

Gem City Swing
Exec Meeting
4/5/2016

Jay and Emily back from “The Experiment”

- Activity called “Seeds” mentors have stations of dif topics.
- Scene building chat by David R. (sp? Ream?)
 - o Non-profit vs. Profit
 - Volunteer labor is BAD, and paying volunteers is super tricky as a non-profit
 - Becoming “For profit”
 - Pros: makes paying people easier, makes for better work (more motivated), more people *want* to work, can accept donations
 - Cons: means paying taxes
 - Don’t need Executive Board
 - o We would still have a board, but requirements for elections, etc. go away
 - o Would need to offer refunds on memberships because part of membership means they can vote in elections, etc. which would no longer exist (Still keep concept of membership so they can get discount admission to dance.)
 - If we decide to change, doing so when we change venues would be a great time (lots of changes all at same time – big overhaul of organization)
 - o Setting prices (perception of value)
 - Not best to have cheapest event (People assume more expensive event is better event)
 - But have to back up the price you charge (make it WORTH that price)
 - o Offer series lessons in conjunction with dance
 - o Use all puzzle pieces to build scene (lesson, workshop, dance, practice session).
Make them all connect and combine instead of looking at them as individual pieces.
 - Have workshop and people get excited and want to work on things, so want to go to lessons every week and go to practice session to work on what they learned. It snowballs and connects.
 - o Charge more up front and give money back at later date instead of discount
 - Pay for lesson and get into dance for free (Extra value for lesson. But makes dance seem worthless then! You need to value your own dances!) Instead, charge more for full series, and give XX amount back to those who stay at the dance for an hour or two. Then it’s worth XX amount to them to stay, and makes for better dancers because they stay and social dance!)

Marketing Update

- Tshirts – waiting to get design back (sent a month-and-a-half ago, should get back soon)
- Carillon Park event – (May 29) – 3 signups right now, hoping for 10-15 (Try to get about 7 more people in the next few weeks.)
- Birthday Jam at end of each month. Get more people involved.
- Reward if member finds new venue? (Maybe a month – 4 consecutive weeks – of free lessons)

- Yearly in May in Oakwood, has a silent auction. Donate item? 4-week consecutive lessons?

Other Items

- First Fridays (probably?) start in May – Should go get people dancing in the Oregon District
- Big Band Nights – Offer to teach free half hour lesson before
- Century Bar opening a Speakeasy connected to regular venue. Plan to hire jazz bands on occasion. Jay going to reach out and offer to teach lesson, organizers dancers to come dance, etc.
- Do we want new venue to be a bar?
 - o A venue with alcohol without age restrictions would be best
 - o If art studio, coffee shop, etc., would be easier to have space for intermediate lesson series in addition to beginner lesson before dance
- Addition to Code of Conduct: If children are disrupting other patrons' ability to enjoy the evening, they will be asked to leave at the discretion of the Board.

Money

- Currently have about \$2,000