

## TSO Marketing Committee Meeting Minutes -- December 10, 2014

I. Meeting was called to order at 3:17 pm by Penny Rathbun, Chair

Members present: Virginia Binder, Sue Black, Jim Cushing, Bill Greaver, Tim Hay, Penny Rathbun

Jim ~~foolishly~~ graciously volunteered to serve as Temporary Secretary and to prepare the minutes.

II. Minutes from the November 12, 2014 meeting were submitted by Penny for approval.

a. Jim proposed that the minutes be accepted as submitted with the following amendment:

Delete section III.a.ii.2. and insert the following:

“Jim requested that the Marketing Committee appoint an editor to edit promotional material for the speakers program. Penny and Sue agreed to provide editing assistance. It was further agreed that no further approvals by the Marketing Committee would be needed for this promotional material.”

Sue seconded the motion.

Unanimously approved.

III. Old Business

a. A discussion was held about the success of the December “Coffee & Wisdom” presentation due to the thoughtful presentation by the speaker, Gerri Haynes, and the great efforts of Virginia in handling the registration process, Tim and Bill in setting-up and rearranging the tables and chairs, and Kathy Shoemaker in serving as temporary Bouncer/Host in Edie’s absence due to illness. It was noted that perhaps two of the chairs were not filled due to no-shows.

b. Jim distributed a copy of a working schedule of future presentations. (attached)

c. A thoughtful discussion was held, led by Tim, concerning a presence at fairs and farmers' markets. Tim is awaiting further information from the hosts of the Westminster Fair on TSO/TELOS participation at the Westminster Fair. It was generally agreed that we will need to proceed carefully, as participation at various fairs will require substantial time commitments for those willing to "person" the booths.

d. Bill questioned the efficacy of attending these fairs, and Tim commented on the need to be certain we are targeting the correct demographics for marketing TELOS. A discussion followed about the targeting of the appropriate demographics to promote future growth of TELOS. All agreed to continue to mull over this important issue of targeted demographics.

e. Penny advised that a replacement chairwoman was needed by May, 2015. A discussion was held questioning the wisdom of Penny's proposed move to Texas. Jim moved that Virginia or Sue serve as a replacement Chairwoman. The motion died due to a lack of a second, following the understandable caution and hesitancy expressed by both Virginia and Sue.

f. A lengthy discussion was held about the need to recruit additional members of the various TSO committees. The general consensus was as follows:

1. We need to be welcoming to persons brave enough to attend a TSO committee meeting, and not overwhelm them with our own enthusiasm. There needs to be a balance of "excitement" and "need" with participating on a committee. Prospective members should be allowed to first get comfortable with finding an appropriate role within a committee.

2. A message about committee participation was planned for the white-boards at the upcoming TSO Holiday Party.

3. Virginia was to begin preparing a committee Help Wanted Listing ("Opportunities for Involvement") for the website. This listing could then be downloaded and printed for distribution at future events.

4. A letter to all on the TSO mailing list about committee participation was discussed, but no definite action taken.

#### IV. New Business

- a. Penny requested all members to submit ideas for a 2015 Marketing Plan. Penny mentioned the need to include Recruiting and a Charitable Link as possible items.

- b. Jim and Virginia discussed the possibility of creating in the future a presence for the Coffee & Wisdom speakers program on the new and exciting website. In the meantime, it would be helpful to provide an email link for comments and suggestions for future speakers.

c. The March Coffee & Wisdom presentation will include an electronic handout, to be distributed in advance to all March registrants.

d. A lengthy discussion was held about the need to create a label, or series of labels, for our targeted demographics and existing TELOS members. Given the late hour, it was agreed to include this challenging topic in our list of possible items for the 2015 Marketing Plan.

e. Virginia agreed to print, at her own cost, additional copies on card stock of the card announcing the creation of the new website. Sue had previously prepared this informative website announcement. These cards will be distributed to all new students in the Winter Quarter.

f. Jim agreed to print, at his own cost, 200 black & white flyers describing the various TSO committees. The text for the flyers will be simply downloaded from the website, with a few slight tweaks. These flyers will be distributed to all new students in the Winter Quarter.

g. In light of various Marketing Committee members paying out-of-pocket expenses for various printing and other projects, it was discussed that a fund should be established for the committee to quickly pay for miscellaneous small projects, as approved by the committee. It was suggested that the fund (say \$1,000) be approved in advance by the TSO Council. This issue was set aside for future consideration following a discussion citing reasons (not fully understood by all) why this could not be accomplished. To be continued at a later date.

e. The next meeting is scheduled for Wednesday, January 14, 2015 at 3:15 pm.

## V. Adjournment

a. Jim moved that the meeting stand adjourned. All heartily seconded the motion, and the motion carried unanimously.

b. The meeting was adjourned at 5:08 pm.