

FLOAT CONFERENCE

Board Meeting #28
February 12, 2020 | 2 pm - 3:30 pm PST

Quorum Present

Present:

- Ashkahn Jahromi (President)
- Gloria Morris (Secretary)
- Jake Resch / Kevin McCulloch (*left at 2:42 pm*)
- Matthew Smith (*joined at 2:32 pm*)
- James Harder
- Kim Hannan
- Roy Vore
- Jocelyn Jester (Operations Team)

Absent:

- Graham Talley
 - Andy Larson (Treasurer)
 - Jamie Phillips
 - Sean Lavery / Jesse Ratner-Decle
 - Esther Paul (Operations Team)
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Agenda:

- 1. Vote to approve last meeting's minutes (Official Vote)**
 - 2. General updates**
 - 3. Taking donations for float research**
 - 4. Update on Sub-Committees**
 - 5. Closing Comments**
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1 - Vote to Approve Last Meeting's Minutes

Vote on Minutes from Jan 15 meeting: *Unanimous Approval*

2 - General Updates

We are launching Pre-Sale Tickets on Thursday of next week on our new ticketing system!

Jocelyn is going to begin sending out calendar invites for full board meetings. It would be helpful if we could all RSVP if we are planning to attend so that we can be more prepared for meetings.

3 - Taking Donations for Float Research

We're interested in helping out LIBR by facilitating some sort of donation collecting for float research.

Ashkahn opens it up to general comments on people's interest - people are generally on board.

So now the question is how:

We talked a little bit about adding it into the ticketing system. Jocelyn talked with the ticketing system developers and it wouldn't be the easiest or most convenient thing to add this to the registration process.

Jocelyn thinks it would be nice to organize an activity that attendees pay to attend, and part of that cost goes to the event - the rest go to LIBR. Roy suggests a darts game. Ashkahn mentions a beer pong tournament.

Roy suggests it might be a good idea to have it in the registration system. Or for Justin to have a donation page set up on his end that we could link to.

Roy also mentioned that we may need to provide tax forms to those people that are donating. Ashkahn mentions that LIBR's tax regulations may be different than ours as a c6.

Flux and Kim have been discussing - LIBR doesn't have the staff to provide man hours for anything like this right now. There isn't anything in the works just yet. Flux sounded open to hosting a Friday Activity to help brainstorm or fundraise

Summary - we are all interested in helping in some way. We should look into if we are trying to set that up or if we can just promote their donation situation. We will find some idea to support this.

4 - Check in with Sub-Committees

Sponsorships

We have started reaching out to some of the larger sponsors from previous years and are getting some good feedback and positive responses. Jocelyn has also been getting a good amount of interest to the info@floatconference.com email.

Opt Out

We would like to offer attendee emails to our sponsors, because it is a good benefit and a good selling point for sponsorships. This committee is looking to decide between asking people to opt in, asking people to opt out, or just giving all emails to the sponsors.

The sponsors team thinks it would be best if we go with the opt out route, which we think is the middle ground. We will also make sure to be transparent with attendees - explaining why we are asking for their information.

Ashkahn mentioned that we can easily pull statistics on how many attendees sign up to share their email to help us make decisions on this in the future.

Everyone seems on board with this plan.

Marketeers

Pre-Sale Tickets will launch on 2/20! Early Bird will be on sale until 7/31.
Emails and Social Media are in full swing.

Ticket income goal is \$150,000!

Fun Police (Attendee Experience)

Structure

We've met a few times, in which we mostly talked about incorporating Activities into Saturday and Sunday. Exact times and hours will be finalized as we move forward.

We are leaning towards not having main talks on Friday - we still want the conference to feel like a 2 day event. We want Friday to feel like an extra perk. We also talked about the fact that having a main stage on Friday would make things more expensive.

Goals include:

- Starting and ending Saturday with Conference Main talks. End of day Saturday is kind of our Keynote speaker
- After lunch will be an Activity structure
- Starting Sunday with activities to ease into conference talks.

Buddy System

A way to connect First Time Attendees with experienced attendees. Before the conference, we will send a quick form to fill out if you want to be part of the Buddy System. If you've been to a conference before, you can be a Big Buddy - meaning you take a Little Buddy (first time attendee) around and answer any questions they might have, and show them the ropes. We will pair them up based on how many people fill out the form. We will also share a Buddy Meet up spot to help them connect. Big Buddies will be encouraged to give their Little Buddy a call ahead of time to help answer any questions.

Roy has a Big Buddy that has been involved in another event where she has been a Big Buddy for years and really loves it. He will connect us with her.

Theme

We've talked a bit about having a theme for the conference to help focus presentations or activities.

Speaker Society

Unfortunately Justin is unavailable for the Float Conference this year as LIBR is hosting a respiration conference that same weekend! Neither of us are able to change the weekend of our event. Good news is Justin says this is the best year for him to not be able to make it.

Flux and Tom Fine may be able to present some data that they have been working on with Justin.

Jake talked through the list a bit to fill everyone in on the happenings. Jocelyn will send out the list later with some request for comments and ideas.

At our meeting in 2 weeks, we will go through these speaker ideas and make some decisions on who we will invite to speak.

Friday Activities

We've been spending a good amount of time talking about the new name for Friday Activities, since they aren't just on Fridays anymore. Some folks like just "Activities," while others think the name doesn't encompass all of the offerings. "Extracurriculars" is also on the table. There's also been some talk of using a few words like "Activities and Workshops"

The Conference is planning to organize 1 big activity for each chunk of Activities during Saturday and Sunday. We think we will organize a Marketing Forum/Panel, and possibly some sort of roundtable. We'd like to have the board to be involved in this process - so soon we will send out the spreadsheet and go over these activities as a board.

Podcast and Stage Design

Podcast committee is working to find a good time to meet. Stage Design to meet within the next couple weeks.

5 - Closing Comments

Next Meeting will be speaker heavy. The meeting after that will be about Friday Activities.

Next Meeting: February 26, at 2:00 - 3:30 pm PST

Meeting Adjourned: 3:36pm