



THE DELAWARE SYMPHONY ORCHESTRA

DAVID AMADO, MUSIC DIRECTOR

Marketing Committee

January 4, 2017, 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 Matt Di Guglielmo (by telephone), Jeff Ruben and Lee Tashjian; President Charles Babcock; Jan Jessup, Tom Trezise; musician Karen Schubert, Administrative Coordinator Dan Colburn, Patron Relations Associate Mike Mekailek, and Executive Director Alan Jordan.

It was moved by Ruben, and seconded by Jessup, that the minutes of the December 14, 2016 meeting be approved as presented; motion passed.

Trellist's December 21, 2016 presentation was projected and the committee shared reactions:

Slide 5: Success should include increased interest and appeal of musicians, as well as a signature event or activity that would create differentiation. The Orchestra is viewed as "outstanding." What does Trellist mean by "indirect audiences?" Increased subscriptions and single ticket sales should be combined. Donations of all forms (including planned gifts, endowment) should be included. Question marks following answers should be removed.

Slide 6: Fix Philadelphia Orchestra's name (no Symphony). Competition includes all leisure and cultural pursuits.

Slide 7: Augmented reality is a combination of virtual and real experiences, i.e., Pokemon Go! Pursue digital experiences, like placing GoPro cameras in the orchestra and providing website browsers the opportunity to view a live performance from within using the Oculus app. with their mobile phones and viewers. The "coolness factor" needs to be emphasized.

Slide 9: Enriching lives could mean for new patrons passing the experiences on to future generations, including children and grandchildren. We should pursue a "pay it forward" program where a free ticket is provided to an underserved community member with every ticket purchased.

The tag line, "Beyond Words" gained traction with the committee. They also like the concept of creating DSO Fans. They still struggle with the word ephemeral; it doesn't capture the positive essence of the unique/once-in-a-lifetime experience. The committee also appreciated the quoted comment of the 11-year-old girl who attended the November 2016 Family Concert, "That's how they do it!"

Slide 11: The proposed additional core value suggests a, "This is good for you!" attitude. Relevancy is more of a responsibility than a value. A better additional core value might be, "Contributing to a vibrant community." Vibrant communities and orchestras are interwoven.

Slides 10 and 15: We should preserve, "audiences everywhere" so as not to limit. We are including demographic and geographic considerations, and want to highlight the "Access for All" core value.

Slide 16: The suggested value proposition is too dense and amorphous. It needs to be "nailed down." It should have an "Aha!" quality to it and be intuitive. New patrons are also interested in getting their money's worth.



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Slide 21: Sophisticated, intelligent, experienced, cultivated, and worldly should be struck, because of their negative/exclusive/elite connotations. Human, spine-tingling/stimulating/moving should be added. A Google search of emotional words revealed an interesting list from a University of Wisconsin study. Additional possibilities: transported, transcendent, and/or transformed.

Slide 22: Opportunity for reflection/mindfulness should be moved to Emotional benefits. Intellectual stimulation should be added to Rational benefits.

Slide 23: Important contributor... and Vital player... are perceptions not realized during the concert experience.

Slide 25: Ownables should include our DSO musicians. While the focus group's quote is noted, we should position the DSO as Delaware's Orchestra; not just Wilmington's.

Slide 26: Fiscal responsibility should not be omitted from the list of core values.

Jordan provided a very brief report on plans for the 2017-2018 season Family Concert. It was agreed this new presentation should be tested for at least two more seasons.

The next meeting of the Marketing Committee will take place on Wednesday, February 1, 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