**Marketing Committee Meeting Minutes / DRAFT**

**Wednesday, May 1, 2019, 11:00 am**

The meeting was called to order at 11:04 am. In attendance were chair Shelley Kinsella; President Charles Babcock; Directors Jimi Honochick and Jeff Ruben (telephonically); Jan Jessup (telephonically) and tom Trezise (telephonically); Marketing and Administrative Coordinator Dan Colburn, and Executive Director Alan Jordan.

**It was moved by Honochick and seconded by Kinsella that the minutes of the April 10, 2019, meeting be approved; motion passed.**

Jordan reported that through Week 5 of the subscription campaign, we had received 224 renewal orders for 418 seats totaling $100,396 in sales for the Classics Series. This compares to 152 orders for 295 seats totaling $69,795 in sales following Week 5 in 2018.  2019-2020 Chamber Series renewals through the fifth week were 48 orders for 84 seats totaling $17,630; compared to 29 orders for 52 seats totaling $9,640. In addition, we have received 14 new Chamber Series orders for 27 seats totaling $3,240. The distributed Concert Revenues and Attendance Report and accompanying sales charts were reviewed and discussed.

Kinsella announced that the website version of the Talking Points (FAQs) will be run by our fundraising consultants (for messaging consistency) and David Amado before being posted. The consultants and Development Committee should work on the 4-page version to be used for development purposes, and the Marketing Committee will work on the 1-page version for Directors and other volunteers. The website FAQ page will be set up like the People page with dropdowns so longer answers will only be visible with a click.

Tyler Holloway was unavailable to attend, but sent word regarding his research into the Influencers effort. He found his contacts with following from 500-1,500 had a lot of overlap and their content streams were not aligned with the types of content the DSO would want them to share. He encourages a more vetted approach, that will take more time than to be implemented for our May 17, 2019, Classics Series concert. Honochick agreed, but said he was doing some “organic influencing,” sending notes to contacts and promoting our soloist’s film interests.

Under New Business, Babcock talked about the DSO Ambassadors program, noting that Kinsella and he would be drafting a letter to high school music teachers. Jordan reported one of our musicians who is also an elementary school music teacher, expressed interest in a similar program for younger students.

Jordan asked members to consider ways to better connect with our Fourth of July concert audience (for whom we have no information as the concert is free). Jordan suggested a contest to ring a bell during the 1812 Overture. Kinsella charged the committee with thinking about this and bringing suggestions to the June meeting.

The next meeting will take place Wednesday, June 12, 2019, beginning at 11:00 am at the DSO office. This will be a brainstorming session for the Fourth of July concert and committee focuses for next season. There being no further business, the meeting adjourned at 11:45 am.

Respectfully submitted,

Alan Jordan, Executive Director