



**Marketing Committee Meeting Minutes / DRAFT**  
**Wednesday, October 2, 2019, 11:00 am**

The meeting was called to order at 11:05 am. In attendance were chair Shelley Kinsella; President Charles Babcock; Director Jimi Honochick; Tyler Holloway, Jan Jessup (telephonically), Jeff Ruben (telephonically); Executive Director Alan Jordan, and Interim Marketing Coordinator Martin Martinez.

**It was moved by Honochick and seconded by Holloway that the minutes of the September 4, 2019, meeting be approved as corrected (“...connecting with Secretariat, an events planning service...”); motion passed.**

Jordan reported that, through Week 27 of the subscription campaign, we had received 293 orders for 551 seats totaling \$127,835 in sales for the Classics Series. This compares to 275 orders for 555 seats totaling \$129,740 in sales following Week 27 in 2018. 2019-2020 Chamber Series orders through the 27<sup>th</sup> week totaled 79 orders for 135 seats totaling \$25,020, including 16 new Chamber Series orders for 29 seats. Pro-rated Classics Series subscriptions for the remaining four concerts will be marketed to September 27, 2019, single ticket buyers. Last year, approximately 25 more seats were sold this way.

Classics Series concert 1 sales were disappointing: with total tickets out being the lowest result since our return to The Grand (full-time) in 2016-2017. Social media activity was strong.

A list of the New Castle County principals' e-mail address is not available to us from the DDOE. Mike Mekailek created a list following online research, and the Ambassadors Program letter will be sent out this week. Babcock confirmed that Sharon Babcock is willing to perform some follow-up telephoning to principals to make sure they received the e-mail and act on it.

Martinez reported on social media efforts tied to Classics Series concert 1: On Facebook, we had 2,500 opens, and 553 engaged (liked or shared), but only 12 clicks to our ticketing link. He is working with David Amado on future content development.

Holloway reported on recent improvements to the DSO website page, including categorizing and improving navigate for our new FAQ section. The FAQs page will be listed under both the “Events” and “About Us” tabs. Trellist has also added links so browsers can share events pages on Facebook.

Martinez shared draft DSO stickers Euro decals designed by Sandy King at Geiger. Following discussion, the committee agreed that we should pursue oval Euro-style stickers (inside and outside) and investigate magnets.

The next meeting will take place Wednesday, November 6, 2019, beginning at 11:00 am at the DSO office. There being no further business, the meeting adjourned at 12:00 pm.

Respectfully submitted,

Alan Jordan, Executive Director