



THE DELAWARE SYMPHONY ORCHESTRA

DAVID AMADO, MUSIC DIRECTOR

Marketing Committee
May 16, 2017, 11:00 a.m.
Meeting Minutes / DRAFT

The meeting was called to order at 9:07 am by Chair Lee Tashjian. In attendance were directors Tashjian, Shelley Kinsella, and Jeff Ruben (telephonically); President Charles Babcock; Jan Jessup; Tom Trezise (telephonically); Administrative Coordinator Dan Colburn, Executive Director Alan Jordan; Development Director Kristin Peterson; and Trellist representative Tyler Holloway.

Tashjian thanked Trellist for their good work and reminded Members that our goal was to agree on a new logo design, and recommend that design to the Board of Directors for adoption.

The Committee was presented and considered two new proposals, the results of their request. Following discussion, Members resolved to adopt one of the two proposals which the Committee believed to best represent the essence of what the DSO is and strives to be. They selected a unique logo that expresses what the DSO offers—excellent, professional, symphonic music—in a blaze of symbols representing orchestral instruments performing on a stage to the delight of its audience members.

The Committee requested that the color of the word, “SYMPHONY” be changed from black to red. The three lines under the name were debated, but, in the end, were endorsed. Trellist was given latitude to further explore both the block and tapered formats of the name. The final version, along with presentations for various vehicles (i.e., printed materials, website, etc.) will be provided by Trellist and distributed with a cover memorandum from Tashjian to the Board for adoption.

There being no further business, the meeting adjourned at 10:00 am.

Respectfully submitted,

Alan Jordan, Executive Director



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