

TSO Marketing Committee Minutes

Wednesday, November 1, 2017, 3:30-5:00, Room 1128

Present: Edie Heppler, Bill Greaver, Nancy Rogers, Ron Lebieko, Paul Maffeo, Chris Steele, Joanne Gainen

Welcome and Administrative

1. Meeting called to order by Chair Joanne Gainen at 3:35.
 - a. Minutes from October 4 meeting were approved.
 - b. Next meeting date and time noted: Wednesday, December 6, 1:00-2:30. This immediately follows the Annual Holiday Meeting/Party at the VFW Hall. The group tentatively agreed to meet after the Holiday Party, and to invite someone from the party to attend. Location TBD.
2. TELOS Marketing Update - Edie
 - a. Staff changes and implications – Melissa and Jasmina have resigned. Future plans for their positions are uncertain.
 - b. TSO Budget requests:
 - Printing and possible mailing of mini-catalog for Winter & Spring. Printing was \$600 for 200 copies. Edie will contact Gayle about getting a master copy for us to edit for focus on TELOS programs. We will print as many copies as we need. Chris took Edie's last copy of the Winter catalog and will get pricing from the Print Shop.
 - For future funding, Ron suggested we identify all anticipated expenses and present an annual proposal to the Foundation.
 - Taste of TELOS for Spring – tabled until new staff appointments have been made.
3. Outreach
 - a. New TSO registrations –Joanne: Raj Patel reported 42 new TSO sign-ups in October but none for Marketing). Raj observed that people view Marketing as sales. Ron suggested that we rename the committee to "Outreach" instead of Marketing; Paul modified the suggestion to "Community Outreach." We will propose a name change at the next TSO Council meeting.
 - b. Ron suggested we do a focus group with students who signed up for the TSO contact list this fall. We could ask how they found out how far they commute,

- etc. Joanne noted that the Marketing Committee conducted a survey of everyone on the TSO list in Fall 2015. (The report on 2015 findings is included with these minutes.) Joanne proposed that we revisit and update the survey and run it this Fall. The survey and/or invitation would include an invitation to participate in a follow-up focus group. Joanne agreed to initiate this process.
- c. Winter Catalog Distribution: Online registration will begin in early November. Winter catalogs will be available within a week or two after that date. Paul will continue to distribute catalogues or mini-catalogs to Overlake Hospital ER and Main Lobby as in the past.
 - d. Community Presentations: No report
 - e. Overlake Active Senior Fair - Saturday, March 3: Bill Greaver. Save the date! Each year, Bill organizes more than a dozen volunteers to staff the TELOS table at this event. He will need about 200 TELOS brochures and 150-200 Spring Quarter mini-catalogs. Bill will contact Alessandro to arrange for these items plus promotional pens to distribute at the Fair. He will request that the materials be ready by February 1.
4. Media: Joanne reported that Rick Otte has a group working on the PSA/Ad for TELOS that was filmed on October 7 at BC Television Services on Main Campus. A progress report and photos are expected next week.
 5. New Business: Members were reminded to invite new people to future meetings.
 6. The meeting was adjourned at 4:30.

Date	Event	Time	Location
11/01/17	TSO Marketing Committee	3:30-5:00	V1128
12/06/17	TSO Annual Meeting/Holiday Party	11:30-1:00	VFW Hall
12/06/17	TSO Marketing Committee	1:00-2:30	V1128 or VFW Hall -TBD

Committee members receiving notice: Joanne Gainen, Bill Greaver, Edie Heppler, Chuck Kimbrough, Dee Koger (phone 425-883-0281), Ron Lebieko, Paul Maffeo, Ruth O'Connell, Nancy Rogers, Chris Steele
 cc: Virginia Binder, Sue Black, Sandi Medendorp, Jerry Bunce, Steve Denison, Howard Frank; TELOS: Alessandro Regio, Gayle Solberg

Submitted by Joanne Gainen
 November 1, 2017