

FLOAT CONFERENCE

Board Meeting #57

June 27, 2022 | 9 - 10:30 am PST

Present

Quorum Present (6+ seats)

- Kim Hannan
- Graham Talley / Ashkahn Jahromi
- Gloria Morris (attended for parts)
- Nicole Walcott
- Peter Sharp
- James and Amy Harder
- Jocelyn Jester (Operations)

Absent

- Heather and Paul Clift
- Matt Smith / Jamie Philips
- Lovinder Gill
- Jesse Ratner-Decle
- Roy Vore
-

Meeting Agenda

1. Vote to approve minutes - unanimous
2. General Updates
3. Hiring Support
4. Board Elections
5. 2023 Cities
6. Committee Updates

Minutes

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

Approve June 6 minutes - Approved

2. General Updates

- As of this meeting we have:
 - 125 paid in person
 - 142 total in person
 - 13 virtual
 - 2 CPO
 - 4 FTS
- Jocelyn finally signed an agreement with our new CPA!

4. Board Elections

It's that time again!

- We'd love to open up applications before the conference and invite applicants to a pre-party with the board on Thursday night at the conference.
- Over the course of planning for this year's conference, the operations team has noticed many board members have been missing a lot of meetings. Of course, we understand that being a board member is a volunteer position and that there are many other priorities, like businesses, jobs, and families. We're interested in solidifying a suggestion on how much time board members commit to the conference, in exchange for their ticket to the event.
- These board members are at the end of their term and should confirm if they would like to be up for reelection or not.
 - Gloria
 - Graham / Ashkahn
 - Jesse
 - Lovinder
 - Peter
 - Nicole

5. 2023 Cities

We narrowed down the list of city applications for 2023 to our top 3 and invited them to connect with us during this call. We asked them to tell us why they (and their team / float center) would be a good fit, why their city would be a good fit, and a brief overview of some venues / ideas they have for conference in their city. This is also a chance for them to ask us questions!

- 9:30 Greg Ellis / Mason Beard, Weightless Float Center and Kim Hannan, Sukhino Float Center & Salt Cave - Louisville, KY
- 9:40 Matt Beck, Float8 - Delray Beach, FL
- 9:50 Eric Anderson, the Ocean Lab - Austin, TX

6. Committee Updates

The Good Timers (aka Attendee Experience) - Ashkahn

1. (Duck) Bus Tour - We're still working on the logistics for the Bus Tour on a Duck Bus (travels in water and on land).
2. Buddy System will be coming soon.
3. We decided to set up some fun Games/Music in the lunch area.
4. We'll be offering a Roller Skating Activity!
5. We're going to offer some wellness Activities in the locker rooms - booked through Helm. The Plunge is confirmed and we are waiting on a few more.

The FUNdraisers - James

1. The team is working to reach out to sponsors and some are having more success than others. Many companies seem to be up in the air about upcoming events, a few have backed out after confirming.

2. Sponsorship team has set up a package for local sponsors and begun reaching out to potentials.
3. We have 12 confirmed sponsors, with a current income of \$64,365

Marketing - Graham

1. Social Media
 1. Kim and Jocelyn are continuing to keep our social media rolling.
 2. Johnathan Roug is helping us set up FB audiences.
2. Email Marketing
 1. Our schedule is developed and we are working to send out emails!
3. Postcard
 1. Design is almost finished. Addresses are ready!
4. Marketing Video
 1. Matt is working on the video. He will have a draft for us next week

Design - Lovinder (out of town, Jocelyn or James will fill in)

1. The design team decided to offer Float Con Hats as a new merch option. They showed the board some design options. Many board members showed off their favorite hats as inspiration.

Talkie Walkies - Peter

1. We have confirmed all of the workshop presenters that were voted on at the last meeting.
2. Next up we'll be working on the wellness activities.
3. The team discussed the best place for Q&As at the conference and decided to put it near the registration area in the unofficial lounge.

Operations / Local Liaisons - Jocelyn, James, and Amy

- Operation and the local liaisons are interested in offering coffee to the attendees through a coffee cart! Cafe la Mega is quoting us \$10/person/day.
- Jocelyn has been working on the Conference Schedule and would love some feedback on it. Board members are encouraged to take a look and send some thoughts.

Webinars

Jocelyn is working to schedule our July webinar - which will be about adding multiple services to your float center - which ones go well with floating and how to schedule for that.

Meeting adjourned at 10:30 AM PST

Next Meeting: July 18, 9 -10:30 am PST