



**Marketing Committee Meeting Minutes / DRAFT
Wednesday, January 9, 2019, 11:00 am**

The meeting was called to order at 11:00 am. In attendance were chair Shelley Kinsella; President Charles Babcock; Directors Jimi Honochick, Brian Kelley (telephonically), and Jeff Ruben; Tyler Holloway, Jan Jessup (telephonically), and Joan Sparks; Marketing and Administrative Coordinator Daniel Colburn, and Executive Director Alan Jordan.

It was moved by Ruben, and seconded by Honochick, that the minutes of the December 5, 2018, meeting be approved as presented; motion passed.

Jordan highlighted the distributed Concert Revenues and Attendance Report and accompanying sales charts. We are currently at 87% of our ticket sales goal for the season. We added a second Dover Explorer concert in May, due to demand. Family Concert ticket sales were disappointing, given the appealing program; the net loss for that program is approximately \$21,000. Approximately halfway through the current season, we are already within \$5,000 of achieving total ticket sales for Classics and Chamber series concerts in FYs 2018, 2017, and 2016.

The ticket pricing chart was discussed, and the committee recommended that we offer level pricing for the 2019-2020 season Classics and Chamber series, but explore creating special offers and packages to select patron groups (i.e., multiple concert single ticket buyers). Some offers were suggested, including a package involving multiple Wilmington-based presenters. Kinsella encouraged micro-targeting, and others encouraged using influencers. Sparks agreed to serve as Influencer No. 1 and promote a discount offer for Classics Series concert 3. Honochick and Holloway offered to look into other possible influencers in the community.

Kinsella is working on the next draft of the Talking Points draft and will distribute this electronically later this week.

The next meeting will take place Wednesday, February 6, 2019, beginning at 11:00 am at the DSO office. We will continue discussion about the Talking Points, as well as discuss the Chamber Series. There being no further business, the meeting adjourned at 12:00 pm.

Respectfully submitted,

Alan Jordan, Executive Director