

“Gem City Swing” 11/2915  
Exec Meeting

Welcome, Rob! (Marketing)

-- Budget for Rob?

- Need to keep some money in the bank for emergencies
- Currently making about \$75 per week
- Currently have \$244 in cash box, \$450 in checking, \$550 in savings

**\*Allotting \$200/month for marketing**

-- Jay started looking into *iHeartMedia* (They didn't get back and it wasn't followed up, but something to think about in the future.)

-- **Radio ad** = great idea, but costly (Jay offered to help cover cost)

-- **Newspaper** = probably not our demographic, but if we do, the best option is the Entertainment section of the Dayton City Paper

-- **IRS form** = Jay filled out, has a few questions (Can we pay people? Perhaps reimburse people who are not board members?)

-- Rob = FB ads, Radio ad (can go a little over budget if needed – talk to Dot)

-- **Progress on Tuesdays/Thursdays**

- Losing money on Thursdays, but expected and okay for now

- **December practice sessions** – 2 Thursdays in December, so just going to have open practice time, no progressive or organized planned lesson

- Should we **cancel the Tuesday dance between Christmas and New Year?** Will decide this week.

- **January Progressives** = Emily and Jeff teach? (Not 100% sure Jeff can do it, Emily out of town at least one week)