

Marketing Committee Minutes

August 4th, 2016 1:45 – 2:30 p.m.

Attendees: Joanne Gainen, Howard Frank, Monika Hall, Paul Maffeo, Nancy Rogers, Chris Steele

Meeting was called to order at 1:45 p.m. by Chair Joanne Gainen.

1. Administrative
 - a. June minutes were approved.
 - b. Next meetings scheduled: Wednesday, September 7 from 1-2:30
2. Valpak Promotion: Howard and Sandy
 - a. Edie, Howard and Sandy met with the representative from Valpak. Using the TSO budget, they agreed to purchase a total of 10,000 addresses in both the south Kirkland and Redmond Ridge areas for \$708.32.
 - b. Valpak used the information provided to create the coupon which will be delivered by August 31
 - c. Chris will alert Chris Ma regarding this project as it may impact BCCE Customer Service since their telephone number is printed on the coupon.
 - d. A copy of the coupon is attached.
 - e. Potentially, TSO will pursue another coupon distribution in November.
 - f. Howard will investigate whether TSO got the discount rate from Valpak's promotion
3. Display Holders
 - a. Chuck will follow-up with Chris Ma regarding status of display holders for TELOS/TSO information. No status.
 - b. Chris purchased a four-tier display holder for TSO information.
4. TSO Tri-fold Brochure
 - a. Joanne distributed a draft; some further revisions were identified.
 - b. TSO has requested a digital copy of the format used for the TELOS brochure so we can be consistent in branding.
 - c. Distribution is scheduled for Fall Quarter classes
5. Marketing for Summer Picnic/40th Anniversary Celebration
 - a. Flyer was developed by Sue Black and distributed during classes the week of July 11.
 - b. Monika had some ideas to promote classes; she will attend the Events Committee meeting on August 12.
6. Fall Quarter Marketing Initiatives
 - a. Speakers Bureau Update— Chuck-No status
 - b. Catalogue Distribution –
 - i. Paul advised that Evergreen Hospital would not take calls so he will visit their offices to see if they would like to copies of class offerings
 - ii. Paul will follow-up periodically with distribution of materials at Overlake Hospital
 - iii. Another possibility is Group Health
 - b. New Day NW/Margaret Larson contact - Sandy Frederic-no new information
 - c. Library distribution—need volunteer to coordinate
 - d. Information Table at Crossroads

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- i. Chris will submit forms to Crossroads management requesting Tuesday August 30 from 1-3 and Tuesday September 6 from 12-2.
- ii. Howard, Nancy, Joanne and Ruth will staff the table.
- iii. Nancy will assume responsibility for completing form for future table requests

7. Media

- a. TELOScope - Chris
 - i. The Fall Quarter issue being distributed.
- b. Facebook
 - i. Nancy agreed to assume responsibility for updating TSO Facebook page
- c. Bellevue Reporter/Sound Publications
 - i. TSO's purchased ad appeared
- d. *3rd Act Magazine*-Joanne
 - i. Joanne submitted an updated article regarding the TELOS program. Joanne will follow-up with David Marshall as he indicated he will consider publishing it in the future.
- e. New Day NW on Channel 5 with Margaret Larson-.
 - i. No new information
- f. Emerald Heights Newsletter.
 - i. No status from Chuck regarding they would be interested in an article regarding TELOS.

8. The next meeting is Wednesday, September 7 from 1-2:30

9. The meeting was adjourned at 2:28 p.m.

Respectfully submitted,

Chris Steele

Marketing Committee Member