



Austin Swing Syndicate, Inc.
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Board of Directors Meeting Agenda

September 19th, 2019

Meeting started at 8:04PM

New Business

1. Texas Swing Dance Society officers discuss advertising and coordination between organizations.
2. Treasurer's Report plus additional spreadsheet from Deb
3. Sound in Ballroom and Georgian Room
4. Marketing Live Band Nights (Blues Community request re: posts on LBN)
5. Steps used with Sept 5th, Fall into Swing Night.
 - a. Printed flyers with Minuteman Press (150 to Motoblade, 150 to us) \$138.00
 - b. Hired Motoblade \$90.00
 - c. Spent zero on FB ads
 - d. Board members handed out flyers, reports on locations.....
 - e. Daniel notified UT social dance class
 - f. FB posts. I only found one on Sept 4th. The Event Performance on FB shows 3.9K reached, 327 responses, 75 ticket clicks. (I don't know what any of that means.)
 - g. Financials on Sept 5th:
 - i. Gross sales \$3345 + \$84 (on EB) = \$3429.
 - ii. Expenses were \$3164.76. (Sound \$560, Band \$1225, Rent \$800, Staff \$300, Flyers \$138, Motoblade \$90, Merch fees \$51.76)
 - iii. Net \$264.24
 - h. Financials on Aug Workshops:
 - i. Gross Sales \$1605
 - j. Expenses (teachers) \$350
 - k. Net \$1255!!!!

Discussed (Outside of New/Old Business):

1. To do a comparative study on monetary and attendance annual differences to reason deficit.
2. To pay closer attention to the new ballroom set up for permanent change. Tonight will be the deciding interval and voting will occur through Slack tomorrow. Feedback to Matt Mitchell thereafter.
3. Minimal festivities for Halloween Thursday (costume contest).
4. Considering a "potluck" for a future holiday dance.