

Marketing Committee Minutes

Wednesday, February 1, 2017, 3:30-5:00, Room V-1128

Meeting called to order at 3:30 p.m.

1. Administrative

- a. Present: Joanne Gainen, Nancy Rogers, Bill Greaver, Chris Steele, Paul Maffeo, Jordan McCabe
- b. Absent: Virginia Binder, Chuck Kimbrough
Sandi Medendorp has resigned
Dee Koger resigned
Randy Beuler resigned
Sue Black will try to come to the March 1 meeting
- c. January minutes approved by consensus

2. TSO Brochure Update

- a. New list sign-ups; how did they hear about TSO? About 25 signed up with the newcomer brochure.
- b. The newcomer brochure is working well. We have enough for next quarter.
- c. Laurie Philips is going to print 200 of the 'skinny' catalogs. TELOS will pay for them. If we run out, we'll hand out the regular catalogs with the labels that direct readers to the TELOS section.

3. Outreach

- a. Crossroads Table, Wednesday, March 8, 11:00-1:00 – volunteers needed:
Jordan, Nancy, Joanne, Edie
 - The tall TELOS sign exceeds Crossroads specifications.
 - Laurie has a table cloth, a 22 x 20" table banner, a few TELOS pens, etc. to give away, and preview fliers.
 - One of the volunteers will pick those up from Laurie either on Tuesday or early Wednesday.
- b. Overlake Active Senior Fair, Saturday, March 11: Bill Greaver manages this event. He circulated a sign-up sheet for Committee members to work a one-hour shift. Giveaway items that might attract visitors are pens or mini magnifying glasses.
- c. Special Event: TSO is co-sponsoring a special event with Eastside Neighbors Network. The event features a conversation with Atul Gawande,

surgeon and author of “Being Mortal: Medicine and What Matters in the End.” Robin Young of NPR will moderate. The event will be held on Monday, February 13th from 1:30-3:00 at the Bellevue Library, room 1, 1111 110th NE. It will be live-streamed from Beacon Hill Village in Boston to 150 locations nation-wide. Committee members who wish to assist should meet at 12:30 to set up chairs and tables and are welcome to stay and “mingle” with all participants. [Registration is now at 100.]

4. Media

- a. TELOScope report: Sue and Sandi are working on the Spring TELOScope issue. Articles will include a summary of classes that will be offered; an article on the holiday party; volunteer opportunities at TSO; reports on several seminars and C&W sessions; books suggested by TSO members; an article about TSO members who are working artists; and information on the next Open House where interested individuals can meet several of the Spring TELOS instructors (many new this quarter).
- b. New Day NW Taping January 23: Sandy, Bill, and Paul were in the audience, which consisted of about 20 people. Sandy promoted TELOS to the person running the show, who seemed very receptive to TSO’s message. Sandy will follow up with the New Day NW admin regarding our goals and what we want to promote.
- c. TEDx Talk: BCCE is hosting a TEDx talk this quarter. Joanne talked to administrator Alonda Williams about having a table for TELOS at the event. Alonda reported that all tables are occupied with sponsors; she will keep Joanne informed if other opportunities arise.
- d. ValPak Promotion: Edie reported that we will not be running an ad for Spring Quarter but will probably resume in the Fall. Most likely will confine our ValPak outreach to Bellevue.
- e. Facebook page: Nancy has deactivated her Facebook account, so can no longer update the page. Edie will keep working on it.
 - Edie found it difficult to post on Facebook. She nevertheless feels that the page is worth keeping up. Response varies; more posts and responses from visitors are needed.

- Edie will look into reaching the demographic we want through Facebook and possibly Google ads.
- f. Third Act Magazine: The TSO article was published at:
<http://www.3rdactmagazine.com/blog/eastside-lifelong-learners-telos-tso/>.

5. New Business

- g. Paul plans to attend the annual East Side Heritage fund raiser. While there, he will look into possibilities for promoting TELOS at the event in the future.
- a. Paul will check to see if our catalogs are gone from Overlake hospital waiting room.
- b. Edie will put our literature in the Evergreen clinic waiting room. She will talk to Laurie Phillips about getting material for the B&G Club and will discuss TELOS posters with Laurie.

Meeting adjourned at 4:23 p.m.

Next meeting: Wednesday, March 1, **1:00-2:30** p.m., Room V-1128

Prepared and Submitted by:

Joanne Gainen

Jordan McCabe