**True Concord Voices and Orchestra**

**Audience Development Committee**

**Oct. 17, 2018 – 3 P.M.**

**Present:** Eve Shapiro, Chair

Eloise Fredrickson

David Leege

Clyde Kunz

David Nix

Laurel Islas (ProVentures)

Debi Hunley (ProVentures)

Josh Keeling

* Laurel gave a marketing update. We now have several restaurant partners – Pastiche, Tavolino, Cielo’s, Downtown Kitchen. Kingfisher, Arizona Inn and several others are in process. Partnership mean an ad in the program, possible discount, posting in their social media, distribution of bookmarks
* Tickets - there has been an increase in total subscriptions, but a few less of pick 4 and 5. Sales for first concert on par with revenue goal –still advertising on NPR, article in Daily Star. American Rhythm is below goal. Laurel will be in contact with Eric to see if tickets are free or discounted. She has contacts with many active military and vet groups and is waiting to inform them once decision is made.
* Discussed “teaser” concert and ways to link concerts with certain audiences, ie Mexican audience with Latin concert. David mentioned Concerto Sonora as possible draw for that audience. We will discuss this further. Also discussed possible small concerts with community leaders. Laurel has some ideas and will discuss at next meeting.
* Greeters not thought to be a problem. Should be enough board members and volunteers.
* David Leege discussed new GV website that goes to new members of the community and availability of tickets at Chamber of Commerce. Discussed possibility of advertising on the radio station. Laurel will see if Jake Runestad can do a radio interview.
* Discussed ways committee can be helpful. Laurel would like us each to bring materials to various community settings, ie houses of worship, retirement communities. She will put together a list and we can each pick some venues at next committee meeting.
* Next meeting is Nov. 7 at 3 pm at Dove of Peace. Meeting adjourned at 4:30.