

# FLOAT CONFERENCE

## Board Meeting #53

March 7, 2022 | 9 - 10:30 am PST

### Present

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

- Kim Hannan
- Ashkahn Jahromi / Graham Talley
- James Harder
- Gloria Morris
- Lovinder Gill
- Nicole Walcott
- Roy Vore
- Peter Sharp
- Heather Clift
- Jocelyn Jester (Operations)

### Absent

- Amy Harder
- Jesse Ratner-Declé
- Matt Smith / Jamie Philips
- Paul Clift

## Meeting Agenda

1. Vote to approve minutes - unanimous
2. General Updates
3. Committee Updates

## Minutes

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

February 7 Minutes - approved

### 2. General Updates

- Taxes
  - Jocelyn has been working on our taxes this year. She had found a new CPA for this year, but now they are not responding to her. She has a lead on another CPA and will get that contact today.
  - Heather's CPA may also be a good contact.
  - Jocelyn also discovered an error on our 2020 taxes that she needs to look into fixing.
- Cancellation Policy

- Kim and Jocelyn discovered that we are losing the payment processing fee any time a ticket is returned. It's about \$15 per ticket. Our current cancellation policy is a full refund up until 3 weeks prior to the event with a \$50 charge within 3 weeks.
- Gloria suggested switching to virtual does not incur an extra charge.
- Official Vote: Add a cancellation fee of \$30 per ticket up until 3 weeks prior to the event, and \$50 within 3 weeks. If they choose to switch to virtual, there is no extra charge.

### **3. Committee Updates**

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

1. Hasn't met since last board meeting. No news

#### **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.

#### **Talkie Walkies**

1. Developed categories to put speakers into
  1. Research
  2. Small Business Management
  3. Marketing
  4. Sanitation / Regulations
  5. Complementary Modalities
  6. The Float Experience
2. First round of invited attendees
  1. We've reached out to the first round of speakers that were invited, but still working on this.
3. Applications are open
  1. We have 12 speakers that have applied

#### **Marketing**

1. Social Media
  1. Kim and Jocelyn are 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. Press Release
  1. We sent a press release
4. Postcard

1. We have a plan for an inexpensive postcard plan. We're looking to narrow down the list to help make the cost more reasonable. Looking to see if this is a good use of our marketing cost/time.
5. Marketing Video
  1. We're working to develop a short marketing video similar to last year, Graham will be connecting with people about that.

## **Webinars**

We have a webinar scheduled for this Thursday at 3 pm PST. Join us for Patti Biro's presentation on retail in wellness centers.

*Meeting adjourned at 9:42 AM PST*

***Next Meeting: April 4, 9 -10:30 am PST***