

Gem City Swing
Exec Board Meeting
3/27/2017

What to Teach in April

- How to give and receive criticism
- Lindy Hop (if rotating through again)
 - Do we have enough people? Probably not.
- West Coast?
 - Who teach? Not actually a swing dance. **No.**
- More Mini Series? (2-3 week choreo ideas)
- Practice Class? (Not enough material for whole series, but a one off)

***Decided on BALBOA**

Summer Performance Team

- Great for people who are beyond the beginner lindy hop, but we don't have enough of to create a whole next class level
- Practices on Sunday (Every week? Every other?)
- Charge up front for entirety of summer performance session
- Hold auditions (Even if everyone is let on, gets them invested)
- Size limit? (Might need even lead/follow count)
- Announce asap

*2 hrs every other week

Auditions: Depends on when Steve's studio is available. Probably on a Sunday.

--Announce Tuesday that it's a thing that's happening, more details to come

Website

- Was down for a couple days, but Jay got it all fixed up
- Can start selling things on the website soon (more effective advertising)

Finances

- All in Google Drive
 - Folder "Invoices & Receipts"
 - Includes copy of checkbook register

\$1560.18 checking

\$991.10 savings

\$634.25 cash box

Profit Per Week = Breaking even usually

Changes to Pricing Structure?

- \$2 back at end of night instead of halfway through (encourage staying to the end, probably end up with more money anyway)
- Rewards card system instead of \$\$ back? (Stay until end XX amount of times to get free dance) (5 dances for a Level 2 class?)
 - Issue: depreciates membership

Recap videos "Member Only" (hidden videos)

Membership Cards

- Finished! Yay!
- Just need names added and laminated
- Adding member numbers to cards (Easier to mark off instead of writing down names, sense of belonging, etc.)

Marketing Updates

- **Money for promo items to distribute?** (Stickers instead of magnets)
 - Will allocate some (200 stickers = \$38)
- **FAQ on website still says Ned Pepper's and 501c3**
- **Gift Baskets for Oakwood event** (Rob and Emily M. will sit at table)
 - Items in gift basket: Benny Goodman DVD and CD, Free admission to dance (Services, not \$\$ whenever possible)
 - Gem City Podcast friend also doing a basket. We could put something in his basket. (Yes, coupon for dances)
- **May 28 Heritage Festival, need to start announcing**
- **Barnstorming flier approved**
- **Maker Faire with Carillon Park ("Dayton Mini Maker Faire")?**
 - Are we "makers"? Do we want this exposure?
 - **Aug 5-6**
 - Are there other intangible product makers?
- **Nick connecting Rob to acquaintance interested in having us as part of company picnic**
- **Marketing Manager position part of by-laws**
 - Costs refiling fee
 - Take positions OUT of by-laws instead of add to them? (Easier to just change club rules whenever we want than trying to officially change the by-laws)
 - Yes, put on website though

***General Guidelines for Teaching dance** document -- KAT (really break it down, why are you doing what you're doing and when)

-Email list?

*Need hard list of rolling announcements