



Austin Swing Syndicate, Inc.
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Board of Directors Meeting Minutes

July 20, 2023

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

Classes

- We should pause classes on August 24th and resume them the following weeks to make room for 2 workshops: (Collegiate Shag, School Days Workshop)

Unanimously approved. **Phil will talk to Jen about School Days Workshop**

Volunteers

- We are a little tight on volunteers, but otherwise fine
- Should do another volunteer party
- Volunteer jam every 2nd week of the month
- **Nicole will repost fall marketing internship in August**
- **Kunal should check the membership list to see if anyone has volunteered**

ALX

- Band contracts are happening
- Venue deposits are good
- Sound situation at go dance is not plug and play, we probably have to bring speakers, Kunal is going to ask the band about what sound equipment they can provide
- T shirts are happening
- Outfits are happening? Friday can be a hometown pride day? **Kunal needs to put it on the website**
- Marketing is happening
 - Should do a "medium" video for promotion, can maybe use some material from last year
 - **Nick will decide on a date and talk to Kunal about filming an ALX video**
 - **Teachers can do vertical home videos of partner dancing?**
- Our sales are at about 100 (>200 for profitability)
- Need legit ALX email master list, that combines all our lists to one - Phil thinks this should exist

Live music

- Anniversary dance
 - Board members are making cookies for the dance
 - Syndy awards - maybe don't nominate anyone this year?
 - Tickets - not as many pre sales because its free for members, people are procrastinating
 - **Amanda: Should send an email with time is running out for buying tickets**
 - **Nicole will remind Emelise about usual band hospitality stuff**
 - Can we get photos for the anniversary dance? Would need to find someone
 - **Kari will ask Ace if they can photograph the anniversary dance**
 - Possible people to ask in the future: OC, Claire, Amanda
- 8/24 Dance
 - Jen D is making a poster
- Sammy's Satin Sounds would like to play an event in November
 - Maybe makes more sense in January when we have higher attendance?
 - Can we do opener bands?
 - Is there a level of main stage band that we need to define?
 - Maybe have Sammy play but don't promote it as hard? Then maybe it doesn't make sense to pay people?
- **Not set on a band in November, Amanda will let Sammy know**
- "We haven't decided on booking a band in November at all, but also if we do book a band we have to evaluate multiple candidates"

Registered Agent Service

- **Nicole will do this**

TFWC - Lease

- Still waiting to hear back
- Told Phil that they want to give us a deal, probably won't be a huge increase

Ambassador Program

- Plan is to start the first week of August, will do an orientation before Thursday
- Zach, Whitney, and we need two more people
- FB messenger is hard for people to find - **can we have a ASS chat attached to our FB group** - Ambassadors could potentially run it for new people
- Unsure if ambassadors would actually run it, **Lon and Kari will chat about it**

Money Box Drawer Keys

- Would need to contact manufacturer to get a copy of one of the keys
- The other box drawer has 5 copies
- Phil and Nick will spend \$50 on a new cash box (with extra keys)! Unanimously approved

Equipment/Speaker Cable Labels

- Some speaker labels came off, volunteers tried to come up with their own solutions
- **Lon will provide list of labels, Phil will make new labels**

Event Flyers

- Trying Motorblade again for event flier posting, no one has scanned them
- If it's related to swing dancing and on the flier table, that's fine, but people should not pick stuff up

New Business

Rick Leaving

- Rick is moving in October, can leave open or fill it with someone through appointment
- Informal selection process
- We will try to find people - Misha? People who are trained as a shift lead - Nik or Sam?

Promotions

- Trying new promotions with memberships, ALX

Teacher Training

- Feedback? **Talk to Jen and explore sending a form last week of August**
- **post suggestion box suggestions in community channel**
- The board would like to have community teacher support, explore having multiple instructors

Proposal: Teacher training

- Time and location: Landing; 7PM
- Instructor: Jen Reed; happy to have the assistance of a leader if anyone is free and wants to collaborate, but no partner required
- Cost:
 - Teacher training is free of charge to participants.
 - We could consider \$25 per hour for the instructor fee?

- Audience: Anyone who wants to teach main ballroom or eventually teach series classes for The Syndicate; we can grant exceptions based on prior teaching experience on a case-by-case basis, e.g., Holly and Misha
- Exceptions will still meet with the Teacher Coordinator (Jen Reed) to discuss how classes work at The Syndicate, the scheduling process, planned content, pay, expectations, etc.
- Format: Learn and demonstrate content (posture, connection, rhythm, basic footwork, recommended Class A and Class B moves), time management, music management, class management, class format, fun!, Syndicate expectations for main ballroom teachers, etc.
- Requirements to participate:
 - Have at least two years dance experience in 6-count Swing and/or Lindy Hop
 - Commit to the entire series and attend each session.
 - Demonstrate solid fundamentals and rhythm.
 - Taking Syndicate series classes to further develop skills is recommended.
 - If financial constraints are an issue, perhaps The Syndicate can offer scholarships for coaching. This may be a separate conversation.
 - If people can't make it to classes due to time constraints, they probably won't be able to make it for teaching classes.
- Requirements to enter the teaching rotation:
 - Demonstrate solid understanding of fundamentals we teach in the main ballroom throughout the 5 weeks.
 - Teach a mini-lesson in week 4 or 5 to the class; this will depend on how many people we have whether we need 1 or 2 weeks to complete demo lessons
- Meet with Teacher Coordinator (Jen Reed) to understand:
 - Mentoring program
 - Scheduling process
 - Pay structure

Newsletter

- Should still promote online class and dance pass sales
- Newsletter doesn't get as many new subscribers vs how many customers we get