

FLOAT CONFERENCE

Board Meeting #68

July 11, 2023 | 10 - 11:30 am PST

Present

Quorum Present (5+ seats)

1. Kim Hannan
2. Jonathan Roug
3. Jeanne & Alan Mills
4. Andrew Loppnow
5. Eric Anderson
6. Jocelyn Jester (Operations)
7. Roy Vore
8. Alicia Hagen (Operations)

Absent

1. Amy & James Harder
2. Nicole Walcott
3. Heather & Paul Clift

Meeting Agenda

1. Vote to approve minutes
2. General Updates
3. HYPE, please
4. Task Forces
5. FLOAT CONversations

1. Vote to approve last meeting's minutes (official vote)

Approve June 6th minutes -

2. General Updates

- Financial Update
 - Conference Ticket Sales
 - i. 157 Conference Tickets (112 paid)
 - ii. 14 CPO
 - iii. 5 MS Marketing & Mgmt
 - iv. 5 FTS Start a Center
 - v. 13 Bus Tour
 - Sponsorships Sold
 - i. Delta and theta sponsors
 - Roxiva
 - More Floats
 - Thor
 - FTA
 - Royal Spa
 - The Plunge (pending)

- Superior Float Tanks (pending)
 - Better Bath Better Body
 - HelmBot/FTS
 - ii. Confirmed Alpha (regular booth) sponsors
 - Chill Well Cold Plunge
 - Halotherapy Solutions
 - Monarch Cypress
 - Visibloom
 - Jason Bryan Consulting
 - LA Salt Co
 - iii. Confirmed Beta (virtual) sponsors
 - Mito Red Light Therapy
 - SaltWorks
 - PQN
 - Dreampod (pending)
- City Applications - 2024!
 - We're working through the logistics / feasibility
- Travel - [Book your hotel room for the Conference!](#)

3. HYPE, please

- Post on Social Media, Float Collective
- Reach out to friends in the industry and invite
- Alicia pulling list of warm leads (previous conference attendees)

4. Task Forces

- **Sponsorship Sales** Sponsorship Committee continues to reach out to potential sponsors. Things are moving slowly, but surely. Additional ideas and connections are always welcome. Here's the spreadsheet.
- **Content** Task Force. Here is our spreadsheet - You can see on the Confirmed Speakers tab what our current lineup looks like.
 - Graham/Ashkahn - Approved
 - Glenn - Approved
 - Dr. Shealy - follow-up needed
 - Float Stories - need to decide where to slot
 - Roundtables facilitated by Kim
- The **Operations Team** is waiting on some details from our venues.
 - Friday Night - [Gravelly](#)
 - Saturday Night Party - [Portal](#) (booking from 7pm-2am). 1 band confirmed performing.
 - Working on setting up 2 food carts!
 - DJs, attendee jam session?
- **Gamification Task Force**

- Kim, Amy, Jonathan, Alan
- **FloatCon Board Volunteering at Conference**
 - Expect 2 hours each person, schedule coming

4. FLOAT CONversations

- Next FLOAT CONversation- Preview of the Float Conference
- Future FLOAT CONversations
 - Aug 3, 3pm PST

5. FloatCon Videos from 2022

- Uploading now

Meeting adjourned at 10:57 AM PST

Next Meeting: August 1 at 10 am / 1 pm