



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

Board of Directors Meeting Minutes

September 28, 2023

Present: Nicole, Joanna, Nick, Lon, Kunal, Phil, Kari, Nik, Amanda, Misha

ALX

- It happened!!
- Sold 230 something tickets
- Lost about 5k
- We will need to find someone to run ALX because Kunal is stepping down
- We could try to find some like history stuff/video set up to kick off ALX next year
- Need placeholder graphics for live music/ALX that are vague with just a spot for the year so we can kick off sales
 - Amanda will make a placeholder graphic
- Kunal is booking November 2025 date.

Volunteers

- Need to transition volunteer coordinator from Kunal to May

Motion to transition volunteer coordinator to May starting October 1st.
Passed unanimously.

- Volunteer appreciation party to appreciate ALX volunteers and other volunteers
- Nicole will organize an ALX volunteer party - pizza + big thank yous but volunteers are welcome to attend
 - Try to make it very visible, maybe coincide with orientation
 - October 19th
 - We can get a cake (Amanda recommends Whole Foods)

DJ Update

- Joanna's update: onboarding Emory as a DJ
- We have lots of DJs! people are requesting to be scheduled more, we have 2 DJs per night
- Proposal: 3 DJs per night, except on band jam nights when we do only 2
 - Would pay \$15 per DJ (and \$25 on band jam nights)

- Phil will update payment sheet to show 3 DJs
- When we have enough attendees to host a side room, maybe we could do silent disco swing dancing - 3 different DJs playing different music and would have to give out headphones
- If we get the side room back again, we could also do Soul Nights
- Battle of the bands, DJ battle - could be cheap/easy special event

Live Music

- 10/26 Event
 - Sunny Side Six, Aaaaohhh Side Six
 - Costume contest - 1st band break, membership for first place, leftover shirts/stickers
 - To make it go faster - "if you think this costume deserves an award, come up" and then do it by volume
 - Or everybody dance as their character
 - We need a fake butter costume
 - Performance of the St. Louis Shim Sham by Kari + Co. - 2nd band break
 - Amanda requests a diffuser light, Nick will follow up (maybe we could even buy lights at some point)
 - Graphic by Saturday
- 1/25 band
 - Vic + some guy from Paris (Vipers ft. this dude)
 - There is a group coming in with a discounted rate, but may be movable
 - Should continue on slack to officially approve
- How do we decide what bands to book?
 - Amanda - Audience vote for bands?
 - Someone should talk to the band leaders to make sure there's not favoritism
 - Some bands are not as good for dancing
 - Bands also need to promote themselves
 - At one point we had drafted guidelines for bands
 - Maybe we need to provide feedback - bpm, announcing band members, feel of the songs
 - Maybe for certain big events we can favor the more popular bands, book smaller bands as one offs - Thursday crowd may not be super picky
 - Audience survey after live bands
 - Need to document expectations - when is sound check, when do you need to be playing
 - Joanna + Kari + Lon will draft band expectations for bands to remain in good standing with the Syndicate, feedback for specific bands

Classes

- Taster class issues with attendance, marketing
- Options:

- Put it on hold, reassess next year
- Teach shim sham/solo jazz
 - Specifically scheduled - Blues, Advanced Six Count – should call Intermediate Swing, Shim Sham, Solo Jazz Vocab
- Turn into another month long - teach solo jazz routines
- Jazz routine of the month + performance
- Attendance for taster class IS correlated to marketing
- Part of the intention of the class is to provide an easy option for people to drop in - either because its too late to sign up for classes or because they show up late, etc
- Maybe put on hold - teacher availability, December workshops, attendance spikes at the beginning of the year
- Potentially we could do Thriller in Oct - Kevin W
- We need to update the website - something exciting coming next year messaging

Proposal - Put taster on hold for the rest of the year, likely to start again in January.
5 in favor, 1 against

- Sometimes we let people take the class in week 1 or 2
 - Advanced classes - entire month or not at all
 - Don't let them take the one off in week 1 or 2
 - Applies to Advanced Bal, Lindy Plus
 - Maybe not a huge issue, just people dropping out over the month

Ambassador Program

- 4 new people will do orientation, will be regularly scheduled, 7-8 people total
- Need more data but bureaucracy may lead to fewer ambassadors
- Lon - ambassadors should maybe have a meet up to discuss how things are going on a regular basis
- Would be helpful to know if people are coming back because of the ambassadors
- May need a few months to get more ambassadors/data
- Need to get a picture of the colorful identifier thing

August Teacher Training

- Got new register, extra backup keys in houston safe

Newsletter

- Update people in newsletter about early bird pricing, but no special discount

Youtube

- We have 3 youtube accounts, we would like to merge or get rid of them and make a new one - Misha might ask someone about it

Board Seat Appointment

- Need to appoint someone soon, or rearrange Houston schedule
- Amanda will officially ask Sam to join the board, then we need to realign the Houston schedule
- Phil may onboard Sam on the accounting side

Equipment

- Phil will buy a projector and maybe some cheap speakers for outside
- Better sign that gives more information

Town Hall

- Phil will do a town hall

Private Lessons

- Policy WAS that no one can reserve the space
- People can't block off anything for private lessons
- One slot, on the landing, will be reserved ahead of time and set a price
- Nicole: Currently there is no reserving space for private lessons - need to post about this
 - \$10 or \$15

August Teacher Training

- Need to talk about this at instructor meeting

New Business

T-Shirt Sales

- People would like to buy shirts more often
- We can only sell \$1000 of unrelated income a year
- Phil should figure it out with our accountant

Grant Writing

- Need to follow up on Jen's plan

Nick will schedule a follow up meeting where Jen + others would be able to attend

- December workshop
- Marketing
- Teacher training update