Board Meeting Minutes

# March 22nd, 2018

Workshops

Marketing - exposure and emphasis to retain and develop dancers.

Talk about what people need to do to get into the instructor training program. Jen needs those referrals to find such applications. Announce to people who want to teach to reach out to Jen.

Advanced bal and shag dancers have been contacted for this purpose.

Speaker Stands

Matt - Speaker stand design, upon which we’d be able to load the speakers on and off the stage. Ready-made stands are at the same price point as Matt’s offered stands, $700. 24”x7” size when collapsed. Ready-made stands do not collapse. Crank stands are also a viable option, much cheaper at $65/unit, but of likely lower quality.

Matt’s designs could be completed by the end of April.

For future sustainability. This is not immediately necessary.

Unanimous vote passed to purchase two crank stands for $130 total.

OFFICERS

President - Deb Tindle

VP/Live Music Coordinator - Jin Young Cha

Hospitality and marketing - Caitlin McTaggart

Membership/Recruitment/Retention - Emelise Baldwin

Treasurer - Lizi George

Equipment Coordinator - Nick WIlliams

Secretary - Daniel Young

Up 15% in sales in comparison to relative 2017 season.

Admission Numbers

Up 15% in sales in comparison to relative 2017 season.

1 night had almost 440 in attendance

Valentine’s dance - 390 in attendance.

Consistent low 200s until large 440 night.

Bank account is good at about 60K, where ALX is in expenditure budget.

First bill will be received in April.

We already owe at least 10K for this quarter.

Live Music Coordination

May need to change up schedule. September had special dance scheduled, but it may need to be removed. Band Jams are popular.

“Live music here is something that invites people to go (look) elsewhere”

Board could amend documentation to change budgetary points when we’ve accepted enough funds.

Several musicians have requested to maintain their salary private.

Idea to advance booking in order to notify our members of live band nights with enough time. Could be cost-consuming.

Band recommendations should all go to Jin Young Cha.

Marketing

Caitlin has taken over Instagram account without access to Facebook account.

More posting requested. There is a plan for instagram regarding Kevin Nguyen and Isabella.

We will add Slack account for the Syndicate.

As far as marketing for the community, Emelise suggested listing to several different media postings.

Board Calendar

Daniel will be in charge of board calendar. Any request to reserve space and time should be sent to calendar. Daniel will make sure no organization overlap occurs.

All have access to calendar.

Volunteering Management System

Jen has been working with a project management team from UT Austin since last Fall. Automation issue was presented to this student mgmt team; 4 solutions were arranged and shown to Jen.

**GivePulse** is Jen’s preferred option; she would like all to vote for its implementation. Cost for its running is $8/month or $96/year. Ambassador and teacher trainer availability and would facilitate scheduling, allowing her to work on growing the scene. Here, we can manually assign specifically which individuals may or may not work a certain position a certain number of hours.

This is also a site where we could sell tickets for events like ALX. We believe this option would be far cheaper than EventBrite as well as have more social media marketing opportunities. We could be more easily found through this option. It would take approximately to launch our program through GivePulse.

Decision is due tomorrow, Friday, March 23rd.

Board approved decision to move with GivePulse.

Communication with Matt on vote to purchase crank stands.

Communication with Jen on vote to move with GivePulse.

Side Rooms

**Georgian room** - Jen would like to see in weeks 1-4, Blues, Bal, Lindy Hop (Charleston inclusion), Shag, and possible Jen’s pick for a potential fifth week, respectively.

**The Art Gallery** would be used for all line dances for an entire month at a time as a replacement for teaching.

Unanimous vote passed votes to rid of West Coast Swing and replace it by Jen’s curriculum.

Third Thursdays are now open since we no longer have West Coast. This is where the possibility of Jen’s system integration comes in.

This is now a standing system. Jen’s option will replace our current system for the time being.

Emelise Protocol

Collecting feedback by transmitting comments from Facebook Syndicate page to Slack so we could discuss responses before distribution. This could be done by the secretary.

Using a another whiteboard to write membership information with dry erase markers.

We should be advertising more for the holiday dance. We could prived pull-off tags that could distributed to different locations, recreation centers.

Hold small events for environments like retirement homes and recreation centers.

Miscellaneous

Print designed flyers providing information to the public.

The majority of the board are now Admins for the Facebook page.

Deb’s Letterman sweater program - Deb has contacted designers or manufacturers regarding the creation of the pieces.

# PASSED VOTES SUMMARY

Unanimous vote passed votes to rid of West Coast Swing and replace it by Jen’s curriculum.

Unanimous vote passed to purchase two crank stands for $130 total.

Unanimous vote passed to move forward with GivePulse.