



Austin Swing Syndicate, Inc.

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Board of Directors Meeting Agenda

August 15th, 2019

Meeting started at 8:00PM

Old Business

1. Effort to include coordinators in the ongoing conversations about our direction.

New Business

1. Treasurer's Report
2. Discuss Marketing strategies Sept. 5th dance. Assign in-person flyer drop-off for various dance studios, churches, high school.
3. Discuss training options for staff, openers, front desk, closers.

Discussed (Outside of New/Old Business):

1. Decided to use weekly Gmail email communication to plan more arduously each week's plan and possible detail variation. Contact Jen about this through Slack.
2. For special programming, the board is considering using a board member or highly-involved staff member to oversee all details and planning irregularities.
3. Communicate with Jen about restricting positions to inadequate staff.
4. Increasing the efficiency of closing and opening in the implementation of Shift Lead and Houston and quantity of assigned closers and openers. Communication about the importance of promptness and interest in the job. Figure out on Slack exactly what a mass message from the Syndicate to the staff would contain. This would include things like life safety (knife issue), **birthday dance people to wear lei** (openers keep a bag of leis at the dj stand).
5. Contact marketing extension actors, Ryan and Ren, on regularly updating our campaigns, keeping the number of locations low to maintain longevity.
6. Board member Fall into Swing marketing distribution responsibilities:
 - i. Ale: Juiceland locations, Central Market South, and Esquina
 - ii. Deb: Motoblade
 - iii. Simon: Life in the City
 - iv. Alex: South GoDance and Balance
 - v. Caitlin: Uptown, Central Market North, and North GoDance
 - vi. Daniel: UT Social Dance Class (\$7)
7. Deb to take the lead with speaking to Kevin about the status of the Ambassador Program.

Board Decisions:

- Birthday Jam people to wear Leis.