



Austin Swing Syndicate, Inc.
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Board of Directors Meeting Minutes

PRUDENTIAL

November 3rd, 2019

Meeting started at 7:48PM

Matter of Discussion:

1. Gross sales and admission totals
2. ~\$400 loss on gross sales on Halloween
3. ALX gross sales ~\$23.6K

Allowed access:

1. Use of a stamp to identify paying patrons. Reinforced by FotF instructors.
2. Use of front-of-house-volunteer to check for people right admission into the ballroom.

Retention:

1. Recruitment of a volunteer to post advertisement to multiple spots in Austin.
2. Develop new content (e.g. choreography video).

BOARD DECISION:

- Moving one of our people to FOTF table to ensure for stamping. Inform Matt Jones. We will show up at the first class of the month to message entrance to the ballroom.
- Each board member/coordinator will advertise to a certain place chosen from a list, promoting weekly dance and ALX. The links to these venues are part of a document uploaded to Slack.