

FLOAT CONFERENCE

Board Meeting #72

November 13, 2023 | 10:30am - 12 pm PST

Present

Quorum Present (5+ seats)

1. Kim Hannan
2. Jonathan Roug
3. Jeanne Mills
4. Andrew Loppnow
5. Mandi Silcox
6. Stephen Bryla
7. Jocelyn Jester (Operations)
8. Alicia Hagen (Operations)
9. Chris Wardlaw (2nd half)
10. Jennifer & Mark Gurley (2nd half)

Absent

1. Roy Vore (at World Aquatic Health Conference)
2. Allan Mills (sick)
3. Shawnee Kyle

Meeting Agenda

1. Vote to approve minutes
2. General Updates
3. 2024
4. Task Forces
5. FLOAT CONversations

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

Approve October 16 minutes - *Approved!*

2. General Updates

- Jocelyn was awarded a scholarship to attend [PCMA's Convening Leaders Conference!](#)
 - Thoughts on 2025 in San Diego? I could do site visits in January and make a decision early in the year!
- Alicia's Role with the Conference
 - Adding more responsibilities earlier in the year leading up to the conference to take more off of Jocelyn's plate. Specifically, Alicia will help take point on sponsorship and attendee communications. This should NOT affect anything from a budgeting standpoint.
- Board Communication:
 - Google Spaces - challenging to organize

- Spaces by Wix ([iPhone](#) | [Android](#)) /FloatConference.com Forum - available to attendees, but low adoption since implementation. Recommendation to use this for the board, task forces, and attendees to drive adoption.

3. 2024

- We're slowly but surely rolling into 2024. For many things, we can't really start until we have dates and a venue, but that doesn't mean we can't dream! Let's discuss some aspects we want to bring to the 2024 Float Conference!
 - Roller disco
 - Silent disco
 - Targeted content for new folks
 - "Make and take" Marketing - Actionable take aways
 - More advanced topics for those in business a while already
 - Cold plunge experience
 - Get sauna back in again, including traditional steam sauna
 - Speed Queen rep?
 - Tracks / labels
 - Regional meetups - get together and chat with those in your area
 - Collecting suggestions from the industry
 - Targeted social events or roundtables for employees / float enthusiasts
 - A roundtable about floating / a space to talk about experiences
 - A workshop / presentation about AI for marketing and business needs
 - Human Design workshop/presentation
 - Roundtables and Panel discussions!
 - Maybe consider stacking the deck as needed
 - Snacks and coffee
 - A Conference journal - like a post-float journal, but for conference love etc

4. Task Forces - 2024, here we come. Let's get started!

- Communication
 - Responsibilities: Helps to streamline our communication with attendees and the public. Could include things like curating content for the website, developing a newsletter schedule and helping to write newsletters, helping to decide what to post on social media, etc.
 - Meeting Expectations: ~3-5 meetings, maybe way more depending on how it goes
 - Interested Members: Kim, Jennifer, Stephen, Jonathan, Alicia
- Future of the Float Conference
 - Responsibilities: This group will meet to brainstorm ideas for what we offer to the community, and bring back to the board for approval.
 - Meeting Expectations: Meets about quarterly
 - Interested Members: **Kim**, Jonathan, Jocelyn, Mandi, Jeanne, Jennifer, Graham T, Stephen

- Attendee Experience
 - Responsibilities: To continue to improve the Attendee Experience. May include discussions about the structure of the schedule, the virtual experience, social events/parties, Gamification, etc.
 - Meeting Expectations: 2-4 meetings
 - Interested Members: Jonathan, Mandi, Mark G, Jeanne, Alicia, Andrew

Pending Dates/Costs of Venue

- Sponsorships
 - Responsibilities: This committee determines the sponsorships levels/costs, and sells sponsorships!
 - Meeting Expectations: Monthly-ish
 - Interested Members: **James**, Andrew, Chris
- Content
 - Responsibilities: Brainstorms ideas for presenters, workshops, topics, etc. Solicits presenters, makes recommendations for presenter expenses etc, and vets potential presenters.
 - Meeting Expectations: ~3-5 meetings
 - Interested Members: Andrew, Roy, Chris, Mandi, Jeanne, Mark, Stephen
- Other Task Forces we *may* have this year: Budget/Financial/Ticket Pricing (Jeanne); Marketing; Parties; Attendee Experience or Virtual Experience

5. FLOAT CONversations

- December 7th - Meet the Conference Crew
- January 24th - The Big Conference Brainstorm
- Later dates!

Meeting adjourned at 11:58 am PST

Next Meeting: December 18, 2023 at 10:30 am PST