

FLOAT CONFERENCE

Board Meeting #4
November 13, 2019 | 1 pm - 2:30 pm PST

Quorum Present

Present:

- Ashkahn Jahromi (President)
- Andy Larson (Treasurer)
- Gloria Morris (Secretary)
- Kevin McCulloch
- Sean Lavery
- Jeanine Bocci (Operations Team)
- Jocelyn Jester (Operations Team)

Absent:

- Graham Talley
 - Tom Fine
 - Jake Resch
 - Jamie Phillips / Matthew Smith
 - Jesse Ratner-Decle
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Agenda:

1. Housekeeping
2. Check in on workflow
3. Request from Lee Perry
4. Check in on schedule restructuring
5. Process for choosing speakers
6. Fun idea discussion
7. Videos

1 - Housekeeping

- Bios and Photos need to be sent in for the website.
- Alex Rodriguez has been brought on to help with the Float Conference website. It's now hosted and owned by Float Conference.
- If you haven't sent Ashkahn an email to use for the Google Drive, please do so.
- We have a lot of Float Conference infrastructure set up - bank account, software, etc. Almost done!

- Ashkahn is still working on insurance details, like volunteer insurance and cars for helpers, etc.
- We will start sending out monthly financial reports at the end of November.
- Jeanine and Jocelyn will go to Denver in December to look at venues. Jeanine, Jocelyn, and Ashkahn will meet with Jake and Kevin to have an Operations Team meeting.

Payroll Question Does anyone have a Payroll system that they are really happy with?

Float On uses Heartland and Ashkahn is looking at the one Quickbook offers. Gloria uses Gusto which integrates with Quickbooks and offers discounts and things. Andy likes Square Payroll and has been happy with it so far.

2 - Workflow

Now that we have had a few board calls, is this workflow smooth and to people's liking? Are we okay with Ashkahn pretty much just talking the whole time?

Andy loves hearing Ashkahn's voice. Jesse is glad with the way Ashkahn is organizing things. Kevin and Jake agree that Ashkahn organizes well and are glad to see that we stay on topic.

In addition, are we okay with having discussion on the calls and allowing the Operations Team to take that advice into account when making decisions?

Matt and Kevin give the thumbs up via Chat.

Finally, Ashkahn is planning to continue sending email reminders in addition to the Helm communications. Does anyone have other suggestions for this?

Kevin and Gloria prefer email notification. Gloria wonders if we can keep the Digest or even using something like Slack? Slack may be worth a try because we could circulate images and screenshots which can be linked back to Google Drive, is mobile friendly, has an instant messenger, etc. Ashkahn will look into Slack, but we will still use the Helm for ticketing, timesheet, etc. Ashkahn can also turn the digest back on for the Helm so we will receive emails with more content.

3 - Request from Lee Perry

Lee expressed interest in being on of the Board.

Ashkahn's thoughts: Lee and Glenn have been a huge part of the Float Conference and the Float Industry. Would be happy to have her participate. Downside is that we have an infrastructure and a flow to it and is hesitant to add changes and push past this many board seats (or to have an even number of board seats.) Lee is a part of the Float Tank Association and would like to make sure there isn't a conflict of interest there. *Options* are to add Lee, to wait a year before changing any board seats, or to add Lee in another capacity like we did for Justin (Official Researcher type title).

Gloria is interested to hear her intentions. She is sure we will have some additional committees at some point that Lee might be better suited for. Is she really interested in getting on these calls every week

and checking Helm, etc. Also, she does fall into the manufacturer category, and it might cause issues to have just one manufacturer on the board.

Andy shares his concerns that she doesn't do best with email and that she is a part of the FTA. Maybe best to revisit a year from now? Is the Float Conference Board down the road perhaps a vote or something that she could be put to.

Kevin has had similar thoughts. Probably helpful not to add people to the board until that process is in place. Although we value and appreciate Lee, we don't want to open doors for other people to unofficially join.

Jesse says in Lee's case, we should find out what her goals are before we really decide.

Ashkahn asks if anyone has a strong opinion to just add her to the board right away? No. So he will have another conversation with her as discussed.

4 - Schedule Restructuring

Ashkahn is interested in talking about restructuring how our schedule works. We have a suggested adjustment of the schedule, which was sent via email. Benefits include creating a better flow to the event - breaking up Saturday so people aren't just sitting in the theater for the whole day. Give people better energy and more movement. The changes also open up additional time for attendees to talk, network, interact with new information in mind. Putting activities after a day of conference sessions would allow attendees to have conversations about that information. Downsides are that this makes it feel like a three day event - might seem like a bigger commitment, might not be able to get out for all three days, might be more likely to miss Friday sessions.

The operations team doesn't think this will have too much of an impact on the financials and room rentals, except that speakers might be more likely to come out on Friday to attend sessions. And of course, changing the schedule changes graphic design, changes what attendees are expecting, and opens us up for additional risks we aren't seeing.

Opens for comments:

Kevin likes the idea. Seems fluid and allows people to receive and process information and be able to share and interact with that information.

Andy is leaning towards not changing things for the first year, but is on the fence for this topic. Agrees that some people would have to miss Friday conference or would come out earlier.

Ashkahn thinks either way is mostly fine to people based on responses.

5 - Process for Choosing Speakers

In the past, Ashkahn has had a loosey goosey system. Speakers haven't had to fill out an application, which is uncommon for conferences. Most conferences do a Call for Papers and a deadline by which

people have to submit. Then, a committee reviews and puts together a schedule, often way ahead of time. Ashkahn has strived to get speakers that he doesn't want to ask to fill out an application - people that are kind of doing a favor for us. The line up has pretty much just been Float On deciding who they think might be a good idea. Also, people like Justin Feinstein have just been assumed to be speaking. Justin has about a 2.5 hour chunk to fill with his researchers, some of which come every year. In addition, people like Glenn and Lee Perry, Stephen Johnson, and Graham and Ashkahn do a talk every year. Then the rest is filled up with people like Duncan Trussell. And then we leave a space because often someone reaches out last minute with a good talk that we want to be able to add. So it's been organic and less structured. Finally, there are people that nominate themselves that we generally send to the "Vote for Speakers" application.

Kevin says it would be helpful to think about the speakers in maybe three categories. Some that go through the application, some that wouldn't. Maybe grouping the content categories and thinking about what will provide the most well rounded subject matter for the audience.

Ashkahn says that our conference has maybe been a bit heavy on the research side, but mostly because of the number of people like John Turner that have been interested in sharing their research. Jocelyn has done Call for Papers before and there has been situations in which we didn't ask people to fill out the form.

Ashkahn describes the downsides. Mostly it is just built in his head. It's more of an art than a science. Maybe makes more sense to have a more formal set up with the Operations Team. So... It makes sense to set rounds - Round 1 would be people like Justin F, who we will not request to fill out the form. Then Round 2 would be a more formal Call for Papers and we might request certain people to fill it out and open it up to others as well. This might be a situation where it needs to be more transparent about how this process is working. And the maybe a Round 3 after that.

[Jesse, Andy, Jocelyn, Matthew, Kevin, and Jake all agree with this plan.](#)

We will probably start by doing a brainstorm of who the coolest people to ask to speak would be, and discuss the speakers we are sure to have speak, like Justin F. Probably need to start that process in January. Then not too much later announce the general process for applications. Do people like the Voting In concept?

Gloria thinks it's fun and takes the pressure off of us. Perhaps video sneak-peaks. A little bit higher barrier to entry.

Ashkahn doesn't want to be too involved in Podcasts this year. Perhaps Dylan would include it in Art of the Float? It's extremely time consuming to keep up with. Maybe 100 hours. But it's Fun!

Gloria has been doing some podcasting and would be interested in helping, but would prefer to have a partner.

Matthew is interested in talking with Gloria about this.

6 - Videos

Is it worth spending the amount of money we have been to produce videos the way we have? Ashkahn is working to prepare our finances to have an educated conversation about this.

7 - Fun Ideas

A way for attendees to continue conversation after the conference

Gloria had the idea to have a way for attendees to continue conversations after the conference. She didn't have a specific platform for this but she has been dabbling with member platforms on her website and for her members. Something for attendees to have a place to chat. Gloria has seen it done on WordPress. Gloria suggests exclusive content like a Q&A with Justin or Ashkahn would drive participation. If the content is organized in such a way that it is valuable and exclusive, this could also drive revenue. A secret society in which to share information and store content.

Kevin likes the idea of getting it off of Facebook. Thinks it would be a huge value to the Float Conference and the community as sort of a landing place for knowledge.

Ashkahn thinks this could easily become a place overwhelmed with sponsors using it for advertising. Allowing sponsors to post in it could be sold as a sponsorship spot or benefit.

Gloria agrees that that needs to be controlled - like sponsors have a different management fee. This would be time consuming, but is controllable.

Ashkahn will leave this on our Dream list, but this is definitely something that is dependent on having someone that is will to manage it.

A Space for Good Conversations in the Conference Area

Ashkahn likes the way organic conversations happen, but would like to facilitate a better space for this. Even a place for business stuff and one on one conversations to be set up. In previous years we have had places like the fourth floor of the conference venue available, but really no one has used it.

Kevin thinks it would be helpful during the opening remarks or even before the conference to share information on ways to optimize your experience. Out of Sight, Out of Mind. Perhaps people don't realize or remember this is available. There is a weekly event here where there is a one-on-one 30 minute course to help people get the most of the experience.

Ashkahn explains we have had a pre-conference call. Perhaps we can make this a page on the website - "How to have the Best Float Conference Experience"

Virtual Booth Spaces/App

Gloria has seen it, thinks there is some value to it, and will do some research to it.

Ashkahn agrees on embracing the fact that we will all soon be cyborgs.

Kevin brings up a customized digital app.

Ashkahn has seen these and thinks they are best for conferences with multiple tracks. He has seen them be great and he has seen them be super lame. They were also expensive when he was looking at them.

Gloria is interested in doing investigation!

8 - Closing Comments

Please make sure to send bio and photo to Ashkahn. Or tell him to use your speaker photo.

Please also send him an email to send you Google Drive Access.

Next Meeting: Tuesday, November 27 from 1 pm - 2:30 pm PST