



Austin Swing Syndicate, Inc.  
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## Board of Directors Meeting Minutes

August 20, 2023

Present: Nicole, Amanda, Nick, Lon, Kunal, Phil, Jake, Sam, Kari

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### ALX

- We need to do a flash sale, shoe campaign, sell more tickets
- Band details are almost all finalized
- 140 tickets so far (last year was into the 300s)
- Reasonable goal might be 180
- Might trash the contract, potentially need to look into new marketing strategy for next year/different marketing personnel
- Phrasing flash sales differently, not so "in your face"
- ALX T-shirts are on presale today
- **Nick is almost done editing ALX video - posting it next week**
- Mix up with band scheduling - bands got mixed around?
- Budget for band jam - need \$1000? But HEB typically pays us as well (Sammy is looking into it)

### Volunteers

- Volunteers have been tight

### Live Music

- Not many ticket presales for Aug 24th event
- Email about live band night - maybe Tuesday
- Still unsure about live band in November - people's choice night?
- Lon may be able to fund a live band in October - Halloween - "Scary Side Six"
- **Lon needs to get Phil the band names**

### TFWC - Lease

- No updates

## Money Box Drawer Keys

- We can't fix the register key, we need to buy a new register
- **Nick will buy a new register**

## Ambassador Program

- Still need to approve training?

## Newsletter

- Announce ALX sponsorship with Swivels - maybe bring to the board earlier or clearer
- Sweep widget contest
- ALX volunteering/housing/giveaways?

## August Teacher Training

- Get feedback after it's done from Jen
- Currently 3 new teachers in training

## Registered Agent Service

- Nicole did update it, but did not get a confirmation

# New Business

## Online Accounts

- Try to use no phone or syndicate phone for verification codes
  - Or use a 2FA code from bitwarden?
- Slack: Need master announcements channel? All instructions, volunteers, coordinators, etc - for announcements for everyone
- Added Deb to board channel - in general should be board only

## Meeting Dates

- 4 teachers on board - we run into issues with scheduling conflicts
- We need some consistency on hosting the board meeting where community members can access us, make proposals

- Schedule a working meeting and then a check-in meeting
- Would we be able to do it at 9?
- Potentially 9:30-10 once a month - so we can dance with new people
- Next board meeting: September 28th, 8pm

## Marketing

- Got new business cards - take them with us to events and hand them out
- Nick will make another square button for those cards
- Lon wants more pictures - not band pictures, just regular ones
  - We're really out of pictures
  - Easier to take pictures on live band nights
  - Nick + OC owe us pictures
  - Using gifs (higher quality than pictures)

## Equipment

- Name tag printer - \$100, shift lead could print them when they arrive

Motion: up to \$150 for a printer and incidentals

Passed unanimously.

- Phil will make a projector proposal

## Equipment

- Replacing board members: we should set a date for a board appointment
- Will vote on the vote channel

## Advanced Taster?

- Attendance is bad
- Maybe do a rotating block - including advanced Shag - on 3 month blocks
- Clarity is an issue
- 20s Charleston workshop? - talk to Jen - good idea for December workshop