



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

Board of Directors Meeting Minutes

Sep 27, 2022

- Classes
 - few survey submissions;
 - Resolved lengthy dancer complaint with volunteer help;
 - follow imbalance in lindy core: follow workshop (Holly to teach) for retention/interest: currently volunteers are helping fill class to bolster interest, need to work out details (rolling into December workshops - Phil will contact Jen to schedule);
 - small shag numbers - try to increase numbers with marketing, workshop, switching around class schedule, introducing a taster class;
 - extensive 6 count workshop class in Jan - changes could take place January earliest, will discuss during teacher's meeting next month.
 - Need to communicate with front desk that late class attendance policy is depends also on instructor's discretion; policy will be placed on class FAQ for volunteers to rely on;
 - instructor office hours (maybe 15 min) after class
- Membership
 - If bought on band night, extra free admission card (4 total) instead of free admission into the ballroom that night.
- Volunteers
 - Good volunteer numbers
 - Low shift lead numbers, especially late shift lead. Two people are scheduled for SL orientation this week. Kunal proposes an on-call shift lead for help during the night.
- Garage code
 - SL opens garage door, Houston must double check. Board will make a personal phone number list to distribute to SLs.
 - **Houston must arrive by 6:30 latest.**
- Live music night
 - Low turnout (181);

- Forgot hospitality coordination - approved a \$150-200 budget, ~\$25/person
- Marketing done as expected, on Facebook, IG, and newsletter. Were late to boost the post on FB
- Marketing
 - Lon has been very helpful. Chris less helpful
 - Phil will talk to savanna about IG management
 - Promote specific classes in a rolling interval, create a flier particular to that class, over the course of next year
 - Particular to shag - shag hags performance, “challenge” audience to dance shag during a song
 - Is there anyone who can take over the newsletter?
 - Marketing calendar; using Trello checklist for more extensive marketing events and highlighted upcoming events. Can set website calendar as the master event calendar.
- Ambassador program
 - Will ask Lon to take over
- Halloween
 - Annual costume contest.
 - Free or extended membership to 1st place, shirts to rest or all.
- Equipment
 - Need to order a phone to use new SIM cards, accounts. Agree to use \$100 for this.

- Group rate night with UT social dance class on 29th Sep.: haven't heard back, but board approved

- Set up meeting with new building management topic for next meeting.