

FLOAT CONFERENCE

Board Meeting #30
March 11, 2020 | 2 pm - 3:30 pm PST

Quorum Present

Present:

- Ashkahn Jahromi (President) / Graham Talley
- Gloria Morris (Secretary)
- Andy Larson (Treasurer)
- Jake Resch
- Matthew Smith
- Jesse Ratner-Decle
- James Harder
- Roy Vore
- Kim Hannan
- Jocelyn Jester (Operations Team)
- Esther Paul (Operations Team)

Absent:

- Kevin McCulloch
 - Sean Lavery
 - Jamie Phillips
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Agenda:

- 1. Vote to approve last meeting's minutes (Official Vote)**
 - 2. General updates**
 - 3. Public Finances**
 - 4. Update on Sub-Committees**
 - 5. Closing Comments**
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1 - Vote to Approve Last Meeting's Minutes

Vote on Minutes from Feb 26 meeting: *Unanimous Approval*

2 - General Updates

Tickets for Board Members

Each seat gets 2 free tickets, plus extra tickets for their staff at \$225.

Taxes

Our lawyer suggested that we have the board review our taxes before we file. Jocelyn is working to finalize these and will send them out to everyone to review before we send it out to everyone before we file them.

Videos

About half are released, almost all are edited. Jocelyn and Kim are working to release those now.

Board member attendance

Is there anything else that we can do to make communication and attendance easier? Kim mentioned via email that having video calls makes it a bit easier, so we can work on incorporating that.

Ashkahn says thank you to everyone that has been attending meetings. We understand that this is a lot to handle and we appreciate your time.

3 - Public Finances

Jocelyn put together our public finances, and sent them out to the board to review. They will be added to our website and sent out in an email to the non-profit list.

4 - Check in with Sub-Committees

Sponsorships

We've been making good initial contact with the sponsors and we are getting some good feedback. We are also working on finalizing our agreements so that we can work to start locking these in.

Jocelyn has had a few sponsors reach out that are waiting for the coronavirus scare to pass over to move forward.

Marketeers

Ticket update

No changes since our last call, which is on par for us.

Float Conference Videos

We've made our previous year's videos available so that the float industry can take clips and mashups of them to make digestible content to be shared around. Word of mouth and exponential use of our videos is the goal!

YouTube Thumbnails

We've updated our branding on our YouTube page to include the logo and speaker's name on the thumbnail for each video.

Fun Police (Attendee Experience)

Theme

We liked “Strengthening the Foundation” as something we will use in a tagline for certain branding aspects - like emails and the program. We may use it to help us to make a few bigger decisions.

Parties

Jocelyn is going to Milwaukee next week to check out party venues

Attendee Materials

We talked through all of our attendee materials and we mostly decided that we like them the way they are. We will plan to get a slightly nicer tote bag; plus we will make them feel more optional. Programs and nametags will mostly stay the same. We also talked about selling a few more items, like maybe notebooks or water bottles.

Gloria has a marketing company that we can work with for swag.

Speakers

We have some speaker updates based on the rank voting that we did a few weeks ago. Roy, Graham and Ashkahn, Gloria, Flux, and James Nestor are all confirmed.

Jocelyn is working to connect with Tom Fine about what he might talk about.

Jocelyn is also trying to connect Dr. Rhonda Patrick.

Applications were launched yesterday and we are getting some good applications in there.

Friday Activities

New Name

We narrowed it down to a short list. We liked the idea to have “Activities” in the name to maintain the brand and recognition. Our top three choices were “Activities,” “Special Activities,” and “Community-Organized Activities.” Ashkahn likes “Enrichments.”

Silly debate ensued....

“Activities” is the new name!

Main Conference Activities

During the Activity times on Saturday and Sunday, we want to make sure that there is at least one conference-organized activity during each time.

1. A **Marketing Forum** is one of our ideas - we will likely have a panel with a facilitator, plus time for Q&A.
2. The other is much less developed so far. The goal is to break away from sitting and listening to lectures. We have about 2 hours. We think we will connect with the community to find out what people

would like to discuss. We could narrow down the poll with categories and examples. (Finances, Operations, Memberships, etc.)

We think it is a good idea to have panellists, but allow the flow to be a bit more open. The idea of having 2-3 panelists/facilitators that can answer the questions and allow open conversations as well.

Maybe this will be called **Operations Forum**.

Podcast

Podcast team is working to make some decisions via email, since we couldn't find a good time to meet.

Stage Design

Stage Design team is meeting later today to get rolling on their projects.

5 - Closing Comments

Thanks for everyone being on time and for those that were able to video call in. It was so great to see your faces. Also! Communicating via the Helm and email in between meetings is very helpful and recommended.

Next Meeting: April 8, at 2:00 - 3:30 pm PST

Meeting Adjourned: 3:07 pm