

# FLOAT CONFERENCE

## Board Meeting #29 February 26, 2020 | 2 pm - 3:30 pm PST

### *Quorum Present*

#### **Present:**

- Ashkahn Jahromi (President) / Graham Talley (*joined at 2:16 pm*)
- Gloria Morris (Secretary) (*joined at 2:30pm*)
- Andy Larson (Treasurer)
- Jake Resch /
- Matthew Smith / Jamie Phillips
- Jesse Ratner-DeCle
- James Harder
- Jocelyn Jester (Operations Team)
- Esther Paul (Operations Team)

#### **Absent:**

- Kevin McCulloch
  - Kim Hannan
  - Sean Lavery
  - Roy Vore
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#### **Agenda:**

1. **Vote to approve last meeting's minutes (Official Vote)**
  2. **General updates**
  3. **Update on Sub-Committees**
  4. **Speaker Ranking - Invited Speakers**
  5. **Closing Comments**
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#### **1 - Vote to Approve Last Meeting's Minutes**

*Vote on Minutes from Feb 12 meeting: Unanimous Approval*

#### **2 - General Updates**

No general updates this week.

#### **3 - Check in with Sub-Committees**

## **Sponsorships**

The sponsorship team shared the current sponsorship opportunities structure with the board, and confirmed that no one had any questions or concerns. This team has been very busy both with their individual work and sponsorship sales. Updates will be detailed at the next meeting.

## **Marketeers**

Ticket update - We launched presale tickets!

Marketing strategies - We are going to focus on good communication within the float industry, local float centers (within 6 hour drive), and past attendees. We're still working on some details on this and hope to have more info for the next meeting.

## **Fun Police (Attendee Experience)**

### *Parties*

We've started working on finding party venues. We are paying attention to some of the comments that the party was maybe a bit too boisterous and loud last year. We want to make sure that there are some nooks and smaller areas where people can have some good parties. Jocelyn is going to Milwaukee next month to do some tours of these options.

### *Themes*

We've talked a bit about themes, and we are hoping to discuss more concretely on the next board calls. We are leaning towards something like "Building the Foundation" or something that fits with what the industry is. We would be looking to use this as a tagline in a few printed and digital materials. We may also use this as guidelines and motivation on choosing speakers and Activities.

Ashkahn is wondering if anyone has any thoughts on having a theme/tagline in general. Andy mentions this is common at conferences and helps to build comradery among attendees.

The team will solidify ideas and then we can talk about it as a board to finalize.

## **Friday Activities**

This team hasn't met since the last call, but we will enact a similar system that we have set up for speakers over the last few weeks. Jocelyn will send out the current list of Activities options, and ask that everyone share ideas, suggestions, and comments before the Friday Activities Meeting next Wednesday. The committee will narrow down and clean up that list, and then the full board will discuss again at the next board meeting.

## **Podcast**

Podcast team is working to make some decisions via email, since we couldn't find a good time to meet.

## **Stage Design**

Stage Design team is trying to find a time to meet.

#### **4 - Speaker Ranking - Invited Speakers**

On this call, we went through the speaker spreadsheet discussing potential speakers we'd like to invite to speak. Board members will anonymously rank the potential speakers on a scale of 0-10. Those with the highest average will be invited to speak.

#### **5 - Closing Comments**

Next Meeting will be about Friday Activities.

**Next Meeting: March 11, at 2:00 - 3:30 pm PST**

*Meeting Adjourned: 3:31 pm*