

## TSO Marketing Committee Meeting Minutes

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 of the 12/10/14 meeting 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. Year-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