

TSO Community Outreach Committee Minutes (DRAFT)

Wednesday, March 7, 2018, 1:30-3:00 Room 1102

Next meeting: **Wednesday, April 4, 3:30-5:00, Room 1129 [cancelled]**

Present: Paul Maffeo, Ron Lebeiko, Joanne Gainen

Administrative

- a. February minutes approved.
- b. New TSO registrations: Raj reported 7 from brochures; Joanne received 14 in response to the TSO-TELOS survey.

Outreach

- a. Overlake Senior Fair Report: Bill was not present. Paul and Joanne each did a shift at the TSO-TELOS table; traffic and interest were lively. As usual, Bill did an outstanding job organizing the event and recruiting volunteers to interact with visitors. The Committee is extremely grateful to Bill for his contributions to this effort.
- b. [TSO-TELOS Survey](#). Joanne reported that the survey, approved last month, was sent out to the TELOS email distribution list with a brief invitation. The “generic” version prompted 14 requests to be added to the TSO email list. Raj has sent email opt-in requests to those who were not already on the list. The survey includes an invitation to participate in a focus group as suggested earlier by Ron. Ron has a contact who is willing to conduct a pro bono focus group subject to scheduling. Assuming sufficient interest, details will be worked out with input from the Outreach Committee and TSO Council.
- c. Talks at organization meetings: Claudia did two demo ballet classes @ Issaquah Senior Center and talked about the TELOS program. Ron suggested investigating the possibility of having a van bring students from the Senior Center to take Claudia’s TELOS class in the Spring. Joanne will follow up.
- d. Spring Catalog distribution: Joanne brought TELOS labels for Paul to use on the BCCE catalogues. He will apply the labels and distribute as usual.

Media

a. TELOS Ad/PSA Status:

1) We viewed the shorter of the two versions of the ad prepared by Rick Otte at BC Digital Media Services. Both versions are now available:

i. Short version (30 seconds):

<https://vimeo.com/254030813/575fe0023f>

ii. Long version (98 seconds):

<https://vimeo.com/253654280/a9bdb4bf19>

2) Suggestions:

i. Use a shorter URL at the end of the ad. Joanne will set up a redirect page here: www.tso-telso.org/ Clicking on this link will take the viewer to the TSO web site.

ii. Music: Keep music low when people start talking. Change music.

a. TELOScope report: The [Spring issue](#) is online; let Sandi Medendorp or Sue Black know if you have input for the Summer issue.

b. Facebook page: No report.

New business:

Follow-up on outreach ideas (Ambassadors, Art Lounge intros; TSO Presence at Cultural Conversations, Eastside Neighbors Network socials) – tabled.

Meeting adjourned at 2:30.

Spring Quarter Schedule:

| Date | Event | Time | Location |
|--------------------|----------------------|-----------|----------|
| Wednesday, April 4 | Regular Meeting | 3:30-5:00 | TBA |
| Wednesday, May 2 | Overlake Senior Fair | 3:30-5:00 | TBA |
| Wednesday, June 6 | Regular Meeting | 1:30-3:00 | TBA |

Committee members receiving notice: Joanne Gainen, Bill Greaver, Edie Heppler, Chuck Kimbrough, Ron Lebieko, Paul Maffeo, Chris Steele.

CC: Virginia Binder, Sue Black, Sandi Medendorp, Jerry Bunce, Steve Denison

TELOS: Laurie Phillips, Jennifer Sohonie, Gayle Solberg

Removed: Ruth O'Connell, Howard Frank, Nancy Rogers,

Respectfully submitted:

Joanne Gainen, Secretary, 3/13/18