Marketing Committee Meeting Minutes / DRAFT
Wednesday, December 5, 2018, 11:00 am

The meeting was called to order at 11:06 am. In attendance were chair Shelley Kinsella; President Charles Babcock; Directors Jimi Honochick and Jeff Ruben; Jan Jessup and Tyler Holloway; Marketing and Administrative Coordinator Daniel Colburn, and Executive Director Alan Jordan.

It was moved by Babcock, and seconded by Holloway, that the minutes of the November 7, 2018, meeting be approved as presented; motion passed.

Jordan reported that there were serious problems with the website host, HostMySite: on two occasions, they shut down our website without consultation because they said they detected unusual activity from foreign IP addresses. After discussing options with Trellist, we migrated the site to WP Engine. The migration was smooth, our website was "scrubbed," and Mike Mekailek deserves much credit for overseeing the technically complicated process. The committee reviewed the distributed Concert Revenues and Attendance Report and accompanying sales charts.

Attention shifted to the Talking Points draft, which featured question answer submissions and suggested edits by David Amado, Charles Babcock, Daniel Colburn, and Alan Jordan. Kinsella suggested three versions of the final document: a one-page "cheat sheet;" a four-page version geared toward the donor perspective; and a long version for the website FAQ page and for inclusion as a regular feature in the concert program guides. The latter would be treated as an "Ask David" or "Ask the Conductor" section, with responses provided by David Amado in his unique and personal style. Kinsella sought reactions from members and will work on the next drafts of all three versions.

The next meeting will take place Wednesday, January 9, 2019 (a change, to avoid the first business day of the new year), beginning at 11:00 am at the DSO office. There being no further business, the meeting adjourned at 11:40 pm.

Respectfully submitted,

Alan Jordan, Executive Director