

Marketing Committee Minutes Wednesday, November 2, 2016

Attendees: Joanne Gainen, Bill Greaver, Tim Hay, Chuck Kimbrough, Paul Maffeo, Chris Steele

Meeting was called to order at 3:49 p.m. by Chair Joanne Gainen.

1. Administrative
 - a. October minutes were approved.
 - b. Next meetings scheduled: Wednesday, December 7 from 3:45-5 pm
2. ValPak Promotion scheduled for Nov 30 is on schedule
3. TSO tri-fold Brochure Update: It was recommended that brighter colors be used for the brochure in order to ‘catch the eye’ of an aging population
4. Outreach
 - a. **The BCCE catalog should be mailed on November 29.**
Online registration is scheduled to start on November 18.
 - b. Crossroads Table, Nov. 30th, 12:00-2:00 - Joanne, Nancy, Ruth & Sandy will staff
 - c. TELOS Winter Quarter Class Printout
 - i. Joanne is meeting with Laurie Philips on November 3 and will request that BCCE print 500 copies of the Winter Quarter Classes for distribution in various venues: Crossroads Mall, Crossroads Community Center, North Bellevue Community Center, Overlake Hospital, Evergreen Hospital, Group Health medical center, Kirkland Library, etc. Joanne will advise when copies will be available. **King County Library Crossroads branch.**
 - ii. Design of first page of handout should be ‘attention getting’
 - iii. The Committee recommends distributing the Winter Quarter

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Printout rather than BCCE catalogs even those with a sticker referring to the pages for TELOS classes.

- d. Speakers Bureau
 - i. On November 1, Chuck spoke to thirty women in the Philanthropic Educational Organization (PEO) regarding the TELOS program .
 - e. Chuck will pursue getting an article in the Emerald Heights newsletter
 - f. Trilogy - Redmond: Ruth—No status
 - g. “Nanny” outreach: Sandi — in progress — contact info — Chris to email
- 5. Overlake Active Senior Fair, Saturday, March
 - a. Joanne will discuss with Laurie whether BCCE will again support a table at the fair as well as a possible workshop/panel. She will also investigate whether Angela ordered TELOS pens or other handouts. A TELOS Class List for Spring Quarter will be needed for this event.
- 6. Media
 - a. Poster plan: Edie, Sandi—per Edie: Council is managing posters???
 - b. TELOScope report: Sue Black, Sandi Mendendorp
 - i. Printed version of the Winter Quarter edition was received by Laurie today.
 - c. Television
 - i. New Day NW/Margaret Larson update: Sandy has not received a response; she will follow-up
 - ii. Chuck will talk with a friend to see how information regarding TELOS could be aired on local stations
 - d. Facebook page (including Bi-annual Meeting notice):
 - i. Nancy is now an administrator for the TSO Facebook page.

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- ii. Once Virginia approves, Nancy will post information regarding the December 8 Holiday Party on Facebook.
 - e. 3rd Act Magazine update: Joanne advised that the publisher wants to emphasize the community aspect of the TELOS/TSO experience. Joanne would like some brief stories focusing on this aspect. Tim Hay volunteered to submit two stories.
7. New business:
- a. Tim suggested that Downtown Bellevue's Snowflake Lane might be a good place to hand out cards telling about the TELOS Program. It was agreed to pursue for December 2017 as there is too little time to prepare for 2016.
 - b. Laurie has requested help distributing flyers to local residents for Winter Quarter classes at B&G Club. Chuck had some ideas and will work with Laurie.
 - c. In the spring, the Eastside Historical Society holds an event. Paul will investigate whether TSO could distribute literature

The meeting was adjourned at 4:55 pm.

Respectfully Submitted,
Joanne Gainen, Chair