

FLOAT CONFERENCE

Board Meeting #76

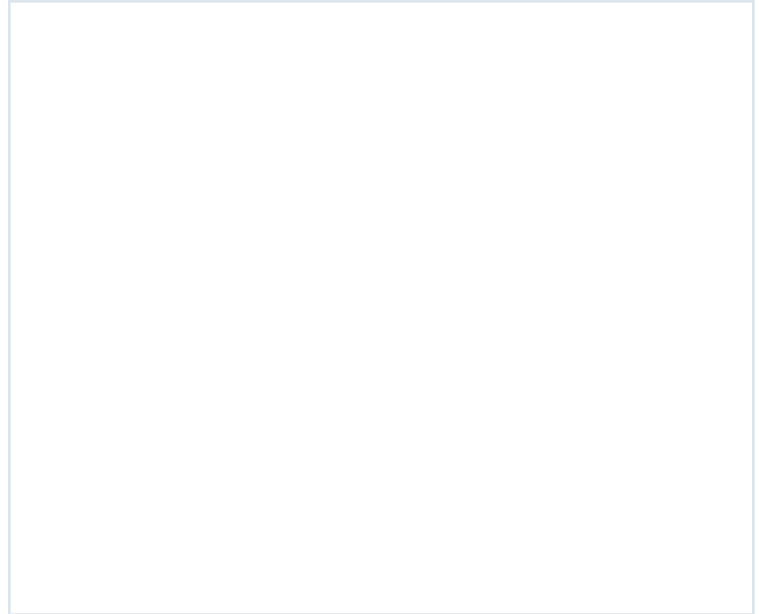
April 15, 2024 | 10:30am - 12 pm PST

Present

Quorum Present (5+ seats)

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

Absent



Meeting Agenda

1. Vote to approve minutes
2. General Updates
3. KPIs Staff Job Descriptions
4. Task Forces
5. FLOAT CONversations
6. Pre-Conference Events Review

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

Approve March 18 minutes - Approved!

2. General Updates

Ticket updates:

- Total Conf Tickets Sold - 45
 - Returning Stars Tickets - 29
 - Expect big push right before price goes up in June
- Pre-Conference/Partner Event Tickets Sold:
 - Bus Tour - 18

- CPO - 1
- FTS Start A Center - 2
- MS Marketing & Management - 3

Financial Updates (Roy/Jocelyn):

- Federal Taxes have been filed! JJ will file OR taxes soon.
- Budget
 - We have discovered Float Con is not tax exempt in Texas (501c6), which means we need to add \$10-15k to our expected expenses. We may need to get creative to make up the difference.
- Actuals as of April 12
 - Ticket income: \$18,150
 - Expenses so far: \$17,206
 - Also paid a 2025 deposit of \$2,500.

A list of things Jocelyn and Alicia been working on, in no particular order:

- 2025 venue options
- AV - working on bringing budget down from \$60k to something more reasonable
- Email Marketing
- Task Forces
- Future Planning for Float Con
- TrueRest partner event
- Scheduling for Conference
- Sponsorships - closing phase of main sponsors. Working on additional leads
- Working closely with local liaisons
- Bus Tour being organized
- Hotel Set ups and reservations

3. KPIs / Staff Job Descriptions

- Recommendation to create an official job description and KPIs for paid staff of the conference.
- Proposed increase for hourly wages for both positions
- DRAFT: Job Description for Conference Director
- ACTION ITEM: Review and provide feedback this week.

4. Task Forces

- Future of the Float Conference (Kim)
 - We had a Future of the Float Con meeting in early April. Recommendation is to move forward with the merger and see if we can cut costs in other ways.

- The concept of informal “Float Jams” came up again - seems like a good way to keep people coming together, but could lower conference attendance.
- Attendee Experience (Mark)
 - (No updates since last Board meeting)
 - Next step - virtual experience
 - Gamification - reach out to Alicia if you would like to join
- Sponsorships (Andrew)
 - The Sponsorship Committee is moving along.
 - The committee is working to curate specific sponsorship opportunities for specific companies, so that as we reach out we can have a clear path forward for the companies.
 - Additional potential sponsors are welcome! Board members can list them in this spreadsheet, and are encouraged to start the conversation with companies that you have rapport with, then connect the contact with Alicia (or another member of the Sponsor Committee) to finish up the sale!
- Content (Roy)
 - We approved 8 speakers after the last Board meeting.
 - 1 was a Wellness Session that decided they can’t make it.
 - We have had several applications since the last content meeting as well!
 - By Jocelyn’s count, we need around 6 more main stage talks, 2 Wellness Sessions, and 1 more Workshop.
- Marketing (Kim)
 - The Marketing Task Force has met twice!
 - We sent a delayed email announcing some of our speakers and we got 3 ticket sales after that.
 - We’re going to spend some effort producing FB Live interviews of speakers to gain some excitement about the Conference.
- Local Liaisons
 - Our meetings with the liaisons have been full of great ideas! Our next meeting is just before the Board meeting.
 - Fun kickoff with mariachi
 - Game night
 - Wellness sessions - massage, drum circle, etc
 - Pinata decorating

Upcoming Task Forces (Let us know if you’d like to join!)

- Communication (continued)
- Gamification
- Attendee Experience
- Content

5. FLOAT CONversations

- Who else would like to host a FLOAT CONversation?
 - Shawnee interested in May 1 - Community collaborations and how to organically market (grassroots)

- Roy expressed interest June
- Stephen expressed interest in July

6. Pre-Conference Events

Each year, we partner with several organizations to host additional pre-conference training events including Vore & Associates / CPO, FTS / Start a Center Workshop, and Mindfull Solutions / Marketing & Management Workshop.

Float Con coordinates the details of these events and manages ticket sales - we take a 5% admin fee to cover the payment processing fees and help offset our staff time. These relationships are already locked in for 2024, but we can review the pre-conference events for 2025.

Here's an example of 2023 numbers:

- Total Event ticket income: 4688
- Payment processing fees: 187.52
- Event Expenses: 119
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- FC take home: 435.38
- Partner take home: 3,946.10

Meeting adjourned at 12:05 PST

Next Meeting: May 20, 2024 at 10:30 am PST