

# FLOAT CONFERENCE

## Board Meeting #55

April 4, 2022 | 9 - 10:30 am PST

### Present

#### *Quorum Present (6+ seats)*

- Kim Hannan
- Ashkahn Jahromi / Graham Talley
- Gloria Morris
- Nicole Walcott
- Roy Vore
- Peter Sharp
- Heather and Paul Clift
- Matt Smith
- Jocelyn Jester (Operations)

### Absent

- James and Amy Harder
- Lovinder Gill
- Jesse Ratner-Decle
- Jamie Philips

## Meeting Agenda

1. Vote to approve minutes - unanimous
2. General Updates
3. Committee Updates
4. Speakers, Round 2

## Minutes

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

March 7 Minutes - approved!

### 2. General Updates

- Taxes - Jocelyn is still working to get our taxes filed, which are due next week. Worst case scenario, we can file for an extension, but progress is being made.
- Board members are encouraged to register for the conference, and reserve their hotel room.
- Pandemic - We're still living with the pandemic, and it's consequences. We're continuing to monitor the status in Portland, Maine.
- We've sold 114 tickets! Tickets are still slowly trickling in, but we will need to start pushing for sales very soon. We are only 4.5 months from the conference!

### **3. Committee Updates**

#### **The Good Timers (aka Attendee Experience)**

1. (Duck) Bus Tour - We're hoping to hose the Bus Tour on a Duck Bus (travels in water and on land), but are waiting on logisitics.
2. Saturday Party Options - We have a few options that we are looking into, but so far our top option is looking out of our budget. The top venue also current requires vaccination, which not be ideal for our attendees. Our second choice is a little further away, but still pretty cool. It's also right at our max budget, and they are wanting half of the total bill to hold the space.
3. Buddy System in the works

#### **The FUNdraisers**

1. The team is working to reach out to sponsors and some are having more success than others. Many companies seem to be up in the air about upcoming events.
2. We have 3 confirmed sponsored so far.

#### **Marketing**

1. Social Media
  1. Kim and Jocelyn continuing to keep our social media rolling. Jocelyn posting 2021 videos.
2. Email Marketing
  1. Our schedule is developed and we are working to send out emails!
3. Postcard
  1. Pending
4. Marketing Video
  1. We're working to develop a short marketing video similar to last year, Graham will be connecting with people about that.

#### **Design**

1. We discussed proposals from a local artist, and are working through the details with him
  1. Looking to include a large art piece commissioned for Float Harder, and potentially some additional pieces that can be sold to attendees
2. The Harders are also working with the artist on the Tshirt and Poster design

#### **Talkie Walkies**

1. LIBR - Roy has been in touch with Dr. Khlasa; who will send 3 speaker (including Flux), and 1 poster presenter
2. Updates! - James Nestor is confirmed!

#### **4. Speaker Voting**

The board discussed the current list of speaking applicants in preparation for the vote.

#### **Webinars**

We have a webinar scheduled for next Thursday at 3 pm PST. Join us for Andy Chayer's presentation on the float customer persona.

*Meeting adjourned at 10:30 AM PST*

***Next Meeting: May 9, 9 -10:30 am PST***