



THE DELAWARE SYMPHONY ORCHESTRA

DAVID AMADO, MUSIC DIRECTOR

Marketing Committee
May 10, 2017, 11:00 a.m.
Meeting Minutes / DRAFT

The meeting was called to order at 11:04 am by Chair Lee Tashjian. In attendance were directors Tashjian, Matt Di Guglielmo, Shelley Kinsella, and Jeff Ruben (telephonically); President Charles Babcock; Jan Jessup; Tom Trezise; Administrative Coordinator Dan Colburn, Executive Director Alan Jordan; Development Director Kristin Peterson; and Trellist representative Tyler Holloway.

It was moved by Trezise, and seconded by Kinsella, that the minutes of the March 1, 2017 meeting be approved as presented; motion passed.

Tashjian began the meeting by summarizing recent developments. Trellist provided logo concepts to David Amado and Alan Jordan on May 4, 2017 and the results of that meeting will be shared today with the Committee. The goal is to agree on a new logo design, and recommend that design to the Board of Directors for adoption. The new design could be unveiled at the June 12 Association Annual Meeting.

Holloway began the presentation by stating that both previous and new concepts were considered, and new designers were brought into the process to provide “fresh eyes.” The desire was to maintain the vibrancy, excitement, and multi-color traits identified during the brand identity process, and relating to the selected tagline, “Beyond Words.”

Members considered several alternative logo designs, but none seemed just right. The committee did not make a final determination. Instead, they asked Trellist to consider several further concepts.

The Committee agreed to reconvene on Tuesday, May 16, 2017 beginning at 9:00 am at the DSO office to review Trellist’s new proposals.

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

Respectfully submitted,

Alan Jordan, Executive Director



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