

FLOAT CONFERENCE

Board Meeting #71

October 16, 2023 | 10:30am - 12 pm PST

Present

Quorum Present (5+ seats)

1. Kim Hannan
2. Jonathan Roug
3. Jeanne Mills
4. Andrew Loppnow
5. Roy Vore
6. Shawnee Kyle
7. Mandi Silcox
8. Mark & Jennifer Gurley
9. Stephen Bryla & Chris Wardlaw
10. Jocelyn Jester (Operations)

Absent

1. Allan Mills
2. Alicia Hagen (Operations)

Meeting Agenda

1. Vote to approve minutes
2. General Updates
3. New Board of Directors!
4. 2024 Float Conference
5. Task Forces
6. FLOAT CONversations

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

Approve September 5 minutes - *Approved!*

2. General Updates

- 2023 Financials - We are waiting on a few more bills and invoices to be cleared, but should be able to get you numbers this week.

3. Board of Directors

Welcome new members!

Introductions:

- Quick Question - Drop your answer in the chat! What is your favorite part of the Float Conference?
 - Understanding Research and industry updates
 - Connection and sharing in success stories of other centers
 - Trading information about what is working and what is not working (mostly in organic conversations, but also enjoyed the roundtables)
 - Learning through others - through talks, workshops, and casual conversations
 - Seeing familiar faces and new, and connection with them
 - Community
 - Connecting with like minded people
 - Taking a break from the Center
- Icebreaker: Who are you and what do you do? Other jobs/multiple businesses/other boards?
 - **Jocelyn:** Background in meeting planning, Manages 5 total organizations/boards and many events
 - **Shawnee:** Background in the medical field - was a nurse, and is now working to become a psychiatric nurse practitioner.
 - **Gurleys:** Jennifer, Runs their float center. Mark works at the center when he can, and works for General Electric leading engineers.
 - **Jeanne:** Background in the medical field as well - allows her to add additional facilities to their center. Also the Treasurer for the FTA! Allan works for a consulting company and does trainings.
 - **Jonathan:** Float Center owner - working on opening a second location. FTA President, FRC board member, owns an accounting firm, also digital marketing and consulting.
 - **Roy:** FTA Board Member, HOA Board member (pool guy and budget guy), PHTA Recreational Water Illness Expert, pathogen reduction task force, CPO advisory and training council, CMAHC, Cold Plunge sanitation expert, Hot Springs Association - helping with a field study, CPO Instructor, and a Pool Boy.
 - **Mandi:** Float Center Owner, 6 months in! Background in Education, math teacher, principal, etc. Active in the Local Wellness Alliance, Chamber of Commerce, and Downtown Chestertown Association
 - **Andrew:** Owner and General Manager Float Seattle - 4 locations, float tank consulting, music, plant medicine.
 - **Stephen / Chris:** Go with the Float! Stephen, owner. Adding a contrast therapy room - expanding! Volunteer on the FTA Membership Committee. Chris, general manager at Go with the Float. Trying to break the record for float density. Background in Music, Float representative of Emergent Phenomenology Research Consortium.
 - **Kim:** Background in training, marketing etc. (Including for Walt Disney World!). Does training outside of float, but tries to stay in the Wellness Industry. Mindfull Solutions, FRC, Art of the Float co-host. Yoga & meditation teacher.

2024 Officers

Now that we have the new board members here, we are ready to vote on the Board Officers! These are our 2023 Officers - all three of which are willing to continue if we vote them in!

- President - Kim Hannan, Mindfull Solutions | Sukhino Float Center & Salt Cave
- Treasurer - Dr. Roy Vore, Vore & Associates LLC
- Secretary - Andrew Loppnow, Float Seattle

Official Vote on the three officers as stated: **Approved!**

How does the Board Work?

1. Monthly Meetings - Third Mondays at 10:30 am PST / 1:30 pm EST
2. Task Forces, and Enforcers
3. Communication between meetings - Spaces, anyone?
4. Google Drive
5. Plutio (Operations)

4. 2024 Float Conference

Jocelyn has reached out to and received proposals from venues in Minneapolis, Fort Worth, Santa Fe, San Diego, San Antonio, and Hawaii. We received many proposals back from Santa Fe and San Diego with room rates in the high \$200s. I think we need to keep the rates under \$200, ideally ~\$160. We're still waiting to hear back from Hawaii, but it's not looking like we will be able to work with the venues on the main island (she literally told me room rates would be \$400-800/night?!). There are a few venues in Minneapolis that might work too, but the venues have limited space - and Minneapolis is closer to Milwaukee and Louisville than I realized.

We have around 4 proposals from San Antonio that might be a good fit - all are on the Riverwalk. Assuming you are all interested in moving forward, I would go on site visits next. We do have one venue in Fort Worth that we might be able to make work, but I suggest narrowing it to 1 city at this time. Once we get the Hawaii proposals back, we can decide if that makes sense to look into as well.

I'm keeping track of the proposals that we are considering here. (i.e. I didn't keep the ones with really expensive room rates or that didn't have enough meeting rooms.)

Notes on San Antonio:

- Local Liaison
- Roy has done a lot of business there, it's reasonable pricing and a good space
- Flights seem reasonable right now
- Gurleys also agree that this is a great space

5. Task Forces

2024, here we come. Let's get started!

- Sponsorships
 - Responsibilities: This committee determines the sponsorships levels/costs, and sells sponsorships!
 - Meeting Expectations: Monthly-ish
 - Interested Members: **James**, Andrew, Chris
- Content
 - Responsibilities: Brainstorms ideas for presenters, workshops, topics, etc. Solicits presenters, makes recommendations for presenter expenses etc, and vets potential presenters.
 - Meeting Expectations: ~3-5 meetings
 - Interested Members: Andrew, Roy, Chris, Mandi, Jeanne, Mark, Stephen
- Communication
 - Responsibilities: Helps to streamline our communication with attendees and the public. Could include things like curating content for the website, developing a newsletter schedule and helping to write newsletters, helping to decide what to post on social media, etc.
 - Meeting Expectations: ~3-5 meetings, maybe way more depending on how it goes
 - Interested Members: Jennifer, Stephen
- Future of the Float Conference
 - Responsibilities: This group will meet to brainstorm ideas for what we offer to the community, and bring back to the board for approval.
 - Meeting Expectations: Meets about quarterly
 - Interested Members: **Kim**, Jonathan, Jocelyn, Mandi, Jeanne, Jennifer, Graham T, Stephen
- Other Task Forces we *may* have this year: Budget/Financial/Ticket Pricing (Jeanne); Marketing; Parties; Attendee Experience or Virtual Experience

5. FLOAT CONversations

- What will FLOAT CONversations look like for 2024?
- History - after the 2021 Float Con, we wanted to continue hosting webinars, but we didn't want to overlap with other webinars that are being hosted in the float industry. We came up with FLOAT CONversations, which aim to continue the organic conversations that people love about the Conference.
- Some ideas from our last meeting include:
 - possibly consider something a little more casual
 - Potentially host a Future of the Float Conference Conversation
- General agreement that we should continue offering some sort of continued discussion. It's a good way to continue developing relationships with the industry.
- Meet the Board the Dec (with ugly holiday sweaters)
- Interest in hosting a Conference ideas conv in Jan

Meeting adjourned at 12:16 pm PST

Next Meeting: November 13, 2023 at 10:30 am PST