



THE DELAWARE SYMPHONY ORCHESTRA

DAVID AMADO, MUSIC DIRECTOR

Marketing Committee

October 5, 2016, 11:00 a.m.

Meeting Minutes / DRAFT

The meeting was called to order at 11:05 am by Chair Lee Tashjian. In attendance were directors Shelley Kinsella and Lee Tashjian; President Charles Babcock; Jan Jessup, Joan Sparks, Tom Trezise; Musician Karen Schubert, Administrative Coordinator Dan Colburn, and Executive Director Alan Jordan.

It was moved by Trezise, and seconded by Sparks, that the minutes of the June 6, 2016 meeting be approved with one correction: "Jessup noted the "fail forward faster" concept and remarked..."; motion passed.

Trellist's Marketing Support Services Proposal was reviewed and discussed. Babcock announced board member Jennifer Golek offered pro bono services from Capital One for handling the list consolidation project. Members expressed hesitation based on experiences with other non-profits and suggested Capital One's generous offer might be used for other projects. As a paid consultant, Trellist would be obligated to fix any problems encountered, and their expertise in social media would be useful, during the consolidation. Following debate about prioritizing the four projects, it was decided Trellist should recommend the process. Jessup encouraged offering free tickets to subscribers to share with friends, family, and other prospects. DSO musicians should be involved with the brand and marketing strategy projects and the communications plan required to inform DSO's various constituencies of the changes precipitated by the projects. By consensus, the committee agreed to recommend that the Board accept this proposal. The Board will need to track the return on this investment and Trellist should recommend what metrics should be used for this assessment. Trellist should also recommend an internal communications plan for sharing changes precipitated by these projects with DSO constituency groups.

Jordan described schedule change considerations for the 2017-2018 season and asked for reactions. Members felt the planned changes, which would evenly spread out Classics and Chamber Series concerts and remove some conflicts with other regional presenters, were reasonable and appropriate.

Jordan presented sales status reports for recent and upcoming concerts. It was suggested that pre-concert remarks include an audience question: "Who is new to the DSO tonight?"

There being no further business, the meeting adjourned at 12:30 pm.

Respectfully submitted,

Alan Jordan, Executive Director



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