



Austin Swing Syndicate, Inc.
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Board of Directors Meeting Minutes

May 18, 2023

Present: Nicole, Lon, Nick, Amanda, Phil, Kunal, Misha, Ale

OLD BUSINESS

Volunteers

- Appreciation event - June 15th - balloons, awards, tables, pizza + snacks, volunteer jam

ALX

- Marketing ALX
 - Amanda + Phil will work to market things
 - Free pass contest - swing video as entry? Raffle? Both?
 - Katya needs assets from us, JP is still slow
 - Proposal: Video for ALX? Talk to Kunal - Nick will work on it
- Need to find a committee meeting time
- Fed is confirmed but no contract/rate yet - Phil
- Late night - can't use Joe's church, will probably use go dance or life in the city - phone numbers!
- Amanda will look into sponsors like HEB
- Budget
 - Music budget - \$12,500 (down \$1000 from last year)
 - All 7 bands confirmed (Saturday night - Golden hour orchestra)
 - Glass elephant confirmed
 - Sponsorship - probably not a title sponsor, but maybe smaller sponsors (2000)
- Outdoor/free venue - Central Markets have not responded, but Brewtorium has indoor space (but maybe isn't big enough)
- Some requests for late night to be earlier (30 min break) - need volunteers and time for band members to move
 - Dancing should start at 12:30 with a DJ, end at 3:30

Live music

- 6/23 Event: plan for promotion, Kari will schedule something for the 22nd (Oasis, bats)
 - Will announce Misha's band in the newsletter
 - Post a sign that we're not open? Someone needs to make the sign

- Anniversary dance
 - We typically choose a person to get a gold membership - trello task (Janine)
 - July 20th/27th - need to pick date
 - Band - golden hour?
 - Lon + Amanda will contact golden hour
 - August event should be Vipers (or whenever Victor is available)

Green room setup

- Should prioritizing having cold + hot waters backstage
- Kunal can schedule another volunteer to help

Motion: Emelise should be the hospitality coordinator with Nicole as the board liaison (Phil/Kari)
Passed unanimously

TX SOS update board members

- Nicole will research registered agent services so we can keep it consistent across years

Town hall

- We should get a rear projector and screen - can use for the town hall, ALX, DJ battle of the bands
- Phil will make a proposal and update us on the date

Digital platforms/tools

- Trello: should put anything you're doing on Trello, even if it's just you working on it
- Nicole will add tasks to Trello as she takes minutes
- There is a specific trello admin account

T-shirts

- We are trying to do a small run of what we have now

Affiliate organizations

- DSDS is approved, we will be going through the list to decide if they support swing dancing or not
- We should write out what constitutes an affiliate organization - Amanda

NEW BUSINESS

Online ticket sales

- We did a trial run
- We can create the event for June 23rd

- We need to figure it out for our class system - codeless solution, could get us most of the way to a CRM
- Amanda will make an ad that links to our regular thursday dance ticket

Ambassador Orientation

- Lon - will do it in July