

Gem City Swing
Executive Meeting
6/12/2016

Marketing Update with Rob

- Rob is doing the right amount of work
- Updating Website
 - o Lot of irrelevant info
 - By-laws need posted
 - Alicia not board member anymore
 - Update pictures (and on FB page)
- Tshirts
 - o Got design back from Jenny
 - o Working on pricing/where order from
 - Schuerholz Printing (cheaper in bulk right now)
 - T&L Custom Screening, Inc. (no bulk discount mentioned)
 - o Just get unisex shirts, don't bother with women's shirts (or pre-order only the women's cut if same price as regular)
 - o Save receipt to know how many of each size ordered
 - o Should pay directly out of organization account
- Money owed to Rob?
 - o Believes receipt turned in, Jay wouldn't take receipt (give to Dot or put in cash box)
 - Had receipt in envelope, Jay unaware
 - o Will find new ones and print off for reimbursement
- One Year Anniversary
 - o Cake to celebrate (Tiara Shackelford just got culinary license, maybe make us cake?)
 - o \$1 off for 1-year anniversary
 - o June 28, 2016 = celebration day!
 - EMILY UPDATE FACEBOOK EVENT
 - Make sure we have lots of \$1 for change that night!
- **New Venue** (Too many people now for St. Albert church basement)
 - o Kat looking into new venue (youth center), but couldn't get ahold of Gary Gray
 - o The Polish Club and The Czech Club (Jay contacting)
- **Non-Dance, Community Building Activities**
 - o Quidditch
- **Instagram Page**
 - o Rob requested pics from events
 - o Have logo board to hold up (big diamond)
 - o Jay found photographer who took pics at Carillon and First Friday (, but no pics up yet)
- **Need to hold meetings monthly so fewer agenda items each time**
- **FB Message from someone in Middletown**
 - o Offering space for dances once or twice a year (mostly just an advertisement)
- **Parade**
 - o Will express interest and see if they want us (Rob)
 - o Kettering Holiday At Home parade (Labor Day parade) has military/service theme, but if they want us we'll walk/dance
 - o Rent era-specific vehicle? (obv. Not want to spend a lot of money on that)

- Re: Quidditch
 - o Make FB interest event poll
- **Business Cards**
 - o Jenny sent file, so can open/edit and resend
 - Just have the “Follow Us” card information on back (website, FB, Twitter, Instagram)
 - Phone number? (Make Google voice, always go to voicemail and just check voicemail) (Jay creating now)
 - (937) 55-DANCE
 - o Print at some place? Yes, good price and timing
- **Google Drive**
 - o All executive members can upload things to it
 - Concern about space (drive only has 15GB – Jay has alternative solution)
- **Suggestions for Social Media/Marketing for Rob**
 - o Doing great so far!
- **New Board Members**
 - o Inviting Emily Mobley and Kyle Girtz to board
 - o Discussion about board member duties/responsibilities
- **Membership**
 - o Dues cut in half at beginning of July (MAKE NOTE IN CASH BOX)
- **Lessons**
 - o Series?
 - All in favor
 - Move everything back 30 minutes
 - 4-week, 1-hr series from 7-8, Beginner lesson 7:30-8, Dance 8-9:30 (Rob looking into if we can stay 30 min later)
 - Recommendation: Have 2-3 weeks of drop-in lessons before taking Lindy Hop series lessons
 - Instructors: Same instructors for whole month
 - Price for lessons?
 - Dance = \$5
 - Series = \$10 and get \$2 back partway through dance (incentive for staying for social dance)
- **Payment**
 - o Can pay people now. How much?
 - 7 people working, need payment each week
 - \$5 desk worker x 2 (\$10)
 - \$5 Beginner Instructor x 2 (\$10)
 - \$10 Series Instructor x 2 = \$20
 - \$10 DJ = \$10
 - o TOTAL = \$50
 - Start paying in July, when we start lesson series