

FLOAT CONFERENCE

Board Meeting #12
March 5, 2019 | 1 pm - 2:30 pm PST

Quorum Present

Present:

- Ashkahn Jahromi (President)
- Gloria Morris (Secretary)
- Kevin McCulloch
- Sean Lavery (joined at 1:15)
- Matthew Smith
- Jeanine Bocci (Operations Team)
- Jocelyn Jester (Operations Team)

Absent:

- Graham Talley
 - Andy Larson (Treasurer)
 - Tom Fine
 - Jake Resch
 - Jamie Phillips
 - Jesse Ratner-Decle
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Agenda:

1. General Updates
2. Repaying Float On Loan
3. Board Minutes
4. Ticket income for Workshop and CPO class
5. Groupon

1 - General Updates

Presale commenced on February 26. Everything went off without a hitch. We sold out in 12 minutes. It was pretty exciting to see some posts on Float Collective and Facebook of people that we're excited to buy their tickets or missed the pre-sale rate.

Question from Ashkahn: From March - July is the calm before the storm for the conference. The calmest season, if you will. So even for the board meetings, we don't have as much information as in other months. Ashkahn wonders if we should meet for a shorter period of time every two weeks or if we should do a monthly meeting, with more reliance on email in between.

Gloria, Matt, and Kevin all agree that we should have meetings every two weeks for shorter times.

2 - Repaying Float On Loan

Float On has given the Float Conference a 0% loan of \$15,350 to cover formation costs and initial expenses.. But now that we have launched ticket sales, we have income! Ashkahn thinks that we should be in the green until the conference, assuming everything goes as plan.

Vote - Is everyone okay with the Float Conference repaying the \$15,350 back to Float On (0% loan)?

Kevin, Matt, and Gloria agree with this.

3 - Board Minutes

We have been typing and releasing the Board Minutes for the public to have access. Gloria, as our secretary, has agreed to read through and make sure they are accurate and grammatically correct. If each Board Member can read through and make sure their comments are accurately recorded, then we should be all set. Jocelyn will post the link to the minutes on the logbook, allowing everyone to read through. Board members will have about 7 days to review. After the listed deadline to approve, we will assume silence is acknowledgement that the minutes look okay and will be posted after that date.

Vote to approve past Board Minutes as were shared in the Google Drive Folder: Ashkahn, Kevin, Gloria, and Matt approve.

Sean logged on.

Ashkahn and Jocelyn recently reviewed the minutes and included things like “quorum present” and we were wondering if there was anything else we needed to include. *General agreement, but no additions.*

Additionally, Ashkahn is wondering if we need to be a little bit more formal with the Board Meetings. He has been doing some research and seeing things like Robert’s Rules of Order. We are currently following something like consensus practice. Ashkahn is wondering if there can be a policy in which people can mention that they think a certain topic or decision needs a more formal vote. Ashkahn is planning to talk to the lawyers and will potentially write up “Ashkahn’s Rules” for us to use in our operations.

Matt thinks that things have been going smoothly and that there has been plenty of space to provide feedback.

4 - Ticket Income for Workshop and CPO Tickets

Now that we have income coming in for the Workshop and CPO tickets, we need to discuss how to give the correct amount of money to Float On.

From the perspective of Float On, there are some costs per student, such as CPO books, so it would be nice to have that income before the event. From the Float Conference standpoint, we don’t want to transfer all the income each month and potentially get stuck with a bill from the hotel for the costs

incurred by the workshops. Ashkahn is not really worried about that with Float On, but wants to set up a good system if other organization enter into an agreement like this in the future. Ashkahn thinks it would make the most sense to transfer 50% of the Workshop and CPO ticket income from Float Conference to Float On at the end of each month. Then after the conference, we will do a final reconciliation.

Vote on 50% of Workshop and CPO ticket income being transferred to Float On on a monthly basis: General agreement.

2 - Groupon

We talked pretty extensively about this last meeting and left it at allowing people to stew on it.

Ashkahn's impression of our last conversation is that we came out with these possible plans:

- Don't let them sponsor
- Let them sponsor and don't do anything else
- Let them sponsor and ask for a statement from them on the issue and what they're doing to resolve it
- Let them sponsor and organize a Friday Activity
- Let them sponsor and organize a moderated web-based meeting
- Let them sponsor and interview them on the podcast (with questions from the community)

Since, then ...Gloria had a good conversation with Graham to get a better understanding of the history of Groupon and Float Conference. Then, Gloria met with Groupon and still thinks it would be a good idea to have Groupon have a web-based forum/ opportunity to discuss with the float industry. Groupon is open to this interaction - they would like to have some questions ahead of time to best prepare, but would allow live questions as well. Opening the lines of communication about things like ethics and best practices are fair game, but they can't offer a set price for anyone.

There is some talk that in-person conversations tend to be more civil and there is some interest in Groupon's conversation being at the conference. This situation is more time sensitive than that and the conversations need to be had before September.

Ashkahn summarizes that there are a few paths here. One, we can take an active route in which we create a system for Float Conference to facilitate conversations for certain organizations and the float industry. Two, we can create a system in which Float Conference encourages/suggests open lines of communication between the float industry and certain organizations and provides the connections necessary (i.e. Float Conference opens the lines of communication and uses its combined power to assist smaller float organizations.) Ashkahn mentions that despite the fact that all we do is plan the conference, we are a representative of the float industry. We have a strong voice that we can use to support the members of our community.

Gloria has offered to moderate the Float Industry's questions for the Groupon Q&A.

Matt expresses interest in connecting with the Float Collective about the webinar conversations.

Jeanine lets everyone know that Groupon has already contacted us about the situation and has expressed interest in continuing to sponsor. Jeanine brings up that we shouldn't facilitate the conversation for Groupon as a podcast, because that would basically be a sponsorship slot for them. Jeanine mentions they are one of the only sponsors that requires we sign a contract.

Several people mentioned the idea of confirming Groupon's sponsorship with the understanding that they will discuss concerns with members of the float industry. After deliberation, it's decided that we should not predicate a sponsorship on something like this conversation needing to take place. We will take a less active approach.

Ashkahn's summary:

At this time, we are not planning to ban anyone as a sponsor. Essentially, Float Conference is making an informal recommendation that Groupon provide answers to the industry via webinar / facilitate a dialogue / entertain these questions.

- Matt is going to chat with the Float Collective about doing the webinar.
- Gloria is going to reconnect with Groupon that we are not wanting to ban them, but that people are upset and we are suggesting they answer questions via some sort of webinar.
- Jeanine will deal with actual sponsorship deal.

3 - Closing Comments:

No final thoughts.

Next Meeting - March 19, 2019 from 1 pm - 2:30 pm PST