



**Marketing Committee Meeting Minutes / DRAFT
Thursday, August 8, 2019, 11:00 am**

The meeting was called to order at 11:07 am. In attendance were chair Shelley Kinsella; President Charles Babcock; Directors Jimi Honochick and Brian Kelly (telephonically); Tyler Hollaway, Jan Jessup (telephonically), Jeff Ruben, and Tom Trezise; Executive Director Alan Jordan, and Interim Marketing Coordinator Martin Martinez.

Jordan reported that Dan Colburn was on extended medical leave, and he has hired Martin Martinez as an Interim Marketing Coordinator. Martin was introduced and shared his thoughts and ideas on expanding the DSO's social media presence.

It was moved by Holloway and seconded by Honochick that the minutes of the June 12, 2019, meeting be approved as corrected (Holloway mis-spelling in paragraph 1); motion passed.

FY19 Concert Revenues and Ticket Sales and 2019-2020 Subscription Campaign reports were reviewed. Through Week 19 of the subscription campaign, we had received 290 renewal orders for 543 seats totaling \$126,585 in sales for the Classics Series. This compares to 265 orders for 509 seats totaling \$118,715 in sales following Week 19 in 2018. 2019-2020 Chamber Series renewals through the 18th week were 63 orders for 111 seats totaling \$23,720; compared to 59 orders for 107 seats totaling \$19,240 in 2018. In addition, we have received 19 new Chamber Series orders for 35 seats totaling \$4,300.

While the Google Ad Words grant period has expired, the DSO continues to receive in-kind support; we have not been charged for ongoing ads.

The student ambassadors draft letter to New Castle County principals was reviewed and suggested edits were made. Jordan has reached out to a contact at DDOE to get a current list of principals so the letter can be e-mailed soon.

86 members of the DSO's July Fourth concert audience participated in the e-quiz and we have captured their e-mail addresses. Staff is working to craft a follow-up e-mail inviting them to

stay connected to the DSO and offering a special discount for attending an upcoming concert. Holloway offered to help with this project.

The committee brainstormed on current season marketing focuses. Martinez wants to develop an Instagram campaign, involving DSO musicians and others. Trezise mentioned a University of Delaware student who might be interested in interning for this project. The FAQs developed by the committee last season will be posted on the DSO's website. DSO Euro stickers were suggested. Discussion turned to developing the DSO small ensemble program as a way to provide more work for musicians and get the DSO's name out more broadly. Making sure area wedding planners and location event coordinators are aware of this option is a good first step.

The next meeting will take place Wednesday, September 4, 2019, beginning at 11:00 am at the DSO office. There being no further business, the meeting adjourned at 11:58 am.

Respectfully submitted,

Alan Jordan, Executive Director