



Austin Swing Syndicate, Inc.
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Board of Directors Meeting Minutes

October 19, 2023

Present: Nicole, Nick, Lon, Phil, Kari, May, Sam, Warren, Nik, Jake

ALX 2024

- Need to start marketing for ALX - we need a chair, Phil is looking for one

Volunteers

- May is the new volunteer coordinator
- Should volunteers get free classes? We want to appreciate them
- Current policy - series instructor can take classes for free - added to sheet of perks
 - Kari: teachers should always be able to come to classes, including ballroom teachers or if you're not teaching that month
 - Volunteers could get discounts instead of free admission
 - Volunteers cause class imbalances - but we can't really know
 - Volunteers don't necessarily go to every week of class, some people don't know their level and currently volunteers are just a little random
 - Could lose volunteers to taking classes, but volunteers are also recruited from classes
- Nick: some sort of perks system - class waiver based on how much you volunteer
 - Can offer shirts, other perks
- Things that would be good to know: class imbalances ahead of time, attendance vs sign ups
- Everyone can get in for free if there is an imbalance. May will announce what classes need imbalances. You must level test.
- Waivers would be for the following month
- We want to incentivize volunteers

Policy: volunteers can get into classes for free if there is a large role imbalance. May will announce what classes have imbalances and need volunteers for a specific role. Volunteers can take the class for free if they level test into that role.

May will draft a volunteer perks policy for other perks that volunteers can get (including other discounted classes and free memberships). May will describe how the points would translate to

\$\$\$ to make sure we're not losing tons of money. Lon will look for some historical data to point the way.

May will announce board policies to volunteers and shift leads.

- Volunteer party on November 2nd - sign up to volunteer because the next week is volunteer orientation
- Teachers need to recruit volunteers

Live Music

- 10/26 Event
 - Everything is set up, Kari needs to coordinate with Joanna about band breaks
- 1/25 Event
 - Is confirmed
- Live band event in February for HRH, HRH will cover the cost if we lose money

Classes

- Workshops in December - to be discussed at working meeting - needs to involve teachers

Ambassador Program

- Orientation is the 29th
- May need to incentivize ambassadors in the future - could use perks

Newsletter

- Thanksgiving dance, Sam joined, no classes in December, HRH, Alamo Stomp(?)

New Business

Sam Joined

- Yay!
- Phil will give simpletix access to accounts
- Nick will update the board calendar
- Nick will try to update our business hours on google

Extra meeting Agenda

- Re-evaluating classes - taster class, workshops, regular class content, advanced shag, room strategy (esp with live bands)

- Teacher training - continuously improving teachers
- Marketing strategy