



THE DELAWARE SYMPHONY ORCHESTRA

DAVID AMADO, MUSIC DIRECTOR

Marketing Committee
March 1, 2017, 11:00 a.m.
Meeting Minutes / DRAFT

The meeting was called to order at 11:08 am. In attendance were directors Matt Di Guglielmo and Jeff Ruben; President Charles Babcock; musician Karen Schubert; Administrative Coordinator Dan Colburn, Executive Director Alan Jordan; and Trellist representatives Amy Dean and Tyler Holloway.

It was moved by Ruben, and seconded by Di Guglielmo, that the minutes of the January 4, 2017 meeting be approved as presented; motion passed.

Trellist's Brand Identity and Strategy presentation was projected and the committee shared reactions:

Members provided much good feedback on the value proposition drafts (slides 5-10). The phrase, "moments of" should be removed, as it suggests there are other moments that are not as impactful. Trellist will refine this for the next meeting.

Of the many logo options, members gravitated more toward 3C (slide 17) and 7 (slide 22); however, none have achieved the "aha" moment.

The two tagline options that appealed most were "Magic. By every measure." (slide 25) and "Beyond Words" (slide 27).

Creative concept/website design option 3 (slides 39-42) was strongly favored over 1 and 2.

The balance of the agenda was deferred until the next meeting.

The next meeting of the Marketing Committee will take place on Wednesday, April 5, 2017 beginning at 11:00 am at the DSO office.

There being no further business, the meeting adjourned at 12:20 pm.

Respectfully submitted,

Alan Jordan, Executive Director



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