

FLOAT CONFERENCE

Board Meeting #77

June 17, 2024 | 10:30am - 12 pm PST

Present

Quorum Present (5+ seats)

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

Absent

1. Andrew Loppnow

Meeting Agenda

1. Vote to approve minutes
2. General Updates
3. Conference Assistant
4. Task Forces
5. FLOAT CONversations

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

Approve May 20 Minutes - approved

2. General Updates

Ticket updates

- Total Conf Tickets Sold - 79
 - Returning Stars Tickets - 27
 - Comped Tickets - 13 (Speakers / Board / Sponsors)
 - Expect big push right before price goes up in June
- Pre-Conference/Partner Event Tickets Sold:
 - Bus Tour - 28
 - CPO - 6
 - FTS Start A Center - 6
 - MS Marketing & Management - 8

Financial Updates (Roy/Jocelyn)

- Budget and Financials were reviewed. We still need to get some of our expenses in line with our projected revenue.
- Actuals as of June 13
 - Ticket income: \$25,725 (This is what is in our account - Stripe pays out weekly, we're getting a \$5+ payment on Monday)
 - Expenses so far: \$21,096.23
 - Sponsorship income is starting to come in!

We had a great discussion about what Board Members can do to help get people to register.

A list of things Jocelyn has working on, in no particular order

- Sponsorship Sales
- Putting the speakers online
- Hotel Set up
- Rewriting the Speaker Agreement
- Developing the Schedule for the Conference
- Working with Mandy to set up the TrueRest Conference
- Writing and connecting with Roya about her position (more later)
- Confirming Speakers and their details, etc
- Admin stuff - Bookkeeping, etc

3. Conference Assistant

- We've realized that Alicia's availability doesn't allow her to contribute as much as we need. Alicia has agreed to still come to the Conference this year. She will volunteer her time, but we will cover her travel. She will help run the reg desk and train Roya.
- We've updated the Conference Assistant position, and asked Kim center's former Assistant Manager, Roya to fill in.
 - Roya is efficient, smart, quick, and a self starter. We think she will help take a lot of weight off Jocelyn's shoulders and will be a huge asset to this team.
 - If y'all approve, Roya will take on Customer Service, Speaker Management, and Volunteer Management; along with some other miscellaneous tasks Jocelyn needs help with.
 - We would pay her \$18/hr, and she would work between 5-10 hours most weeks, more as we lead up to the Conference.
- **Official Vote: unanimous approval**

4. Task Forces

- Future of the Float Conference (Kim)
 - Current plan is to legally merge in 2025, with the first FTA Float Con being the 2026.
- Local Liaisons
 - The team is still working to bring local flair to the Conference!
 - They are helping to get a tshirt designed
 - They're also helping bring in games and AV equipment
- Attendee Experience (Kim)
 - We had a great discussion about the virtual experience at the last Attendee Experience committee meeting. We determined that we will have 1 room of workshop and we will livestream these and make the recordings available for all attendees.
 - The Virtual tickets are available!
 - We also discussed limiting the videos that are released to the public.
 - Gamification - to be continued soon...
 - continue what was recommended by the Attendee Experience group several months ago, and use a simple Google Form.
 - Once we have a more solid list of scheduled events and sponsors, we'll meet again to nail down the details, as well as the prizes.
 - Float Con glasses and pin
 - mix in a few serious prizes (maybe sponsors have things they'd like to contribute?), as well as some really silly ones, and perhaps a free registration for 2025, if the board approves.
- Sponsorships (Andrew)
 - The Sponsorship Committee is moving along.
 - Confirmed Sponsors, in no particular order
 - FTA
 - BBBB
 - Visibloom
 - EPRC
 - Mito Red Light - Pro RLT
 - Roxiva
 - Wellspring Visionary
 - FRC
 - Flowpresso
 - Pending Sponsors
 - Several
- Marketing (Kim)
 - Working on scheduling speakers and sponsors for FB live sessions
 - Jocelyn and Kim will be reaching out about this!
 - Email Marketing
 - Basic Schedule and Travel reminder email sent out
 - Next email will be Content Round 2 and virtual tickets
 - Social Media updates - Kim will be posting business value, clarifications, sponsors, and speakers; price increase, virtual tickets, hotel rooms etc.
- Content (Roy)
 - Thank you for confirming the schedule via email! We're all set here.
- Communication (Kim)

- Will schedule a chat in June
- It's about time to start getting the forum ready and push people there.
 - Jeanne, Jonathan, Mandi, Shawnee, Jennifer, Kim

5. FLOAT CONversations

- Who else would like to host a FLOAT CONversation?
 - Roy June 18 - How Float Conference Develops your Float Community
 - Stephen expressed interest in July - Minimizing Sound in your Wellness Center
 - July 10 3 PST / 6 pm EST
- No FLOAT CONversation for August / September

Meeting adjourned at Noon PST

Next Meeting: July 15th at 1:30 PM EST/10:30 AM PST