

GCS Exec Meeting
9/25/2017

Teaching in October

- Charleston
- 5 Tuesdays this month
- Jay and Emily not here the 1st Tuesday
 - Shim Sham the first week (Kyle and Nick)

Teaching in November

- Balboa

*Idea - Teach one piece (5 min) of the Shim Sham each week before class. Get people used to the moves and stringing them together gradually. Use as a warm-up.

Teaching in December

- Some one-off lessons? Like Collegiate Shag, St. Louis shag, etc.

Hiring a Band

- Need to do it to spend money
- December Christmas party - December 12 (formal dance)

Or...

Mark & Shannon

- Jay following up with them

Funds

- \$2,000ish in checking
- About \$1,000 in savings
- Checking + Cash Box = \$2,548.71

Total as a club = \$3,540.23

Member Dinner

- Can rent room at Buffalo Wild Wings
- Could coincide with Christmas time and bring white elephant gifts

Pass to Rocktober to Give Away

- FB contest (pin post)
- Members only
- One entry into drawing:

- Share or post something about GCS with hashtag #GemCityGoesToRocktober
- **** One entry into drawing:
 - Like this post and tag a friend who you'd like to see on the dance floor in the comments for entry!
 - Post with good image

Library Lesson

- October 19 (7:00-8:00)
- Free beginner lesson
- Wear Gem City Swing shirts

Business Cards

- Reordering this week to have for the event

Movie Night

- End of October
- *La La Land*

Tablet Training

- Nick will teach people individually

Lesson Coordinator Part A

- Kyle
- Create content plan multiple months in advance, and implement

Lesson Coordinator Part B

- This is the point person to teach beginner level instructors

Music During Beginner Lessons

- Pros and Cons to both
- Need to start thinking about it more
- Will make having music more available
- Need to all work together to figure out how to make it work
 - Used to have 2 small portable speakers to both lessons use a quieter speaker

New Dancer Night

- Originally was "Bring a Friend" night (problem when new people showed up without a friend)
- How are we motivating people to want to bring someone new?
- Have not been doing New Dancer Night (noticed most new people didn't even know it was free for them, so realized we could still get money)
- NEW IDEA: 1. First Timers always get in free for first time

New Dancer Night

2. Motivate regulars to invite friends = \$1 discount if you bring a friend on
3. Option: With membership, get coupon for free friend entry
4. Referral Raffle = New person says "Joe invited me" and Joe gets entry into raffle

ISSUES/CONCERNS:

- Lot of data to keep track of over long period of time
- Issue with new dancers always getting in for free = it doesn't make people come back again. Maybe just need to market it better?

- Really want to start getting college kids to come out to dance. Could be a market available that we aren't tapping into.
 - **College ID Night**
 - Convince UD to not have their meeting once a month, and carpool to Gem City Swing instead
 - Pay them \$X a head for coming
 - Have Katilyn N. talk to them

Referrals

- With membership, get 2 referral cards ("I am a friend of _____")
- That card gets both people in for free (must be used in a new person)
- Card gets entered into raffle

Cost/Value

- Don't want to devalue dance, but prices might be high enough to exclude some people like college students
- Consider extending the length of the dance

End of Year Survey

- Survey Monkey / Google Form
- Suggestion Box (online more effective) (Sarahah kind of thing, anonymous feedback. Place cards with info around.)
- Discussion group with dancers?

*Start seeing if people would be interested in extending the length of the dance. (10:00 instead of 9:30)