



Austin Swing Syndicate, Inc.
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Austin, TX 78701-217

Board of Directors Meeting Minutes

June 22, 2017

Meeting called to order at 8:15pm

1. Deb asked for discussion on the marketing proposals given earlier this year.
 - a. Interest of the Board was gauged and it was decided that at this time we would put off hiring a marketing firm until next year.
 - b. Rosemary volunteered to put together a test Social Media plan, as well as learn more about targeting Facebook ads to promote the Syndicate and our Events, collecting analytic reports, to bring to the next meeting and to start posting immediately.
2. Vote on Live Music Selection Process.
 - a. Deb laid out the changes made, and the Board discussed the change.
 - b. **Vote:** Deb moved that we accept the changes. Lizi seconded and the vote passed unanimously.
3. Nick presented additional information on licensing agencies for music copyrights.
 - a. He found an organization titled ascap that he thinks is the best option for the Syndicate. The cost is \$1,500 a year.
 - b. **Vote:** Deb moved that we join the ascap association. Jin Young seconded and the vote passed unanimously.
4. Deb announced that she has forwarded the 2016 990 to all Board Members.
5. Camille Euritt brought a Proposal for a swing class on July 27th for the Austin Clubhouse Members, to be hosted by the Austin Swing Syndicate separate from the beginners lesson in the ballroom.
 - a. Varies Board Members asked questions.
 - b. Deb suggested that we help put the Austin Clubhouse members in touch with Teachers to come and teach a class for them. Jin Young suggested that we also see if any Ambassadors would be interested in going.
 - c. Robbie moved to change the Proposal to say the Syndicate would pay the Teachers \$20 and would let the Austin Clubhouse Members have a group rate

admission to the Fed that evening \$4. Deb seconded and the vote passed unanimously.

6. Deb asked for a brief discussion of the dehumidifier project.
 - a. It was decided that the device is not making a difference in the ballroom.
 - b. It will be moved to the side room this evening to see if it makes a difference there.
7. Deb started the discussion about the process for filling Live Music Coordinator position, MC Scheduling position.
 - a. Lizi mentioned Jen Reed is willing to handling the MC Scheduling, along with the rest of the schedules. It was unanimously decided that she would fill the role.
 - b. Lizi brought up that she has heard several people who are interested in filling the Live Music Coordinator position. Discussion was had on the best selection process.
 - c. It was decided that Lizi would be point on this. That a FB post would be put out announcing the open position, requirements and that we want the people interested to present at the next Board Meeting. After that meeting the Board will hold a closed meeting to make a decision on filling the Position. This needs to be completed by September.
8. Lizi gave a Treasurer's Report
 - a. Last meeting we stood at \$48.5K. Currently:
 - i. \$33.5K in the main account
 - ii. \$9K in the ALX account
9. Deb brought the ALX budget up for discussion.

Action Items

1. Rosemary volunteered to put together a test Social Media plan, as well as learn more about targeting Facebook ads to promote the Syndicate and our Events, collecting analytic reports, to bring to the next meeting and to start posting immediately.