

FLOAT CONFERENCE

Board Meeting #74

February 19, 2024 | 10:30am - 12 pm PST

Present

Quorum Present (5+ seats)

1. Kim Hannan
2. Roy Vore
3. Andrew Loppnow
4. Stephen Bryla & Chris Wardlaw
5. Shawnee Kyle
6. Jennifer & Mark Gurley
7. Mandi Silcox
8. Jocelyn Jester (Operations)
9. Jonathan Roug (arrived at 2:05 Eastern)
10. Jeanne Mills (arrived at 2:15 Eastern)

Absent

1. Alicia Hagen (Operations)

Meeting Agenda

1. Vote to approve minutes
2. General Updates
3. 2025 Venues
4. Task Forces
5. FLOAT CONversations

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

Approve December 18 minutes - Approved!

2. General Updates

Ticket updates:

- Total Conf Tickets Sold - 33
 - Returning Stars Tickets - 29 of 33
- Pre-Conference/Partner Event Tickets Sold:
 - Bus Tour - 13
 - CPO - 0
 - FTS Start A Center - 0
 - MS Marketing & Management - 1

Financial Updates:

- Budget
- Actuals as of Feb 16
 - Ticket income: \$14,850
 - Expenses so far: \$13,377
 - \$9,000 deposit to Marriott
 - \$533 in planning trip expenses
 - Software (website/google), admin, payroll, and payment processing fees

Conference Timeline

- Board members are encouraged to review the Conference Timeline - notice there are two tabs. One is a list view, and the second is auto-generated as a gantt chart.
- It's a high-level timeline to keep us on track and see how our progress throughout the year
- What's missing? Anything feel like too much?

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

- AV at the venue
- Planning what's next (i.e. focuses for task forces, etc)
- Task Force /Project Management
- Taxes/1099s
- Website updates
- Bus Tour connections
- Starting to look at hotel rooms and volunteers needed
- Social media / 2023 Videos
- City Cave attendance?

3. 2025 Venues

- Jocelyn visited San Diego, and will be visiting Seattle/Bellevue this week. Here's the list of potential 2025 venues.

4. Task Forces

- Attendee Experience (Jocelyn)
 - We had some great conversations about overall attendee experience. Let's keep it rolling!
 - After hours events are pretty much planned.
 - Friday & Saturday evening plans approved by Danger Rules

- Friday: Attendee planned events; listed on the forum.
 - Saturday: Game Night with Dessert Bar (clearly need a better name)
 - Also hoping to schedule live music and a dunk tank fundraiser.
 - Nominate people for the dunk tank (have to pay money).
 - General interest in game night
 - Gamification will split off as a subcommittee.
 - We discussed tote bags (again) - Jocelyn is working on some potential free tote bag options.
 - Tote bag swap?
 - We discussed a printed program, but landed with an idea to develop a well designed digital program as well as a few agenda signs that can be up in the venue, with a QR code to the digital program.
 - This allows us to make sure it's up to date, save on printing costs and physical waste, but still can sell ad space in the program.
 - We also briefly discussed the virtual experience, and will continue that discussion at the next meeting.
- Sponsorships (Andrew)
 - The Sponsorship Committee has met twice now.
 - Vote to approve suggested Sponsorship Levels - Listed here
 - **Board has approved new Sponsorship Levels**
 - 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 (Jocelyn)
 - The Content Task Force has met once, and we had a great discussion about potential main stage presenters. The team will continue the discussion with a focus on Workshops and Roundtables on Feb 27.
 - Board Members are encouraged to drop ideas in the Brainstorm spreadsheet, or ask potential presenters to apply at floatconference.com/speakers.
 - We've also agreed to welcome Stephen back as our MC, but we will plan a stronger opening and closing for the conference.
 - Need an enforcer - any volunteers?
- Marketing (Kim)
 - The Marketing Task Force had their first brainstorming session. The discussion focused on the perceived value of the conference and how we can shift the perspective.
 - The committee will meet again, but for now we will continue Social Media and email marketing - with a focus on the educational opportunities we have to offer. We will continue to work on targeting different markets with the content (i.e. roundtables for float centers that have been open for 3+ years; or content for people that purchased an existing center, for example.)
 - We also discussed shifting our podcast interviews over to a FB live interview with the speakers. The goal is to set the tone for talks by getting to know the speaker's background.

- Stephen and Mark can help with the interviews.
- Another topic was how to be more inclusive with things like the Buddy System, etc.
 - Maybe look at doing a reception/get together on Thursday/Friday?
- Local Liaisons
 - We had our first meeting with the local liaisons - Jeremy, Courtney, Kendall, and Dolores. The team has tons of great ideas and is excited to pull in some local flair into the Conference.
 - Some things they will help with include: logistics like shipping and supplies, volunteers, suggestions of things to do around time, vendors like tshirt printing companies, and possibly the wellness lounge, etc.

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

- Communication (continued)
- Gamification

5. FLOAT CONversations

- February 22 - Jonathan Roug hosting a continued discussion on Tools for your Float Center
- Who else would like to host a FLOAT CONversation?
 - Shawnee interested in May - Community collaborations and how to organically market (grassroots)

Meeting adjourned at 12:15pm PST

Next Meeting: March 18, 2024 at 10:30 am PST