

Austin Swing Syndicate, Inc.

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**Board of Directors Meeting Minutes**

April 19, 2018

Old Business:

1. New crank speaker stands are now in use, as of today.
2. Clarify… what’s happening with the 10:00pm Shim Sham?

New Business:

1. Quick Update on ALX. Discuss using Fed the whole time vs leaving Fed at midnight Sat.
2. Quick Statement about communications as an organization.
3. Understanding the finances….. Weekly Expenses, Yearly Expenses, How we are doing so far in 2018…..(This step is necessary in order to plan the next “new business”.)
4. Discuss the budget for live music. Jin Young.
5. Marketing
6. Items added last week at marketing meeting: Jin Young/chalkboard, Emelise/flyer.
7. Social media bloggers: Caitlin
8. Community outreach: Emelise

Meeting started at 8:05 PM.

10 PM Shim Sham temporarily removed for trial period.

ALX

Church is moving by August. Do we want to stay in the Fed during all of ALX? Or disperse our venues throughout ALX weekend. Additional rent would be $2000. Sound (labor) fees would be increased. Go Dance was a popular and successful in 2017. Highball will struggle if we have more than 300 people.

Nomad would be another 400-500

==2700 additional. We spent 2100 at highball and 600 at GoDance.

We’ve eliminated 30=-40% of what was done last year to avoid burning out volunteers.

We won’t have an elaborate decor issue. Lindy Lounge will be in Georgian Room. Matt will have a stand for the sign. No decor in art gallery - it will be storage space.

To show off Austin, ALX will be held at different venues.

COMMENTS ISSUE

Recent issues have arisen due to graphic grammar issues.

We would like to have a guideline for public communication. Lizzi business communication style policy - formality, humor, and grace.

Lizi may be tasked with distributing these guidelines.

We should decide on one person to respond to feedback, complaints, and suggestions.

FINANCES

ALX was maintained isolated from Syndicate gross sales last november.

BUDGET FOR LIVE MUSIC

Due to 2000 deficit, upcoming musicians are likely to get turned down. We do not have a stable enough budget. We do not see a live band night until Anniversary Night.

$6000 for live band.

$4000 for nomad.

To make a wish list; “if we bought this.. we could be profiting within…”

It looks like we’re spending $3500 per live band night.

Discussion on preferred tempos/type of music played by live bands - to be left to Brooks.

MARKETING

Last week there was a marketing committee with the sub-committing

JinYoung will have a chalkboard for the side room dance schedule for public awareness.

May want to purchase more boards for this advertisement.

Decide what venue is best to display specific dance advertisement.

Lizzi and Caitlin are creating a social media template.

No more purchases to be made until we stabilize our budget.

By our next marketing meeting we should have our flyers ready - to be posted to slack. Also, to create cross-referencing for the best places to print.

Kevin Nguyen in the last 5 days has led to 45% following spree. 364 new views registered. On social media we now follow dancing pages up to international scales.

Lifestyle bloggers are to be contacted and allowed free entrance to blog and stream during attendance to increase our exposure. We should have digital free-admission cards.

Kevin is currently interested in being in charge of such marketing.

We are now in the six-week boundary for the sock-hop in the side room. This event will cost $40. This will do just in the side room. Graphic trial and error by marketing volunteers (izzy, Kevin, Tiffany).

$40 for the sock-hop is in consensus for expenditure. At the next marketing meeting Caitlin, board with professional graphics. Sock-hop graphic design will already be decided by next marketing meeting.

COMMUNITY OUTREACH

We should reach out to charities. Develop programs to get involved in the community.

Emelise specific idea of getting in contact the activity directors for a few organizations.

Last year Camille was in connection with ClubHouse for people with mental health issues.

Voting for recurring payments(?)

ACTION

Nick follow-up - proposal to get equipment to reduce price for Nomad prices.

In June, take another look at the Live Band budget.

We need to start doing surveys for grant data.

Emelise and JinYoung are assigned to plan out floor-plan for poster locations

Emelise to make a proposal for recurring payments.