

“Gem City Swing” 9/3/15  
Exec Meeting

**Groupon** – not responding to Alicia (will keep trying)

**Advertising**

- Alicia has messaged Mark Calkins from Cbus. Awaiting reply.

**- Fliers**

- Distribute to exec board, all hang up
  - Sinclair = Dot
  - Wright State = Dot
  - UD = Emily
  - Kroger on Wayne = Jay
  - Panera on N. Fairfield = Alicia
  - Panera on Wilmington Pike = Kat
  - Panera at the Greene = Emily
  - Panera in Centerville = Kat
  - Panera at Dayton Mall = Kat
  - Kroger on Whipp = Kat
  - Kroger on Wilmington Pike = Kat
  - Kroger on Dayton Xenia = Alicia
  - Kroger on Spinning Rd. = Jay

\*See Jay for completed list\*

**- Facebook** – not doing great

**- Newspaper?**

- Free in Dayton City Paper Events section = Alicia will look into (might need proof of nonprofit status)

- Dayton Daily News = Expensive? = Kat will look into possibility

**- Church Bulletins/Community Boards?** = Dot and Kat will investigate possibility

**- Business Cards** – We voted on the double sided design.

**Reminders:**

- Dot = Get finance numbers to Jay. Bring cash box to Ned's by 8:15

- Jay = get email info to Kat

**Progressive Lessons** – It's time to start!

- We have a wide skill range, so it's not possible to have guided lessons for *everyone's* level. We need to accommodate all dances.

**- Idea**

- Space for beginner lesson on one side and practice session on the other.

- Someone will guide the practice session. (Emily for sure at first because she has the most experience with this.)

- Have dance instruction videos for inspiration. (We voted that it was okay to spend club money on videos.)
- **Format** = 4-week Progressive Series. 2 hrs each week.
  - 15 min warm-up all together
  - 1 hr beginner lesson and 1.5 hr practice session happening concurrently
  - 15 min social dance
- **Day** = Wednesday or Thursday (All seemed to favor Thursday so we don't conflict with SOD)
- **Venues**
  - Rosewood Art Center in Kettering
    - 24x30 space eventually might be too small, but fine now
    - Cost? Unsure, but should be pretty cheap. (\$20-\$30/hr, guess)
  - Always Ballroom = booked already
  - Loft Theater = Affordable (\$40 for 4 hrs) but busy. (Good for workshop)
  - Arbor Hall (probably too expensive) (Haven't heard back yet.)
  - C.I. Beaver Hall = Alicia will check
  - Churches (haven't heard back, but ballroom groups use them)
  - Golden City Ballroom (not great floor)
  - B&B Riverfront
  - Baum Opera (expensive)
  - Heights Racquetball and Fitness Club
- **Time:** 7:00pm-9:00pm
- **Price:** \$3? \$5? (use some \$\$ from weekly dance to support)
  - Series deals? (Pay for whole month = cheaper)
  - \*Will wait until we have space booked and know cost
- **Start Date:** October

### What Do We Do With Our Money?

- File nonprofit form (\$450) [501(c)3 express form]
  - Alicia will do with her mom this weekend
  - CPA look over for \$50
- \$75 for Jenny Watercutter for logo
- FB ads
- Fliers
  - \*Won't have a ton left over. \$400ish
  - Save chunk for emergencies

### **Ideas for the Future**

- Dave Greer?
  - 1.5 hr gig
  - At Smackdown were paid \$800 for 3 sets. Will cost us probably \$500-\$600

### **Alicia and Amira's House Blues Dances**

- Should Gem City support?
  - Right now we will not fund. We can support and promote, but not put our name on it. Possibly give refreshment money donation?
- Potentially 2<sup>nd</sup> Friday of each month