

## **TSO Marketing Committee Minutes**

**Wednesday, April 5, 2017, 3:45-5:00, Room 1128**

<b>Present:</b> Joanne Gainen, Edie Heppler, Chuck Kimbrough, Paul Maffeo, Chris Steele
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**Next meeting: Wednesday, May 3, 3:45-5:00, Room 1128**

### Administrative

- a. March minutes were approved.
- b. Two members have resigned: Jordan McCabe, Secretary, and Sandy Fredric, at-large member. Joanne will follow up with TSO contacts who have indicated interest in Marketing.
- c. Melissa Carnahan, Director of TELOS/Teen/ Personal Development programs, and Gayle Solberg, BCCE Marketing, were unable to attend. Chris recommended that we arrange a half-hour meeting with them to coordinate scheduling of regular marketing activities. Joanne and Chris will organize the meeting.
- d. Edie reported that TELOS has over 800 registrations this term, with more still expected. We will tally the number of new TSO sign-ups and report at the May meeting.

### Outreach

- a. Woodinville Rotary Talk: Chuck met with the Woodinville Rotary Club and plans to present his talk at other Rotary Club meetings in the months ahead. He has also made a contact at Kiwanis. He requested photos of materials from various classes to liven up the presentation.
- b. Crossroads: About 30 copies of the TELOS course bulletin were distributed by Edie, Jordan, Joanne and Nancy at the Community Table at Crossroads Mini City Hall on March 8.
- c. Overlake Active Senior Fair, March 11: Bill Greaver organized more than a dozen volunteers to interact with visitors at this annual event. Bill was not present at the meeting to report, but the event was considered highly successful by participants who were at the meeting.
- d. Open House/Course Preview, Thursday, March 16: Tim Hay and Chris Steele managed this event, which drew about 30 people including instructors, according to Chris.

- e. Catalogue Distribution for Spring Quarter: Paul reported that all course catalogs left at Overlake ER have been taken. He recommended that we increase the number of catalogs placed at that location each quarter.
- f. TELO/TSO Business Cards: Chris provided copies of the new two-sided business cards – one side for TSO, one side for TELOS. Purpose of the cards is to reduce calls to the TELOS office that should be directed to TSO.
- g. City of Bellevue “Listening Session” invitation: Joanne will review TSO and ENN contact lists to identify participants in the focus-group style meetings on older adults conducted by the City.

Media

- a. TELOScope report: On schedule. Chuck will suggest that Sue include an article about the large number of TSO volunteers who support TELOS.
- b. Facebook page: Edie has posted several items. We need to recruit more TELOS students to like and follow the page. Edie will try “sponsoring” some posts and will work out payment arrangements with the Front Office.
- c. Proposed PSA for TELOS: Joanne has not been able to contact Claudia Lawry but will do so in April. Mark Waldstein was recommended as someone who might be interested in directing this project. Joanne will contact Mark as well as Claudia.

New business

- a. Instructor Appreciation Day: Edie has documented all aspects of this new event and will ask the Events Committee to manage it in future quarters.

5:00 Adjourn

***Spring Quarter Meeting Schedule:***

<b>Date</b>	<b>Time</b>	<b>Location</b>
<b>05/03/17</b>	3:45-5:00	V1128
<b>06/07/17</b>	1:00-2:30	V1128

***Committee Distribution List:*** Joanne Gainen, Bill Greaver, Edie Heppler, Chuck Kimbrough, Dee Koger (phone 425-883-0281), Paul Maffeo, Ruth O'Connell, Nancy Rogers, Chris Steele

cc: Virginia Binder, Sue Black, Howard Frank; Tim Hay