



Austin Swing Syndicate, Inc.
board@austinswingsyndicate.org
1108 Lavaca St. STE 110-273
Austin, TX 78701-217

Board of Directors Meeting Minutes

March 30th, 2023

Present: Nick, Phil, Amanda, Nicole, Rick

OLD BUSINESS

CLASSES

- New spreadsheet made by Phil to track attendance and predict lead/follow imbalances, not currently being used
- Attendance is down, especially for the taster class

VOLUNTEERS

- Still need more closers
- Kunal reviewing incident reports
- Class sign up form is confusing, not clear that you aren't required to sign up for a class in each time slot
 - People sign up for 7pm and don't want it
 - **Modify the form to include No Class as the first option**

ALX

- Rate may increase by \$3000
- Still looking for late night venue (\$1250 for go dance, could also use life in the city)
 - Sound system vs no
- Amanda: may be able to use Joe Merrill's church for free - **Amanda will explore the sound system, floor situation, etc**
- T-shirts will be an add on in event brite, may also add other swag as pre-order only
- Need ALX marketing plan
 - Lindyfest FB page
 - Discounts for fed class students
 - Might be able to get a list of emails of Lindyfest attendees

- Amanda: Growth Channel startup - ad targeting company may be able to create personas, could use for free
 - Mail chimp also has some targeting functionality
 - **Board members should explore Growth Channel before we commit to using it**
- Photographer budget currently \$1000
 - Market is closer to \$3000
 - Would be good to find someone in the scene who will work for a deal
 - **Candidly start up - \$60/hour - may do a trial run during May 4th event**
- **Board should revisit security requirement in ALX contract**
- **Sponsors for ALX**
 - We could get sponsors if we made a PDF of what we offer in return for sponsorship
 - Tabled until next meeting
- Musicians Discussion
 - Leaning away from Dirty River Jazz Band (most expensive band)
 - Vintage Ties (Misha's band) could play one of the late nights
 - Vic or the Goulds may be putting a set together for this year — more likely next year, especially if we give them some funding

BUILDING

- June Thursday - Fed Gala scheduled
- Phil should get in touch with them again
- Should have a Friday night band night
- Interesting to see if people will attend on Friday night

HOUSTON TRAINING

Nicole, Lon and Amanda need to be trained as Houstons soon!

MAY 4th LIVE MUSIC NIGHT

- Rent party contract signed
- **Still need sound contract**
- **Should setup a live music account to manage these things in the future**
- Need to do marketing
 - Whitney - flyers

Proposed live music schedule for the rest of the year:

May 4th - Rent party

June - weird friday night

July - anniversary

Aug 24th or 31st - Back to school night

Sept - ALX night

PROPOSALS

Proposal (Kari/Phil): Jedi competition in the first DJ break

Unanimously approved

Proposal (Phil/Amanda): Get a Canva account for \$120/year

Unanimously approved

Proposal (Nick/Phil) - New business card design to bring a friend for free, requires up to \$200 for printing

Unanimously approved

Nick may continue to work on design.

Need a new square button to keep track.

NEWSLETTER

- Live band event
- ALX
- Calendar integration (Phil still needs to set up)

FINANCES

- All 1099s sent out
- Main bank account reconciled, Phil still working on other accounts

OTHER DISCUSSION

- Competition night has been requested
- Contracts with designers should include deadlines
- Airtable for marketing - could be easier to manage reposting old content