



Austin Swing Syndicate, Inc.  
[board@austinswingsyndicate.org](mailto:board@austinswingsyndicate.org)  
1108 Lavaca St. STE 110-273  
Austin, TX 78701-217

## **Board of Directors Meeting Minutes**

February 22, 2024

Present: Lon, Sam, Amanda, Phil, May, Whitney, Cailin

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### Lindy Plus

- Continue through March then reevaluate depending on attendance
- Potentially change to a routine class

### ALX

- Will have kick-off meeting on 3/21 to get people involved and choose coordinators

## NEW BUSINESS

### Research/Feedback

- Whitney and Cailin are putting together a “customer feedback” survey
- Steps in survey
  - Figure out priorities (based on board input)
  - Gather info
  - Analyze and present at a later board meeting
- Whitney and Cailin need
  - Access to Syndicate emails
  - Support from the board and incentives for people to complete survey
  - Any information from previous similar surveys

### Ambassadors

- Whitney and Lon have put together a group of ambassadors and a rotation starting Mar 1, 2024
- Lon to provide promotional material for ballroom teachers to announce at end of class

### Live Music

- Hot Toddies

- Asked for more money. We chose not to pursue due to costs and conflict with anniversary dance
- Vic and WCV possibly performing in June
  - Pending Vic getting a cost estimate to the board
- Anniversary Dance will likely be GH Orchestra in July
- UT Jazz band on 4/4
- Procedure/Checklist for live bands
  - Work with Jen D to get a promotional image
  - Update website and post to social media
  - Add to Simpletix

## Elections

- Cailin provided timeline to be shared via newsletter
- Election Committee is working on advertising

## 2 Hour dance

- Leave up to DJs
  - If no one is dancing then DJs can end early but first should make an attempt to keep people on the floor