

## TSO Marketing Committee Meeting Agenda

January 14, 2015

- I. Meeting called to order at 3:18 by Penny Rathbun
- II. Attendees: Virginia Binder, Sue Black, Jim Cushing , Bill Greaver, Tim Hay, Chuck Kimbrough, Andy Kranz, Penny Rathbun, Chris Steele; Guest: Angela Young (joined meeting in progress)
- III. Jim Cushing's beautifully written minutes were approved as submitted
- IV. Old business:
  - a. TSO participation in Senior Fairs and Farmer's Markets
    1. Tim: Trying to connect with Charlene Runio, coordinator of Overlake Hospital's Active Senior Fair at Westminster Chapel. Event may be pushed to April/May. Hopefully they will send email to potential vendors/sponsors. TELOS/TSO needs to obtain table drapes, banner, etc.
    2. Penny to submit motion to TSO Council: The Marketing Committee recommends that the TSO Council approve participation in the Overlake Hospital's Active Senior Fair at Westminster Chapel if the vendor charge is reasonable and less than \$1000. Motion approved.
  - b. Marketing projects for 2015
    - i. Chuck:
      1. Banners pedestrian overpass: There are 2 locations in Bellevue where banners may be hung for 2-3 weeks. TELOS/TSO could hang inexpensive banners regarding TELOS classes or the Orientation meeting. Chuck has a contact and will get an estimate of cost.
      2. The new brochure can be distributed at various/specified Libraries via the Library's distribution system
    - ii. All: need to email marketing ideas to Penny
  - c. Coffee and Wisdom
    - i. Jim:
      1. Provided handout regarding scheduled offerings (See Attachment)
        - a. Feb: Ron Hobbs need to
          - i. Change title of lecture
          - ii. Post letter sent out via email on TSO website
      2. Jerry Haines wants to come back and talk about Gaza
  - d. Class Handouts re TSO Events
    - i. Issue: We need to get information to everyone not just those on TSO list.
      1. Jim ran off 200 copies regarding C&W for classroom packets; many left.
      2. Could Curriculum Committee encourage Class Assistants/instructors to mention/push promotional material? Options:
        - a. Maybe do 2<sup>nd</sup> week of classes
        - b. Handout to each position in room; downside would be cost

V. New Business

- a. Marketing to South Sound Softball Men's Association (35 teams represented)
  - i. Tim identified an opportunity to market TELOS classes to this group. Chuck & Tim will be meeting with them on January 21 for ten minutes. A cover sheet and copies of the BCCE Catalog will be provided.
  - ii. Depending on response, TSO may want to reach out to other senior athletic leagues.
- b. Comments made while Angela was present:
  - i. Angela:
    1. Thanks for distribution of catalogs for Winter Quarter classes
    2. Gear Up is coming to BCCE North Campus next fall. They will need classrooms during the day.
    3. Need help researching:
      - a. best option for getting a list of individuals over age X so can send promotional material
      - b. obtaining skirt for tables-cost, design, etc.
  - ii. Other:
    1. Tim: need to market to people we know such as old school chums—
    2. Chris: Osher has list of partners; perhaps TELOS/TSO could develop a similar relationship with the same as well as other organizations.
  - iii. Penny to submit motion: The TSO council allocates a budget of \$1000 for marketing expenditures as those expenditures are approved by Marketing Committee. Approved.

VI. Adjournment 4:54; next meeting February 11

Respectfully submitted,

Chris Steele-Interim Note taker