

TSO Marketing Committee Meeting Minutes

April 8, 2015

- I. Meeting called to order at 3:24 by Sue Black
- II. Attendees: Virginia Binder, Sue Black, Jim Cushing , Bill Greaver, Edie Hepler, Chuck Kimbrough, Chris Steele
- III. Minutes of the 3/11/15 meeting were approved with corrections
- IV. Secretary-Chris agreed to serve as temporary, interim note-taker for this meeting
- V. Old business:
 - a. TSO participation in Overlake Hospital Senior Fair held at Westminster Chapel of Bellevue (13646 NE 24th Street) on **Saturday, May 16 from 10 a.m. to 3 p.m.**
 1. Volunteers will be needed to staff this event
 - a. Note: subsequent to this meeting, Bill Greaver assumed leadership of this project as Tim will be out of town on May 16
 2. Angela has ordered supplies needed.
 - a. Note: subsequent to this meeting, Angela advised that table skirt delivered by vendor may not be used at this event.
 - b. Business Cards
 - i. Jim talked to Angela. BCCE will not pay for TSO business cards.
 - ii. Committee approved outline of card design.
 - iii. Chris will order cards.
 - c. TSO Tagline:
 - i. BCCE Marketing does not like the term 'Boomers and Seniors'
 - ii. TSO Marketing will revisit this topic at a future date
 - d. Coffee and Wisdom
 - i. April 3 Jay Caldwell-Baseball: Ethnicity & Race in America
 1. Lessons learned:
 - a. Passover/Easter weekend maybe reason for lower turnout
 - b. Setup 52 seats; approximately 45 attended; felt like full house
 - c. Great job on registration process and room setup. Thanks to Virginia & Bill.
 - d. Five people who had never attended a TELOS function/class came
 - ii. April 24 Winston Brill – Secrets in Our DNA
 1. Within two days of notification email, all available spaces were filled and additional requests were waitlisted.
 - iii. May 1 David Smith, TELOS Instructor, Religion and Human Rights
 1. Within two days of notification email, all available spaces were filled and additional requests were waitlisted.
 - iv. Coffee Mugs-Edie/Virginia will check with Angela regarding status of order

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e. Council Clarification

- i. Penny will propose that the next TSO Council clarify that:
 - 1. Single session lectures (such as Coffee and Wisdom) are the responsibility of the Marketing Committee
 - 2. Mini-Seminars (two or more sessions which take place between quarters) are the responsibility of the Curriculum Committee
 - 3. Off-site events and regularly scheduled meeting events (such as Book Club, Move Club and Great Decisions) are the responsibility of the Events Committee

VI. New Business

- a. Marketing Positioning Paper
 - i. Once new BC direction is clarified/confirmed, TSO Marketing and BCCE staff need to co-develop a positioning paper which will serve as template for future TSO marketing activities. Jim will lead the TSO effort in this area.
- b. Promotional Items (on hold until positioning statement completed)
 - i. Thumb drive with TELOS logo
 - ii. Lanyard with TELOS logo
- c. Telephone Tree
 - i. Tim has agreed to lead this project.
 - ii. A meeting will be scheduled to clarify responsibilities and document the process prior to the next event notification email
- d. Posters
 - i. Business Name: Keep Posted
 - ii. Website: <http://www.keepposted.com/newcustomer.htm>
 - iii. Deliver to 50 locations (cafes, restaurants, coffee shops) on the Eastside: Bellevue, Kirkland, Mercer Island, Issaquah, Crossroads, Lake Hills, Redmond



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iv. Poster size 11x17"

Print Options	Print cost-Full color	Delivery cost	Comments
BC printer	?	Delivery to Seattle	?
Keep Posted printer	50 @ \$.29 each = \$14.50	Email pdf	Use 100# paper; can print same day receive email

Delivery Charges	Cost each	Total Cost
50 Retail locations	\$1.35/location	\$67.50

v. Additional info:

1. Next deliveries for Eastside scheduled for May 4 and approximately June 2.
2. Already a BC vendor-they current serve promoting BC Theatre productions.
3. They can arrange delivery to King County Libraries.
4. Sue Black could develop a poster which would provide information regarding the Summer Course Preview on June 12 and possibly some information regarding classes offered Summer Quarter.
5. Since this would promote TELOS, it would be a BCCE marketing expense.
6. If a new poster was created and distributed eight times per year, it would cost around \$800

vi. Note: subsequent to this meeting, Angela agreed to proceed with the following caveats:

1. Use BC color scheme
2. Need to obtain approval of BCCE Marketing group

VII. Adjourned at 4:55 p.m.; next meeting Wednesday, May 13 starting at 3:15.

Respectfully submitted,

Chris Steele-Interim Notetaker