

# FLOAT CONFERENCE

**Board Meeting #02**  
**October 21, 2018 | 11 am - 2:15 pm PST**

## *Quorum Present*

### **Present:**

- Ashkahn Jahromi (President) / Graham Talley
- Gloria Morris (Secretary)
- Tom Fine
- Kevin McCulloch / Jake Resch
- Matthew Smith
- Sean Lavery
- Jeanine Bocci (Operations Team)
- Jocelyn Jester (Operations Team)

### **Absent:**

- Andy Larson (Treasurer)
  - Jamie Phillips
  - Jesse Ratner-DeCle
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### **Agenda:**

1. Welcome
2. Legal Stuff and Housekeeping

### **1 - Welcome and housekeeping**

We are logged into Uber Conference so that we can utilize the chat function here for votes.

### **2 - Legal stuff and housekeeping**

Bylaws have been distributed - only thing specific to us is the addition to have two people represent one spot. If there is anything else we want to add later on, we can vote on that moving forward. Andy sent along a few changes on the grammatical and terminology - we may discuss that in another meeting. Ashkahn to post in the comments to see if anyone has any changes.

**Vote to adopt bylaws: *Unanimous agreement***

**Vote on the additional write in for the duo-representation for board seats (Graham and Ashkahn, Jake and Kevin, Matt and JP, Sean and Jesse): *Unanimous Agreement***

**Vote to add a clause to allow electronic or email voting: *Unanimous Agreement***

### **Conflict of Interest**

Basically just says that we are not abusing the non-profit for the benefit of our own companies - Does everyone understand, have any concerns, etc? *Several people said that it seemed understandable.*

- We will look at this annually, but for now does anyone feel like they have a conflict of interest in serving on this board?
  - Kevin suggests some decisions about RISE may conflict with Float Conference. Ashkahn doesn't see any general direct conflict. As a board, if something comes up, we can bring it up them and deal with it appropriately. Seems reasonable to people.

**Vote to adopt the conflict of interest policy: *Unanimous Agreement***

### **Bookkeeping**

In the past, we have a presale for conference tickets and that income is generally able to cover any costs we have up until the conference. Since this is a new entity, we don't have any budget for starting out. For example, the venue is likely to require a deposit of up to \$10,000. Ashkahn's plan is to help out with finances by providing a zero interest loan from Float On to Float Conference in order to get the Float Conference up and running and start paying payroll, etc. They would also provide enough for necessary deposit. Ashkahn has asked a lawyer to write up a zero interest loan with a 2 year turn around. *Open for suggestions - No objections.*

### **Intellectual Property**

Another transfer that will need to happen is a transfer of intellectual property to the non-profit. Ashkahn is working on the legality with the non-profit lawyer. This includes the videos, branding, website, etc. Ashkahn is working on this and will fill us in as more details comes to fruition.

### **Future Conference Calls**

Would we like a preset conference call time or should we book them out a month or so at a time?

*General agreement to do a doodle poll to choose a set time for a biweekly call.*

## **3 - Booking a venue**

Our main goal right now is to book a venue! There are several things we need to lock down to move forward.

Workshop and CPO (Workshop and CPO are a conflict of interest for Graham and Ashkahn.)

Workshop is a condensed version of the Float Tank Solutions' apprenticeship. In Ashkahn's opinion, the workshop is a nice addition to the conference. People come to the conference because the

workshop is happening and vice versa. It kind of would be like Float Tank Solutions is hired by Float Conference. FTS would deal with all the organizing, and receive the income, but they would use the same venue.

CPO is basically the same situation. Certified Pool/Spa Operator Certification by National Swimming Pool Foundation. Is mostly about basic pool maintenance, but they have been slowly adding more and more float tank information. This is a one day class with an online course before hand. Ashkahn suggests to run it in conjunction with Float Conference.

### **Questions?**

Tom - Suggest maybe we could provide a mechanism for people to provide workshops. Then the board to decide yes or no to these workshops coming in. Could this conceivably be available to anyone?

Ashkahn - Yes, but we already kind of do that with Friday Activities. The main difference in this is that we are interested in having the ticketing be connected. The goal is to make sure that we aren't causing a conflict of interest to have FTS run these two events.

Tom - So, one of the operations of the conference is to put on the conference. Another operation is to promote other groups that come in and do workshops and events and it's the responsibility of the workshop host to organize.

Sean - It makes sense to keep things as simple as possible and maybe not add another third party.

Jeanine - There would be extra labor involved in having Workshop and CPO. Customer Service, organization, etc ahead of time.

Ashkahn - That's a really good point and yes, there will be some overlap on there especially with registration and customer service ahead of time. In the past, there has been a lot of overlap there because there is only one company. There's never been too much separation between the conference and workshop.

Graham - supplies are really the only thing that has been separated. In the past we were able to take advantage of it, but moving forward we will make sure that things are totally separate.

*Graham and Ashkahn step off to allow for the vote.*

Kevin - I think those services add value you the float conference experience. And I don't think there is any immediate comparable experience. And for this first year, I don't think it would be helpful to add something even if there is.

Tom - These workshops have been important. I still think we need a general policy to choose people to do the workshops. FTS could apply, and obviously they would and there are lots of reasons to choose them. This would also allow other groups to have workshops.

Gloria - I think not having the policy in place could deter people from wanting to collaborate. I think making it known that it's open is a beneficial way to allow people to be involved. This could also deter people from doing unorganized events.

Jeanine - ways to make things more streamlined. In the past, we have run CPO and workshop through our ticketing system and others through eventbrite. It would make sense to streamline and have all of the tickets go through one system.

Sean - Not thinking anyone else will be trying to do the same workshops as FTS. Maybe we should keep things the way that we are, but maybe implement these policies moving forward?

Jocelyn - So what I am hearing everyone say is that FTS needs to apply to have the workshops and then they should go through the same process all [friday activities] workshops go through to host at Float Conference.

### **Unanimous decision to allow FTS to host workshop and CPO.**

*Graham and Ashkahn return*

### **Venue Type**

Float Conference has generally been in unconventional spaces. It lends ambiance to the event to be in a theater, but this also adds a tremendous amount of complications and labor needs. Do we want to switch to a more traditional venue even if it's just for a few years? Or do people think that will take away from what Float Conference is.

Kevin - I have always enjoyed the unconventional environment, but I understand the difficulty in that. Interested in keeping as much of the Float Conference feel, but with ease of use.

Ashkahn - In Denver specifically, the theatre options are not ideal for us. The smallest and best fit venue is twice the size of the Newmark. It turns out, finding a venue the right size, space for vendors, and a place to eat next to each other is very rare. I think being in a more traditional location may be better for this. Ticket sales are generally  $\frac{2}{3}$  of income, with sponsorships being the other  $\frac{1}{3}$  ( $\frac{1}{3}$  to  $\frac{1}{2}$  depending on the year). We have marginal sales for t-shirts and other things. Last year, \$140K in conference tickets; \$130k in sponsorships; \$37k in workshops.

In the past, we paid a daily rental fee for the theaters. But also, we are in these union labor deals and end up paying a lot of costs with these things. In a hotel, the venue rate is kind of like a decoy rate. So often, if we sign a big enough contract with them, we may be able to get the space for free - but then we will pay \$35 for lunches, etc. My gut feeling is that the prices will end up comparable and possibly a little cheaper in a hotel.

One of the reasons that we have been able to do this is because we do it where we live and in the same place every year. This will be more difficult for us to do this moving around every year with the same grandeur. This is where a push for a more traditional space comes from.

Jeanine - We generally have to measure the spaces often for float tanks and things. The idea of using a more open space, (i.e. a hotel ballroom, even though it makes me sad) is more practical.

Kevin? - How can we make it a more creative environment given the situation.

Sean - Did you have a chance to look into university theatres in Denver? Is there a certain size that we are looking at? Are we willing to have a seat limit and risk having to turn people away?

Ashkahn - yes, they are not as available/ nothing met my requirements.

Kevin - I remember in 2017, at the dinner at the OMSI- there were portions of the celebration set up for overflow. I remember walking into a side room and it was empty. Managing the space in a way where we feel full adds to the sense of vibrancy as opposed to overshooting. This year, I would feel more inclined to set a number we would sell out at.

Sean - If we are really trying to set up the best possible event, it might be easier to aim a little bit lower.

Tom - About venues - hotels are clunky, but they are plastic in how big or small they can be. To some degree we can shift things around. From a complexity point of view, a hotel will be much less complex than a theatre. In terms of conventionality, one thing we have is the people we have. I don't think they venue will totally take that away from us.

Graham - In favor of not capping it, the thing that has always weighed the most - it's the Float Industry - how are you going to turn people away? Being totally inclusive is important, especially for those that just learned about the float conference or those that had last minute changes that allowed them to come.

I do urge us to go into a more traditional plan to make things easier. One reason we have done a non-traditional venue was that we knew there was potential to go there year after year. If we're planning to move around, it would make more sense to be in a more traditional venue.

Ashkahn - *Do we feel comfortable committing to being at a hotel? No objections.*

So probably Jocelyn and Jeanine will put together a list of our top contenders and we will have another call to dive into details.

### **Conference Structure**

We ran out of time to fully discuss, but Ashkahn gave us a sneak peak: Over time, we have put together the structure of the conference that we think works best. I wanted to open it up for suggestions and ideas. It's important to note that anything we change will cause a snowball of changes, like branding changes, labor, etc. Maybe it's one of those things where we may ease toward changes over time...

## **4 - Closing Comments**

*Is there anything else we want to add or discuss?*

Overall agreement to keep things simple and similar to last year. Perhaps look at next year's conference for changes moving forward.

Board can feel free to add changes / comments on the helm or in email.

*Ashkahn to send doodle poll for future conference call times/days.*