

FLOAT CONFERENCE

Board Meeting #79

July 15, 2024 | 10:30am - 12 pm PST

Present

Quorum Present (5+ seats)

1. Kim Hannan
2. Andrew Loppnow
3. Stephen Bryla & Chris Wardlaw
4. Jennifer + Mark Gurley
5. Mandi Silcox
6. Jonathan Roug
7. Jeanne Mills
8. Shawnee Powers
9. Jocelyn Jester (Operations)
10. Roya Weiss-Weinberg (Operations)

Absent

1. Roy Vore
- 2.

Meeting Agenda

1. Vote to approve minutes
2. General Updates
3. Budget Changes
4. Board Schedules and Expectations at the Conference
5. Task Forces
6. FLOAT CONversations

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

Approve June 17 Minutes - Approved!

2. General Updates

Good News Check in; Welcome Roya!

Ticket updates

- Total Conf Tickets - 140
 - Comped Tickets - 53 (Speakers / Board / Sponsors) - There are more to come.
 - Virtual Tickets - 16
- Pre-Conference/Partner Event Tickets Sold:
 - Bus Tour - 39

- CPO - 9
- FTS Start A Center - 11
- MS Marketing & Management - 11

Financial Updates (Roy/Jocelyn)

- Budget and Financials were reviewed. It's looking like we will come in in the red, unless we see significant pickup of registrations or sponsorships.

A list of things Jocelyn and Roya have working on, in no particular order

Boy howdy, am I glad to have Roya on the team. This is what she's been working on:

- Prepping speakers - writing up info sheets, getting agreements signed, and ensuring they are registered
- Confirming speaker info and times
- Prepping the attendees on the website
- Volunteer scheduling and management
- Registration management

Jocelyn has been working on:

- Onboarding Roya
- Getting speakers and sponsors prepped and logistics handled
- Finalizing the bus tour
- Email marketing
- Meetings for days
- Moving all the Conference things to my house (Float On is no longer able to store things for us)
- Budget, budget
- AOTF podcast!
- Event Orders, menus, schedules, details counts, etc.
- Layouts for rooms
- Preparing the website for the attendees
- Board meeting prep
- Schedule for board and Stephen Johnson

3. Budget and Changes

We have some serious work to do. I've made some significant changes to the AV bill, and got the mainstage down from \$35k to about \$27k. I saved a bit on the Workshop quote as well. I'm waiting on the adjustments from the hotel. Stay tuned, but be aware I'm working on it.

- Camera
- Workshop screen

- F&B - We cannot serve a snack on Friday
- Coffee expectations
- Selling a few more sponsorships!

4. Board Schedules and Expectations at the Conference

Schedules (Please also double check your Volunteer shifts; and your FTA expectations as needed..)

- **Friday, 8 am:** Be in the Lobby or Foyer and help get people hyped for the Kick Off
- **Friday, 6-8 pm:** I encourage you all to help make the community night a success, stay tuned for how to post an activity and help facilitate a fun activity.
- **Saturday, 8:50 am:** Be in the Front few rows of the the main stage seating
- **Saturday, ~9:15 am:** Board is welcomed on stage and thanked for their time!
- **Saturday, 7-9 pm:** I would appreciate your attendance at the party. Don't forget!
- **Sunday, 12:30 - 2 pm:** This is the 'regional lunches' day - I will ask for your support to get groups together!
- **Sunday, 3:30 pm:** Be in the main stage audience to support the announcement of 2025!

Expectations

- You are the face of the float industry and the Float Conference. Please remember that the industry looks up to you and is following your lead.
- Embrace the love and the camaraderie! But remember to stay present.
- Remember, we aren't sharing the 2025 location until the end of the Conference!
- Suggestion to take pictures - this helps with marketing for future years.
- Suggestion to keep notes - we can review these after the conference and continue to improve!

4. Task Forces

- Future of the Float Conference (Kim)
- Local Liaisons
 - T-shirt design in progress
 - Bringing games for Sat game night
- Attendee Experience (Kim)
 - Gamification - may do printed version
 - Virtual - roundtable CONversation for virtual attendee
 - Bus Tour - two centers + river tour
- Sponsorships (Andrew)
 - The Sponsorship Committee is making a last-minute push to lock-in sponsors.
 - Confirmed Sponsors
- Marketing (Kim)

- After a few failed attempts - we have successfully hosted 2 FB live interviews. We're looking forward to a few more in the next few weeks! REMINDER: You have to be on your phone!
- Email Marketing
 - Last Chance email went out
 - Industry Happenings Email went out
- Social Media
- Virtual ticket push
- Communication (Kim)
 - Posting forum opening
 - Letter + map + agenda at hotel registration
 - Signage order
 - QR code that links to schedule page (not requiring sign in)
 - Front desk reminders
 - Post-conference survey

5. FLOAT CONversations

- The last one! Before the Conference - July 18
 - Minimizing Sound in your Wellness Center, hosted by Stephen Bryla
- No FLOAT CONversation for August / September

6. Parking Lot

[updated 8/19 per discussion on the following Board Meeting]

- There were a few discussions in the chat - I'm adding them here to make sure the discussions do not get lost in the shuffle.
 - A few folks mentioned interest in re-visiting the time of year that we host the Conference, perhaps shifting to September. Since we've already signed a contract for 2025, and the 2026 Conference will be hosted by the FTA, we will shift this knowledge to that team when appropriate.
 - There was also a discussion about the pre-conference events - how are we deciding who is hosting these events, etc. It was too late to change the set up for 2024, but we will discuss this when appropriate for 2025, likely at the October Board meeting.

Meeting adjourned at 12:13pm

Next Meeting: THE FLOAT CONFERENCE