

## GCS Board Meeting

### Halloween Dance

- Snapchat filter created

### Board Elections

- Don't want to conflict with winter dance, so December 19

### Winter Events

- Nursing Home (Rob did hear from one in Kettering interested in having us in Jan)

### Beginner Month (\*Need to coordinate this idea with Kyle, since he is in charge of scheduling lessons, but all present are in favor)

- Jay was learning from other dance clubs about how they get people in the door
- Ideas:
  - Beginner-Focused month (instead of beginner drop-in lesson, it's a series lesson targeted at beginners)
  - In addition or instead of regular level 2?
    - Tentatively lean towards in addition to
    - Keep the more intermediate dancers from dropping into the beginner lesson and intimidating the new dancers (unintentionally)
  - No regular just drop-in beginner lesson - spend a lot of time/money/energy to advertise the beginner series
- What to teach?
  - 4 weeks of 6-count can be a bit much, so maybe have at least 1 week of beginner Lindy Hop
  - Coordinate so the next month is Lindy Hop in level 2 class
- Plans to advertise
  - November = Plan how to advertise (FB graphics, FB ads, etc.)
  - December = Implement advertisements
  - January = DO IT (Yay New Year's Resolutions!)
    - Repeat in May and September (coordinate well with schools)

### Non-Profit Org Info

- Non-profit might not be the best fit for us
  - Looking into becoming an LLC, but need to talk to a lawyer
  - Concerns about LLC: Load put on Jay (Jay not concerned because of the design of an LLC)
- Nick has a contact to learn more about these processes
- To be a "for profit", you must be profitable 3 out of 5 years
  - "Profitable" just means you didn't deduct more than you had income
- Become a Co-op?
  - Need to look more into how it works
  - Not sure what being a "member" would mean.

- Nick is more familiar: Can do either one-year annual membership or lifetime buy-in
- Offer a rebate on dances?
- We want to be able to pay people (Don't want to become an organization with rules prohibiting that.)
- Nick also has connections at The Ohio State University
  - Nick going to talk to OSU people
  - Jay going to talk to Nick's lawyer relative

### **Ride Scheduling for Dance Travel**

- Scheduling Gem City to go to events as a group
- Liability waiver if calling it a "Gem City Swing" ride
- If don't label it as GCS, and just "I want to go and need a ride" on a paper, maybe not need
  - Could combine together: When they sign up for a ride, they're signing a paper that says they hold no one accountable
- Emily Mobley will be in charge of coordinating the ride sharing
  - Added to Slack

### **Removal of Old Board Members**

- Will be removing Dorothy and Emily Delman from Slack at end of the year

### **Jay needs to message Mark about teaching**

### **Structure Changes**

- Instead of 4-week series, do 3-week series + Practice Session
- Teach for 3 weeks and then say "Okay, so what do you want to learn?" You can still show up with more of your topic to share with them, but if they want something else, you can give it to them.
  - Give a chance for people who have missed a week in the series an opportunity to catch up
- All in favor!

### **More Structure Changes**

- Referral Bonus
  - If you bring someone who has never been to the dance before, BOTH of you get in for free (once per night, but no cap on how many times)
    - Just need to make sure we track names of brand new people
- Student Discount
  - Reduce cost by \$1 for students
  - Allow that to stack with Membership (Student Member could get in for \$3)
  - Also provide discounted membership rate for students
- Idea of reciprocal membership recognition (If they have a Swing Columbus membership, we give them the discounted entry to our dance)

- Memberships would NOT be stackable (if you're a Swing Columbus AND GCS member, you don't get \$2 off per dance)
- Swing Columbus membership would ONLY get you discounts on the dance, NOT voting rights or merchandise purchases, etc.
- Discounted membership in December for upcoming year (\$25, save \$5 if you buy ahead of time)

### **Doing a Saturday Event for Beginners?**

#### **Mailing List**

- We keep putting off. Will start fresh in 2018 with an email distribution list

#### **Finances**

- \$3,500
  - \$2,400 in bank