

Gem City Swing Meeting Minutes 01-05-2017

Attendees: Nick Gerakines, James Benze, Emily Stienecker, Rob Breen

- What are the goals for the club for this year?
 - Jay: would like to have a better handle on the funds, and where the club stands
- How does the club usually run?
 - Total profits tend to be about \$40-\$50 per week
 - Spend \$60 per week for the venue, and \$50 on workers/teachers
- Is membership more of a revenue source or an engagement tool?
 - More than an engagement tool than a revenue source
 - Really wanted it so that people could vote for club leaders
- Quarterly goals for the club?
 - It sometimes helps to have goals to be able to measure progress
- Overhead expenses
 - Meetup
 - Website
 - Workers/teachers
 - Venue
- Membership perks?
 - Maybe something like a newsletter that we give to people
 - Maybe give members more opportunities out in the swing dancing community as a whole?
- Do we see ourselves as more of a social group or more of an instructional group?
 - We see ourselves as more of a social group, but we are slowly trying to add more instruction as we see fit
 - Trying to build the different layers of skill in dancers
- Maybe use a Slack account to do our chatting as a group. Would keep our things more organized.
 - Jay making the Slack account during the meeting
- Want to get more people to DJ
 - Nick said that he would be interested
 - Maybe try to get people from neighboring cities to come out to guest DJ every once in a while
- Teacher Acquisition
 - Definitely need more teachers
 - Need more door workers so that we can have more people available to teach
 - Going to try to start scheduling workers on Friday
 - Put together a list of people that either want to teach, or we think would be good at teaching
 - Maybe need to give them training so that we can give them confidence in their ability to teach

- Would like to give them training regardless just so that they are going to be consistent with the group as far as verbiage and energy consistency. Some sort of teaching audition?
 - Maybe give some kind of incentive for the first time that they teach to get them hooked
- Marketing – Rob
 - YouTube channel?
 - Jay just created the YouTube page during the meeting
 - What metrics do we have for these marketing events?
 - Maybe take counts of who all we get to show up to these events so we can tell who is showing up for things and what kinds of draws
 - How to get people to come out to marketing events?
 - Pay them?
 - Use it as an opportunity for them to market themselves as instructors for the club
 - Want to put together a performance team that we can just send out to some of these marketing events so that we have something to do on a stage
 - Sponsor people to go to events to give them incentive to be a part of the performance team/marketing events?
 - Cedarville swing dance
 - Would like to get Kyle to teach the lesson. If he can do it, we will just ask him who he wants to teach with
 - Springfield barnstorming event
 - Going to go scope out the venue in a couple of weeks. Rob sending an email
- Jay wanting to move the meetings to the end of the month rather than in the beginning of the month like we have been.
 - Makes more sense for planning the next month's dance than what we are doing now
- Would like to ask the people what they want to learn to help us plan for future lesson series
 - Make it a poll with options so that they aren't paralyzed by having too many choices
- What are we going to teach next month?
 - Thinking that we can talk about it through Slack
- Need to figure out who has what board responsibilities
 - Will probably also talk about over Slack since we can get everyone involved there.