



THE DELAWARE SYMPHONY ORCHESTRA
DAVID AMADO, MUSIC DIRECTOR

Marketing Committee
December 14, 2016, 11:00 a.m.
Meeting Minutes / DRAFT

The meeting was called to order at 11:07 am by Chair Lee Tashjian. In attendance were directors Shelley Kinsella and Lee Tashjian; President Charles Babcock; Jan Jessup, Joan Sparks, Tom Trezise; Administrative Coordinator Dan Colburn, and Executive Director Alan Jordan.

It was moved by Sparks, and seconded by Kinsella, that the minutes of the November 2, 2016 meeting be approved as presented; motion passed.

A Trellist Projects Status Report was reviewed. The list consolidation has been deferred until January to avoid complicating the calendar year-end donation entry process. A conference call involving Trellist, DSO, and PatronManager representatives will occur to avoid problems and missteps in the consolidation process. Trellist will present Brand Identity and Strategy concepts at a December 21, 2016 meeting. Kinsella, Tashjian, Jessup, Sparks, and Trezise all expressed interest in attending. Trezise emphasized the need for Trellist to make recommendations about touch points with patrons: their frequency, messaging, and content. An FAQ page on the new website, including an interactive blog for patron inquiries and responses, was also suggested.

The Concert Revenues and Attendance Report was addressed. While artistically successful and well received by the audiences, it is uncertain whether or not the Family Concerts total attendance of 558 (and sales of 485) should be considered a success. This did not achieve budgeted sale goals. The venue at Cab Calloway also presented problems, and the Family Concert next season may take place elsewhere, and include a runout to Dover.

Copies of the DSO 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 were distributed, with universal approval. (These were an initiative suggested by the committee.) The certificates are being mailed with holiday greeting cards this week.

Jordan asked for ideas for promoting the March 26, 2017 concert in Dover. A Kent County Committee has been formed and has met twice (with small numbers). Partnerships with Modern Maturity Center and the Schwartz Center are in the works, with additional future efforts involving the Dover AFB Officer's Wives Club, the higher education facilities there, and schools in the Caesar Rodney district. 2017 is the 300th Anniversary of the City of Dover; the mayor and Jordan are in e-mail contact. Members suggested a pre-concert reception at Woodburn House (hosted by Mrs. Carney); offering complimentary tickets to area clergy and asking them to announce the concert to their congregation; and scheduling DSO musicians to perform in area churches on March 19th.

The next meeting of the Marketing Committee will take place on Wednesday, January 4, 2017 beginning at 11:00 am at the DSO office.

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

Respectfully submitted,

Alan Jordan, Executive Director

