sale, and the DSO would receive 10% of all wine sales (just before the holidays). Trezise suggested having the Latin Grammy Awards website link their winners announcement page to our website. The

DSO Store website page has not yet been designed and it was agreed that should be a priority. DSO coffee mugs were also suggested.

The DSO Talking Points ideas drafted by Kinsella were discussed. Tyler Holloway provided feedback, mostly in segmenting the points for easier consumption. Babcock offered to work on the draft. Kinsella and Colburn will serve with Babcock as a task force for this effort. The final Talking Points could form the basis for a FAQ (Frequently Asked Questions) page on the website.

The committee welcomed Colburn back to work following his injury and surgery.

The next meeting will take place Wednesday, December 5, 2018, beginning at 11:00 am at the DSO office. There being no further business, the meeting adjourned at 12:14 pm.

Respectfully submitted,

Alan Jordan, Executive Director