

TSO MARKETING COMMITTEE MEETING MINUTES
Wednesday, January 6, 2016, Room 1118, 3:15-4:50 p.m.

Committee members present: Bill Greaver, Chuck Kimbrough, Chris Steele, Edie Heppler, Howard Frank, Joanne Gainen, Katharina Bömers-Muller, Nancy Rogers, Paul Maffeo, Ruth O'Connell, Sue Black,
Absent: Virginia Binder, Monika Hall, Lynn Thomas, Jim Cushing, Gloria Campbell, Jay Balakrishnan, Randy Buehler

- The meeting was called to order by the chairwoman, Joanne Gainen, at 3:15 p.m.
- Attendees and absentees are noted above.

The minutes of the 12/10/15 TSO Marketing Committee Meeting were approved by consensus.

Updates

1. Restructure of Marketing Committee

- Randy Buehler has resigned as Chair of the Marketing Committee; he will remain Chair of the *TELOScope* Committee.
- Joanne Gainen will assume the role of Chair of the Marketing Committee.
- Committee meeting dates will be the first Wednesday of the month from 3:15 p.m-5
- New members: Howard Frank and Katharina Bömers-Muller were welcomed.
- Bill Greaver volunteered to contact TSO members who have indicated an interest in participating on the Marketing Committee. Edie Heppler agreed to provide contact information to Bill.
- Since Joanne has assumed her new position, a new secretary is needed. Chris Steele will serve temporarily.
- In the near future, the issue of cross-training committee members will need to be addressed, i.e., Facebook, Website

2. TSO Member Survey – Joanne Gainen

- The schedule:

Landing page: Joanne will work with Virginia to create a 'landing page' prior to sending the invitation.
Invitation: Tuesday, January 12 th , 7 PM
Reminder 1: Tuesday, January 19 th , 7 PM
Reminder 2: Tuesday, January 26 th , 7 PM
Last-chance reminder: Friday, January 29 th , time TBD
Survey closing date: Monday, February 1 (estimated)
Progress report to Marketing Committee: March 2
Final report to Marketing Committee: April 6

Since Joanne will be using one of her personal business resources, there will be no cost for emailing the survey.

3. Email Marketing Campaign– Sue Black and Joanne Gainen

- Joanne shared a mockup of the message to be sent. GoDaddy will probably be the host and cost will be \$9.99 per month.
- The first message is scheduled for February 1.
Note: Project is outlined in minutes of the December 10th meeting

2. Crossroads Outreach –

- Table in Crossroads Mall
 - The Spring Quarter Preview is scheduled for March 10. Ruth O'Connell will secure a table in Crossroads Mall. Ruth and Chris Steele will arrange to submit appropriate forms by January 15 requesting a February 29 date. Edie Heppler, Howard Frank, and Nancy Rogers will serve as table hosts on Monday February 29.
 - Eddie Heppler will check with BCCE staff and invite them to share the table for recruitment of potential students.
 - Chuck Kimbrough meets with a group of men at Crossroads Mall the first Wednesday of the month. Chuck suggested he could [request a table for the hour after his monthly meeting so he and maybe one other person would be permitted to circulate with TELOS materials.](#)
- The next Cultural Conversations will be on February 3; Edie Heppler and Kathy Shoemaker are planning on attending.

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- c. Edie Heppler and Kathy Shoemaker also plan to attend the Indian Women's Lunch on March 10
- 3. **Media**
 - a. Newspaper promotion:
 - i. The deadline for submitting material for the Living Better insert in the Bellevue Reporter (including Mercer Island) is February 2. Gloria Campbell has written an article on the history of TELOS which will be submitted for publication in this venue. Joanne Gainen and Sue Black will submit Gloria's article.
 - ii. Since purchasing ad space increases the likelihood of getting an article published, TSO will purchase a small ad in this publication. Jen Gralish, Sales Consultant for the Bellevue Reporter, indicated that creative services are available at no extra charge. Howard Frank and Chris Steele will provide the logo, website and other appropriate information to the Bellevue Reporter for design of the ad.
 - b. Radio
 - i. PSAs: Edie Heppler will pursue
 - ii. Feature on local commercial radio: Chuck Kimbrough will pursue
 - c. Television
 - i. Chuck Kimbrough will pursue connecting with Wendy Fisher
- 4. **Westminster Senior Fair March 12, 2016**
 - a. Bill Greaver will chair this effort. To date, Angela has not received the application form from Overlake Hospital Project Lead; she will follow-up. TSO will need to staff the booth from 10 a.m. to 3 p.m.; Bill recommends that three volunteers work for one hour. Handouts of classes offered during Spring Quarter will need to be prepared.
- 5. **TELOScope Articles**
 - a. Kathy Shoemaker has submitted articles on the December seminars Emergency Preparations and Birds in Winter
 - b. Chuck Kimbrough will submit his article on Jim Maynard's seminar on American Polity by January 11; he will also submit an article on both the Holiday Party and the Concert
 - c. Randy Buehler plans to write articles on a TELOS instructor as well as Winter Quarter enrollments
 - d. Since we will not have approval for the March seminars, they will not be mentioned in the next issue
- 6. **TSO Events Promotion-Coffee & Wisdom and Seminars**
 - a. Process: Chris will send information to Katharina for wordsmithing as appropriate. Virginia who will email as appropriate. Joanne will post information on Facebook. Chris will post on the TSO Calendar.
 - b. Printed information will also be inserted into class folders.
- 7. **Microphone for use at TSO events:** Chuck Kimbrough investigated the best options for wireless microphones and received a recommendation to work through Morgan Sound. It was agreed that this should be pursued by the Curriculum Committee.
- 8. **New Business:**
 - a. Promotional Materials to King County Libraries—Chuck Kimbrough will create a committee to investigate distribution of class information through various libraries.
 - b. **Speakers Bureau** (Outreach to Rotary/Kiwanis/etc.)—Chuck Kimbrough will invite Steve Kalish, Steve Funk and Arnold Kern to discuss. Chuck will draft information to be included in a PowerPoint presentation; Chris Steele will create the PowerPoint.

The meeting was adjourned 4:50 p.m.

The next regular Marketing Committee meeting will be held on Wednesday, February 3rd, from 3:15 p.m.-5 p.m. in Room 1128.

Respectfully submitted,

Chris Steele
TSO Marketing Committee Member