



Austin Swing Syndicate, Inc.
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Board of Directors Meeting Minutes

June 16, 2022

Started: 8:33 PM

Old Business

1. Classes
 - a. Way to access the list of people who have purchased classes more easily, or on a different device: The list is already on Google Drive. Needs to be distributed.
 - b. Need to take a picture of the front desk setup in order to more efficiently move through line
 - c. Need to message that being late can be very disruptive to the classes, encouraging people to be prompt. Teachers may announce this message at the end of the class. Newsletter is another option.
2. Live music
 - a. Hot Sugar band scheduled on July 7th. Several Houston people are expected to attend.
 - b. Need to check with Deb about scheduling Glass Elephant. William Campbell is the owner of Glass Elephant. He will be the primary point of contact.
 - c. Victor's been contacted for the July 28th Anniversary Dance live music event contract with WCV.
 - d. Phil will add LM events on websites.
3. Newsletter
 - a. Nick and Phil and Kari will go over what needs to be included in the newsletter.
 - b. Phil includes website content in newsletter
4. Marketing
 - a. Include encouragement of arriving to class promptly
 - b. Hot Sugar Band, July 7th
 - i. FB event has been posted
 - ii. Event will be posted to locations listed in Marketing Plan sheets by this weekend
 - iii. Volunteers will not set up sound in the ballroom on LM events.
 - c. Kari, Ale, and Chris Getz will meet on Saturday to discuss marketing plans.
 - d. **TikTok page has been created. First video has been posted.**
 - i. **Need to market TikTok page on other media.**
 - ii. Credentials will be placed on LastPass.
 - e. **Phil will add live music events on the website.**
 - f. Marketing team
 - i. TikTok videographer (Kevin N? Jim?)
 - g. Kari might be able to use FB credit to promote Syndicate page/events
 - h. Need to update email list.

New Business:

1. Volunteers
 - a. Orientation must include being careful about the large ballroom Syndicate sign
 - b. Need to have open volunteer sign-up form online**
 - c. Phil will make a QR code to place up front to direct them to volunteer sign-up and for DJ booth sign-up
 - d. Restarting Ambassador Program: Laura Malloy will become coordinator. She will reach out to Kevin Nguyen for assistance**
 - i. To create a Community Engagement committee.**
 - ii. To add Laura to the FB group so she may make posts and ask for volunteers**
 - e. Need to recruit and train shift leads.
2. Scheduling
 - a. Ale and Daniel will be unavailable until last week of July
 - i. Houston schedule will be modified to accommodate for these absences
3. Blues
 - a. Motion to vote to allow \$30 for Blues DJs first Thursday of the month
 - i. Will wait for Town Hall to confirm financial liberty to do so.**