

## MEETING NOTES

Friday, July 20, 2018; 2:00 p.m. - 3:30 p.m.

OLLI at UNT

### COMMUNICATIONS AND MARKETING COMMITTEE

**Committee Present:** Jonathan Hall (Chair), Members: Max Morley, Wally Davis, Tom Klammer, Pat Cheek, Gary Patz, Fred Busche

**Also Present:** Assistant Director Andrea Tuckness

Notes: Current membership 554

1. Chairman Hall called the meeting to order at 2:00 p.m.
2. Assistant Director Tuckness lead discussion about Fall semester plans and activities and Fall calendar draft. Committee comments and observations about Summer semester was overall positive. Good Attendance. After Five events were successful – food and wine is a plus. Fall semester class listings are impressive and build upon last Fall’s lineup.
3. Discussed new website and campus CE program. There are password access issues.
4. Tom Klammer continues to work on developing a value proposition marketing brochure. The focus will be cost per member types opposed to comparison of other adult education programs.
5. Fred Busche recaps his drive to recruit new members in the Highland Village/Flower Mound area. Currently 12 new members from these locations. Fred informed the committee that his class at Good Sam was a good crowd with about 35 people and was enjoyed by all He also expressed that the Flower Mound location should also be well attended.
6. The issue of Guest Passes should be revisited. There is a need to capture contact information for guests without pre-registering them. This would facilitate ad-hoc guest attendance.
7. SIGs discussion – Need to get the word out to everyone. Perhaps find a way to link invitation to join a SIG (or learn about the SIG) when attending a related class.
8. Future meetings:  
Wednesday, September 12, 2018 – 2:00 p.m.  
Wednesday, November 14, 2018 – 2:00 p.m.  
Same location – tentative  
Agreed to meet every other month unless a special meeting is required
9. Meeting adjourned at 3:30 p.m.