

FLOAT CONFERENCE

Board Meeting #77

May 20, 2024 | 10:30am - 12 pm PST

Present

Quorum Present (5+ seats)

1. Kim Hannan
2. Andrew Loppnow
3. Roy Vore
4. Stephen Bryla & Chris Wardlaw
5. Jennifer & Mark Gurley
6. Jonathan Roug
7. Mandi Silcox
8. Jeanne Mills
9. Jocelyn Jester (Operations)
10. Alicia Hagen (Operations - joined a few minutes late)

Absent

11. Shawnee Powers

Meeting Agenda

1. Vote to approve minutes
2. General Updates
3. Jocelyn's Pay
4. Task Forces
5. FLOAT CONversations

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

Approve April 19 minutes - **Approved!**

2. General Updates

Ticket updates

- Total Conf Tickets Sold - 61
 - Returning Stars Tickets - 29
 - Comped Tickets - 13 (Speakers / Board / Sponsors)
 - Expect big push right before price goes up in June
- Pre-Conference/Partner Event Tickets Sold:
 - Bus Tour - 24
 - CPO - 2

- FTS Start A Center - 2
- MS Marketing & Management - 6

Financial Updates (Roy/Jocelyn)

- [Budget](#)
- Financials were reviewed
- Actuals as of May 16 (we have had some tickets come in since then)
 - Ticket income: \$19,875
 - Expenses so far: \$18,809.24
 - Sponsorship income is starting to come in!

Communication Check in - How are we doing?

- Board member to board member?
- Board member to operations team?
- Forum updates

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

- Accounting / Bookkeeping and starting to get records ready for FTA Merge
- Continuing to work on the AV quote - I have the main stage down to \$35k, that might just be where it needs to be. Workshop and Power quotes are also almost complete
- Connecting with the hotel about setups and questions like “Can the NovoThor even fit into a ballroom?”
- Email Marketing
- Social Media / video uploads
- Website Updates
- Schedules for Conference
- Confirming details for the TrueRest folks
- Answering Emails and connecting with potential industry contacts
- Speaker/Sponsor confirmations and logistics
- Updates to Speaker Agreements
 - The Board has approved the use of our 501(c)(3) attorney to draft updates to the speaker agreements, beyond the current filming release. There will be no additional cost as this will be deducted from our existing retainer.

3. Jocelyn’s Pay

- Confirm Approval: Job Description for Conference Director
- Proposed increase for hourly wages for both positions
- Vote to approve increase Jocelyn’s pay by \$2
 - Currently \$22/hr - Approved
 - Effective June 1, per conversation on call

4. Task Forces

- Future of the Float Conference (Kim)
 - JJ working to get timeline on merge from FTA.
- Local Liaisons
 - No updates since last board meeting. Next meeting is in a week.
- Attendee Experience (Kim)
 - Next step - virtual experience!
 - ***Who would like to be included in the next Attendee Experience Meeting?!***
 - Gamification - 5/3 Meeting (Alicia/Kim attended):
 - continue what was recommended by the Attendee Experience group several months ago, and use a simple Google Form.
 - Once we have a more solid list of scheduled events and sponsors, we'll meet again to nail down the details, as well as the prizes.
 - Float Con glasses and pin
 - mix in a few serious prizes (maybe sponsors have things they'd like to contribute?), as well as some really silly ones, and perhaps a free registration for 2025, if the board approves.
- Sponsorships (Andrew)
 - The Sponsorship Committee is moving along.
 - Confirmed Sponsors
 - FTA
 - BBBB
 - Visibloom
 - EPRC
 - Mito Red Light - Pro RLT
 - Pending Sponsors
 - Roxiva
 - More Floats
 - Floatease
 - Superior
- Marketing (Kim)
 - The Marketing Task Force has met twice
 - Our first Facebook Live is Monday Morning just before the board call!
 - Email Marketing
 - Basic Schedule and Travel reminder email sent out Saturday
 - Next email will be Content Round 2 - to be sent in a few weeks (after the vote we are about to talk about!)
- Content (Roy)
 - Please review the Speaker information for the vote today
 - Board reviewed the Speaker applications, then used a scored voting system to determine who would be invited to present.
- Communication (Kim)
 - Will schedule a chat in June

5. FLOAT CONversations

- Who else would like to host a FLOAT CONversation?
 - Shawnee hosted in May, and it was an incredible conversation. We are considering continuing the conversation at the Conference - Community collaborations and how to organically market (grassroots).
 - Roy expressed interest June 18 - How Float Conference Develops your Float Community
 - Stephen expressed interest in July - Minimizing Sound in your Float Centers

Meeting adjourned at 3:20 pm PST

Next Meeting: June 17th at 1:30 PM EST/10:30 AM PST