**True Concord**

**Audience Development Committee**

**December 4, 2019**

Attendees: Eric Holtan, Clyde Kunz, Dave Leege, Eve Shapiro, Laurel Islas (ProVentures), Deb Hunnley (ProVentures), Josh Keeling (staff) and Erin Dietche (staff)

Meeting begun at 3:35.

* Ticket report: Josh reported that sales were under budget for both *Shakespeare in Song* and *Mozart and DaVinci*. *Lessons and Carols* numbers are also down from where they were at this time last year. Clyde asked about outreach done last year and if that could be repeated. Laurel noted that there is no more money in the budget. AZPM is now advertising for the concert and there will be more social media postings. Erin sent out an eblast to people on our email list and will send out a targeted list for people who bought tickets last year. Other suggestions were to include a sample of music from the concert on the eblast and to see about using the AZPM email list (approximately 37,500) to promote the concert by offering a discount. Laurel will investigate doing this ASAP. The cost for doing so is $550, and one committee member offered to cover ½ of the additional expense if we can get AZPM to do so at such a late date.
* David Leege discussed the issues in Green Valley -aging patrons, different venue, and advertising issues related to change of leadership at the Green Valley News. Laurel discussed her difficulty communicating with Green Valley News. Dave also discussed issues with promoting the concerts at La Posada. Eric and Dave will try to meet with the La Posada marketing director and the editor of the Green Valley News. They will also try to recruit additional GV patrons who is interested in revitalizing True Friends of True Concord.
* Student ticket sales were very minimal for *Mozart and DaVinci*, but the plan is to continue to reach out to school music directors.
* Eric discussed our contacts who provide outreach from some of our other venues, including St. Albans. There was general discussion about getting other venues to help with promotional materials.
* We discussed ticketing and having reserved tickets for all venues. Josh is looking into ways to work with Patron Manager to see how that might be done. General seating and usher issues were also discussed. It was agreed that staff needs to oversee the volunteers more closely.
* Next meeting scheduled for Jan 8 at 3:00 pm.

Meeting adjourned at 5:00. Respectfully submitted,

Eve Shapiro