

Marketing Committee Minutes

October 5th, 2016 3:45 – 5:00 p.m.

Attendees: Sandy Fredric, Joanne Gainen, Edie Heppler, Sandi Mendendorp, Ruth O'Connell, Chris Steele

Meeting was called to order at 3:45 p.m. by Chair Joanne Gainen.

1. Administrative
 - a. September minutes were approved.
 - b. Next meetings scheduled: Wednesday, November 2 from 3:45-5 pm
 - c. Marketing committee budget of \$4,000 was approved by the TSO Council
2. Valpak Promotion: Edie
 - a. Since Redmond residents receive a BCCE catalog, the next Valpak promotion will not be sent to Redmond. TSO will purchase a coupon which will be included in envelopes sent to both Kirkland and Woodinville addresses in November.
 - b. The coupon design will be reviewed by BCCE Marketing staff before being forwarded to Valpak.
3. TSO Tri-fold Brochure-Sandi
 - a. Members of the committee agreed to provide final edit comments regarding the draft.
4. Outreach at Crossroads
 - a. Nancy received confirmation that a table has been reserved at Crossroads for November 30th from 12-2. Joanne, Sandy and Ruth will staff the table. Angela may also participate. Ruth will pickup supplies for the table.
5. Fall Quarter Marketing Initiatives
 - a. Speakers Bureau Update– Chuck-No status
 - b. Catalogue Distribution – Ruth
 - i. Ruth distributed BCCE catalogs with stickers referring to TELOS class pages to approximately ten locations. Ruth and Sandy also delivered some without stickers.
 - ii. Ruth will investigate distribution options for Mercer Island and Trilogy.
 - iii. Another idea would be to drop off materials at pharmacy waiting rooms.
 - c. Posters
 - i. Edie and Sandi will pursue and report at next meeting.
 - d. New Day NW/Margaret Larson
 - i. On October 1, Sandy submitted forms requesting a feature segment for late November. Further action depends on response received from KOMO TV.
 - e. TELOScope
 - i. Sandi has become part of the TELOScope Committee. Next issue is on target for November production.
 - f. Facebook
 - i. Edie reported having problems posting items as events. Joanne and Edie will pursue along with Nancy Rogers who has also volunteered to assist.
 - g. *Bellevue Reporter*/Sound Publications

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- i. The Committee decided not to purchase an ad in the next publication geared to seniors.
- h. *3rd Act Magazine*-Joanne
 - i. Joanne advised that David Marshall will include an article in online edition if we provide it. He likes the TSO/community and the 40th Anniversary aspects of the TELOS Program. Joanne will continue working on an article.
- i. Trilogy
 - i. Ruth will research marketing opportunities within this community
- j. Off-Campus Programs –Bellevue Boys and Girls Club
 - i. TELOS classes will be offered starting Winter Quarter. The site was not ready for proposed Fall Quarter classes.
- k. Gift Certificates/Scholarships
 - i. The Strategic Planning Committee is working with BC Administration on this issue. Once it is resolved, the Marketing Committee will be asked to promote information as appropriate.
- l. The Westminster Fair
 - i. Sandi will develop a design proposal for volunteer shirts.
 - ii. It may be appropriate for TELOS/TSO to facilitate a seminar at the next Fair. To be considered at a future date.
- m. December Bi-annual Meeting
 - i. A Save-the-Date email may be appropriate. Jerry Harkleroad will advise after Events Committee meeting on October 15.
- n. Nanny Outreach
 - i. Discuss linkage at the next meeting.

The meeting was adjourned at 4:48 p.m.

Respectfully submitted,

Chris Steele
Marketing Committee Member