



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

December 7th, 2023

Present: Lon, Nicole, May, Sam, Nick, Phil

---

### ALX

- Phil will start looking for new person and write up procedures

### Volunteers/Perks Program

- May wants to start program in January
- 1 pt/shift
- Might need to buy more stickers/t-shirts
- Class passes - should be actual cards
- How will volunteer coordinator keep track of this
- Volunteers should be rewarded - class passes might be expensive, but we'd rather make money off not volunteers
  - Worried about class imbalances - need to communicate that you shouldn't take a class if there's a big imbalance and you would contribute
- No free admission cards because we want to encourage volunteering
- Class passes + private lessons help to grow the community
- Sticker + t-shirt are probably one per year
- Retroactively - need to make sure we have enough stickers/t-shirts so need to take inventory - but May will decide based on what our volunteer history looks like

Proposal: Adopt May's plan for volunteer perks starting in January (Nick/Lon)

Passes unanimously.

- Coordinator perks....?

### Proposal for Swing Syndicate Volunteer Perks - December 2023

**Goal:** Encourage volunteering while supporting our volunteers in growing their dance & community participation.

**Schedule:** To be implemented starting in January 2024, retroactive by 3-6 months. Perks would be awarded on a rolling basis as volunteers accrue points (1 point per shift).

perk	appx value	points	\$/point	appx #/year	appx annual "cost"	MVPs	regs
sticker	\$1	2	\$0.50	35	\$35	1	1
t-shirt	\$15	10	\$1.50	25	\$125	1	1
class pass	\$50	15	\$3.33	45	\$2,250	3	2
"top tier"	\$120	40	\$3.00	6	\$720	1	0

**Suggestions for "top tier" perks:**

- Free ALX pass
- Private lesson donated by one of our teachers
- Short dance-oriented photo shoot donated by one of our talented community members

## Live Music - February Band

- Floyd Dominos in February (2/15) - setting up glass elephant, band is confirmed
  - 8 pieces

## Newsletter

- Taster class reboot, intermediate shag
- Live band on the 25th
- Volunteer perks

## DJ Rate

- DJ rate is currently \$15, but we've been paying \$16 because its on the sheet
- Phil needs to update the sheet

## Backstage Organization

- We have shelves for backstage (very back with ALX storage)

Trial to use one shelf backstage at the very back (behind the sound equipment).  
Passes unanimously.

We will probably install the shelves on the 28th.  
Lon needs to make sure Kate knows, want to do it around 6ish.

## Town Hall

- Only good time is next week - which won't really work
- Previously done in June/December - not good times
- Need to do in January so we can present the numbers
- Needs to be at 9pm
- Also would work well in a 5 week month
- Revisit in January

## NEW BUSINESS

## Membership Rate

- Didn't raise membership rate when we raised admission prices, so the new year is a good time to do it
- Probably would go up \$10
- Nicole will send an email announcing this

Motion: Raise membership price by \$10 starting January 1st, 2024 (Nick/Lon)  
Passes unanimously

## Nicole Leaving

- Nicole's last day is Dec 21st
- Need to find a Houston on Dec 28th - probably Kari
- Nicole will stay on the board until elections (or until she comes back)
- Nick needs to make the new Houston schedule for 2024

## Holiday Dance

- Want to do it on the 21st - can do it in the meeting area with the piano (since it'll be the band jam)
- Need cookies, need flier (maybe an ugly sweater theme or something)
- Nicole can buy cookies (under \$100)
- Amanda flier/fb post

## Community Building/Membership Drive

- Bring a friend free with any admission in January
- Awareness is cool, would rather hand out the cards
- Could wait to raise membership prices
- We won't raise prices until the END of January
- Could be perks for people purchasing memberships - extra free admission card
- Anyone who checks in with a membership on the first or second week of January you get a bring a friend card
- Encourage people to give to their friends
- Difference between free admission cards + bring a friend cards - we ran out of free admission cards and have been using the bring a friend cards. Might need to refill, Nick will find out

## Board approves the January Community Building Drive

- Won't raise membership prices until the end of January, will start advertising increased prices
- Will offer an extra free admission card to anyone who buys a membership in the month of January
- Members can bring friends free in January (except the live band night)

## Teacher Training Workshops

- Workshops would be \$300/hour
- Jen will post in instructor channel about who would be interested

## Class Names

- Inconsistent names between foundations/core/plus and beginner/intermediate/advanced
- Zach would prefer Shag Foundations and Shag Plus
- We suggest Foundations/Core/Plus but need to run by Jen