

FLOAT CONFERENCE

Board Meeting #75

March 18, 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 Powers
6. Jennifer & Mark Gurley
7. Mandi Silcox
8. Jonathan Roug
9. Jeanne Mills
10. Jocelyn Jester (Operations)
11. Alicia Hagen (Operations)

Absent

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 February 19 minutes - Approved!

2. General Updates

Ticket updates:

- Total Conf Tickets Sold - 36
 - Returning Stars Tickets - 29
- Pre-Conference/Partner Event Tickets Sold:
 - Bus Tour - 17
 - CPO - 0
 - FTS Start A Center - 0

- MS Marketing & Management - 3

Financial Updates:

- Budget
- Actuals as of Feb 16
 - Ticket income: \$16,500
 - Expenses so far: \$14,848.78
- \$600 to Josh for 2023 Video Editing (remember this counts towards 2023)
- Reviewed the current financials. Things are on track so far.

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

- Seattle
- Task Forces
- Bus Tour
- Liaisons
- Tax Prep and Insurance Renewals
- Bookkeeping
- Developing Partnerships - City Cave & FLOATvr
- Hotel set up prep (need to have a conversation with the event planners, but working to prepare the requests)
- More AV negotiation.

3. 2025 Venues

- Jocelyn was able to visit Seattle finally! Here's the list of potential 2025 venues.

We toured 4 venues in the Seattle area. One was downtown, 2 were in Bellevue, and 1 was in Redmond. I can give a quick run down of the venues on the call, but my official suggestion is to contract with the Hyatt Regency Bellevue. We think Redmond is too far away from Seattle, and the Seattle proper venue is just too expensive.

Bellevue - Although it isn't in Seattle proper, I thought Bellevue was a good mix of city life - close enough to Seattle, plus is a pretty big city in and of itself. Attendees could easily stay in Bellevue or pop into Seattle to explore. Andrew and I also scouted a good Saturday party venue in Seattle - a ping pong bar!

Some thoughts about Hyatt vs Marriott Bellevue:

Hyatt - More open and spread out. Sales person didn't seem that thrilled about life. Central location in Bellevue - right by the mall with tons of restaurants and shops and a nice park. Flexibility to grow as needed. Significantly lower room rates and F&B minimum. Currently gave us September dates - JJ interested in seeing what August date would look like.

Marriott - full run of house; loop of the space; loading dock walk through. General aire of helpfulness. But also more expensive.

- Action: Jocelyn will move forward on negotiations with the Hyatt Regency Bellevue and aim to secure dates in August for 2025.

4. Task Forces

- Attendee Experience (Mark)
 - Tote Bags - see if Sponsors can bring some
 - Virtual Experience - working on some ideas for recording/storing/sharing workshops
 - Layout of space - Map
 - Bowie - Wellness Lounge
 - Travis - Workshops (Friday); (empty on Sat/Sun?)
 - AB - Booths and coffee/snacks
 - C - Wellness Sessions (Friday); Roundtables and lunches (Sat/Sun)
 - D - Main Stage
 - EF - Workshops (Friday); Business Lounge and Speaker Q&As, Speaker Ready Room (Sat/Sun)
 - Business Lounge - look at sponsorship opportunities. A good place to take meetings, get some work done, etc.
 - Wellness Lounge - a place to wind down, maybe have some massage chairs, meditation pillows, coloring books, etc.
 - We want to include some sort of artistic expression opportunities - more to come
- Sponsorships (Andrew)
 - The Sponsorship Committee is moving along.
 - 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 (Roy)
 - Board Members are encouraged to drop ideas in the Brainstorm, or ask potential presenters to apply at floatconference.com/speakers.
 - Timeline
 - Applications until June 1
 - Schedule finalized by June 9
 - It's time to vote!
- Marketing (Kim)
 - The Marketing Task Force had their first brainstorming session. No updates just yet.
- Local Liaisons
 - Our meetings with the liaisons have been full of great ideas! We're looking forward to making some loca connections and some fun local flair additions
 - Mariachi band
 - Local musician for Saturday party

- Evolve to loan us some supplies for the Wellness Lounge
- Several ideas for Wellness Sessions
- A few leads on speakers and possible sponsors.

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

- Communication (continued)
- Gamification

5. FLOAT CONversations

- Who else would like to host a FLOAT CONversation?
 - Shawnee interested in April or May - Community collaborations and how to organically market (grassroots)
 - Roy expressed interest
 - Anyone else?

Meeting adjourned at 12:16pm PST

Next Meeting: April 15, 2024 at 10:30 am PST