

FLOAT CONFERENCE

Board Meeting #36 July 29, 2020 | 12 pm - 1:30 pm PST

Quorum Present

Present:

- Ashkahn Jahromi (President) / Graham Talley
- Gloria Morris (Secretary) *called in at 12:10 pm*
- Andy Larson (Treasurer)
- Jesse Ratner-Decle
- Kim Hannan *left at 12:53 pm*
- Matthew Smith
- Jocelyn Jester (Operations Team)
- Esther Paul (Operations Team)

Absent:

- Roy Vore
- James Harder
- Sean Lavery
- Jamie Phillips

Agenda:

1. **Vote to approve last meeting's minutes (Official Vote)**
 2. **General Updates**
 3. **Updates from Committees**
-

1 - Vote to Approve Last Meeting's Minutes

Vote on Minutes from July 15 meeting: Unanimous Approval

2 - General Updates

Board Elections

Jocelyn has sent out a message to the Board members that are up for elections. They should let her know if they want to be considered for re-election.

Andy is wondering if he can apply for a 1 year term so that he can be involved with Milwaukee - Everyone is okay with that!

Board Registrations

Jocelyn registered the board members, and she asks that everyone look through the spreadsheet to make sure their address is correct.

Pathable

Jocelyn sent out a link to check out the platform that she has been working on setting up. The more we look at it, the happier we are with all of the aspects that are available to us. Jocelyn is working to get everything set up and get really comfortable in the platform. At our next meeting, we can go through the back end and make sure everyone knows how to do certain things.

Board Support at Conference

It might be obvious by now, but there are a lot of moving pieces to this event. The Operations team is going to need all hands on deck to help make sure there aren't any crazy mishaps. We'd love to have the support of the board throughout the event. Jocelyn and Esther are putting together some schedules and thoughts on where they will need help and we will have that info to you next week.

3 - Updates from Committees

Marketeers

We decided after the last board meeting to extend the presale rate through the end of July, based on what the industry was saying.

We currently have 67 paid conference tickets. We are wanting to get more people involved in the conference. How can we do this?

Two of our sponsors so far have offered to purchase tickets or fill in a discount for attendees. Maybe this is a good way to get sponsors more involved, while also getting more attendees! Sponsorship team will discuss.

We're going to send out an email this week, letting people know about the dates that they need to keep in mind over the next few months.

Fun Police!

We've been talking about how the Q&As will look. The nice thing about being on a virtual event platform is that we can collect questions ahead of time, plus attendees can type questions out during the session and they will be able to vote on their favorite questions. We can also offer a Think Tank style Q&A opportunity for speakers that want to have deeper conversations.

Parties - We've been talking about how to make the parties more exciting. We are planning to use a Discord server. Ashkahn is working to come up with some ideas - so any thoughts can be emailed to him.

Speakers

After we voted last week, Jocelyn reached out to the top three speakers to get started on filling them in. We have Jeremy Jacob and Pia Figueroa confirmed. Plus, we connected with Justin Feinstein and he is on board to speak this year as well.

Vivian McKinnon has been helping with the International Track and she has 3 amazing speakers lined up for the European portion of the conference.

Still waiting to hear back from Russia and Australia.

Activities

We have a few approved activities:

- Sanitation Forum - with Roy Vore, facilitated by James Harder
- Marketing Forum - facilitator and panelists TBD
- Becoming a Power User of Float Helm - with Graham Talley
- How to Float into Meditative Bliss - with Julie Murphy
- 2 Hour Live Workshop: How to attract Premium Float Clients - with Maximum Floats
- Creating Consistency and Loyalty Using Social Media - with Kim Hannan
- Self Care via Acupressure - with Sacred Rose Medicinals

We have a few other ideas for some activities that could be good editions including some more movement and meditative experiences. We would also like to have some more business focused activities. We asked if anyone on the board would be willing to host a business related activity or has any suggestions for what type of activities might be of interest to float center owners.

Sponsorships

We're excited to announce that Maximum Floats is officially on board as a Champion level sponsor! The sponsorship team is working on connecting with potential sponsors, and is feeling good about things so far. We will pick up the pace with this!

Next Meeting: August 12, at 12:00 - 1:30 pm PST

Meeting Adjourned: 1:10 pm