

## **TSO Marketing Committee Meeting Minutes**

### **Wednesday, June 7, 2017, 1:00-2:30, Room 1128**

1:00 Administrative – Attending: Virginia Binder, Nancy Rogers, Paul Maffeo, Joanne Gainen. Edie Heppler, Chuck Kimbough, and Chris Steele were excused to attend a Bellevue College Board of Trustees Meeting.

- a. Approval of May minutes - approved with a correction noted.
- b. Next meeting: July 5th meeting has been changed to **Wednesday, July 12th, 3:30-5:00, Room 1128**. For Fall quarter meetings, Joanne will ask committee members about preferred times.

1:15 Outreach

- a. Summer Catalog Distribution: Paul reported that he left 25 catalogs at the Overlake ER waiting room and 25 at the main waiting room on May 22. Two weeks later he checked back. All catalogs in the ER waiting room were gone. Eleven remained in the main waiting room. Joanne provided 56 stickers for additional Summer catalogs which Paul will continue to distribute.
- b. Chuck continues to schedule talks at organization meetings.
- c. Edie was scheduled to give a TELOS intro to Seattle Sleepless Singles at their Kirkland meeting. No report.
- d. TSO Brochure Update: The brochure needs to be updated to include the Constitution Club and to include a generic reference to the site of the Annual Meeting and Picnic. Virginia suggested several edits via email. Gayle (via Melissa) alerted us to branding issues. Joanne will follow up with Gayle and arrange publication with changes.
- e. New TSO registrations: No report.
- f. Marketing interest indicated: Joanne sent email in May to about half a dozen people who indicated interest in marketing; no one has responded. She will try following up by email or phone.
- g. "Taste of Telos": Melissa; Gayle Solberg, BCCE Marketing; Jasmina Dimic - tabled for further input. *(from last meeting minutes: By May 15th we will know which instructors will be teaching in fall quarter. Chris will facilitate arrangements and identify instructors to participate. Marty volunteered to assist with table set-up.)* Tabled until date and instructors are known.

- h. Paul reported on contact with AMAC (Association of Mature American Citizens, amac.us). He obtained the name of a contact on their Educational Committee and relayed it to Chris who will send them TELOS information.

1:30 Media

- a. TELOScope report: Virginia reported that the Summer issue has been published online and distributed to classes. Plans are underway for the next issue to be ready about two weeks before online registration begins so the Fall issue can get into the course packets. Virginia needs them about 1-1/2 weeks before online registration begins.
- b. Facebook page: Jasmina has admin privileges and has posted. No information on “Be Neighborly Kirkland” site. (Joanne for Edie)
- c. Proposed video spot for TELOS: Joanne reported on a meeting between Rick Otte, Claudia Lawrey, and Tracy Koretsky. Mark Waldstein plans to participate but was unavailable to meet. All agreed the project is feasible and the draft script is a good start. Work will continue on the script over the summer. The group will consult with Alessandro for administrative guidance.
- d. BMA update: Jerry Bunce wrote on 5/24 that he has not yet heard back from the BMA group about publishing a piece in their newsletter. He is exploring a second connection and will report when he has heard from them.

1:45 Host Appreciation Day: Edie – no new info

2:00 New business: Joanne will check with Ian on the schedule for the Sept 6 meeting.

Summer Quarter Meeting Schedule:

Date	Time	Location
<del>07/05/17</del> <b>7/12/17</b>	3:30-500	V1128
<b>08/02/17</b>	3:30-500	V1128
<b>09/06/17</b>	1:00-2:30 (to be confirmed)	V1128

**Committee members receiving notice:** Joanne Gainen, Bill Greaver, Edie Heppler, Chuck Kimbrough, Dee Koger (phone 425-883-0281), Paul Maffeo, Alexa Munoz, Ruth O'Connell, Nancy Rogers, Chris Steele.  
 cc: Virginia Binder, Sue Black, Howard Frank, ~~Tim Hay~~, Melissa, Gayle, Mina

Respectfully submitted by Joanne Gainen, 6/17/17