



THE DELAWARE SYMPHONY ORCHESTRA

DAVID AMADO, MUSIC DIRECTOR

Marketing Committee
November 2, 2016, 11:00 a.m.
Meeting Minutes / DRAFT

The meeting was called to order at 11:08 am by Chair Lee Tashjian. In attendance were director Lee Tashjian; President Charles Babcock; Jan Jessup (by telephone), Joan Sparks, Tom Trezise; Administrative Coordinator Dan Colburn, and Executive Director Alan Jordan.

It was moved by Trezise, and seconded by Sparks, that the minutes of the October 5, 2016 meeting be approved as presented; motion passed.

Jordan reported that a Master Agreement and Scope of Work had been presented to the DSO for acceptance. Details relating to the Scope of Work, including the payment schedule, were still being refined, but the agreement should be completed soon. Members of Trellist's team will attend a meeting with DSO staff members (Dan Colburn, Alan Jordan, and Mike Mekailek) on November 2 to map out plans for accomplishing the four projects: List Consolidation, Brand Identity and Strategy, Marketing Strategy, and Website Development. Trellist will be asked to send a representative to occasionally make status reports to the Board.

Jordan highlighted information included in the Concert Revenues and Attendance Report and accompanying charts. Chamber Series subscriptions matched the total (109) for last season, and single ticket sales for the October 18 concert beat those for last season by more than 60%. Upcoming promotion plans for the November Classics Series Concert 2 and Family Concerts were described. Members added suggestions for marketing the Family Concerts, where ticket sales are currently slow. Posters were distributed and some members offered to distribute postcards. Upon Jessup's suggestion, the DSO will distribute gift certificates good for tickets to a future 2016-2017 season concert as holiday gifts for all subscribers (Classics and Chamber series) to give to friends, family, and associates. The certificates must be completed with the subscribers' gift recipients' contact information.

Due to a schedule conflict, the next meeting of the Marketing Committee will be moved and take place on the second Wednesday of the month, on December 14, 2016 beginning at 11:00 am at the DSO office.

There being no further business, the meeting adjourned at 11:56 am.

Respectfully submitted,

Alan Jordan, Executive Director



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