

FLOAT CONFERENCE

Board Meeting #15
May 28, 2019 | 2 pm - 3:30 pm PST

Quorum Present

Present:

- Ashkahn Jahromi (President) / Graham Talley
- Gloria Morris (Secretary)
- Tom Fine
- Matthew Smith *joined at 2:23 pm*
- Jesse Ratner-Decle
- Jocelyn Jester (Operations Team)

Absent:

- Andy Larson (Treasurer)
 - Kevin McCulloch / Jake Resch
 - Jamie Phillips
 - Sean Lavery
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Agenda:

1. **Vote to approve last meeting's minutes (official vote)**
2. **General updates**
3. **Board member structure**
4. **Conference tickets for board members**
5. **Contracts / Film release waivers**
6. **Speakers**

1 - Vote to Approve Last Meeting's Minutes

Vote on Minutes from April 16th's meeting: Unanimous Approval

2 - General Updates

Jeanine

Jeanine is no longer working for the Float Conference as of last week. Jocelyn and Ashkahn have been working together to reorganize the best path for moving forward. So far the plan is for Jocelyn to come

on for more responsibility to fill in what Jeanine was doing (Sponsor Logistics and lower sales, Bookkeeping, payroll and administrative, catering, etc.) As we get closer to the conference, we may hire someone to take on some more responsibilities. We also have Esther on board who will continue helping with the conference. We have another potential that has helped with 4 or 5 conferences in the past.

Questions about hiring someone that has some experience with the Float Conference: Now that we are in a hotel, some aspects of this conference will be easier - for example sponsor set ups and the stage design. Ashkahn feels confident that we will be able to hire people as we need and that things will work out.

Question about Sponsorships - This feels like an opportunity to grow the sponsorship sales. Ashkahn's response - James Harder is on board as that person to help sell sponsorships. In the past, Jeanine hasn't been doing active sales for sponsorships, more focusing on sponsor logistics and answering inquiries as they come in. We are also working to bring in some volunteers to reach out to organizations outside of the float industry to try to bring in some new sponsors. This is definitely a place that we have room for board and other conference staff to help come up with ideas and contacts for increasing sales.

Ashkahn opens comments to see if anyone has concerns with moving forward with this plan to have Jocelyn take on some of Jeanine's responsibilities and not hire a new staff person at this time.

Conference Update

Attendee count, sponsors, and room count update was given.

Taxes on Hold

Our taxes for 2018 are on hold because we don't have our tax exempt approval from the IRS. Ashkahn has called the IRS and talked to our CPA and there is nothing that we need to do until we get that approval back from the IRS.

Past Float Industry Recognition

Peter Suedfeld reached out to us to let us know that Marvin Zuckerman recently passed away. Martin was an author and researcher on the topic of sensation-seeking as a biologically based universal human trait in humans and many other mammalian species. Peter was suggesting some sort of mention of his passing (and other industry friends as appropriate) at the conference. Tom suggested working with Peter to write up a bio and give some sort of recognition for Martin.

Photos

Jocelyn and Ashkahn have been working on the budget and were considering having volunteers doing photos, which makes the Registration Photos a bit difficult. Ashkahn is curious to get a feel for people's interest in the Registration Photos.

Gloria says don't you dare get rid of Registration Photos!

Logistically, pulling off taking, editing, and printing the photos has been pretty hard. We can potentially email them, put them online, social media, print them on site in a less expensive way to go.

Ashkahn and Graham shouldn't necessarily be the only people in the photos.

Operations team to work on ways to make this happen!

3 - Board Member Structure

Continuing the conversation about updating the Board Member Structure.

Board Term is 2 years, staggered. Term Limit is 3 terms.

Board Terms Timing

When to do nominations, when to implement new board? Does a "term" last for 365 days or for example, last until 3 months after the conference ends?

People think basing it on the conference timeline rather than a 365 year is a good idea.

It may be nice to have incoming Board Members attend the conference, knowing that they would be joining the board shortly after the conference. That way, they could experience the conference with the almost-board member mindset.

It would also be nice to be able to announce that we are having Board nominations starting, say 2 weeks after the event.

How do nominations work? Anyone in the industry can nominate someone or themselves.

Are we having a board meeting at the conference? Tom suggests this might be a good time to be face to face. Ashkahn added to his notes.

Comments - Tom likes the idea of having the conference to help generate nominations. Gloria likes the idea of having incoming board members at the conference knowing they will be added soon. We could even see incoming board members helping out at the event - gives them more of a sense of ownership.

Members? Considering we don't have members of this organization, are we counting the attendees as "members?" How are we communicating to the industry that we are accepting nominations for the board? Tom suggests we could write up a plan for communicating that we are accepting nominations.

Answer - we have a general mailing list for conference and a smaller mailing list for people that expressed interest in non-profit updates. This is sort of a slightly more abstract way of having followers than having a membership, per say.

One way to move forward through this is to accept nominations prior to the conference. That would give us a chance to see if we get enough interest. If not, we will still be able to accept nominations again after the conference as needed. Ashkahn thinks this is a good way to go! Tom, Graham, Jesse, Matt, agree.

Details -

Ashkahn was picturing a month of time for people to nominate themselves or others. We can put together a form which gives people a little more serious.

It would probably take us a month to choose the new board members. It would be nice to have the board members chosen about a month before the conference.

New board members would take their seats about 2 months after the event.

1 year volunteers

Related comments. We would like to have staggered terms, so that about half of the board resets every year. This means that 2 out of the 7 board seats would need to just take a 1 year term to get that rolling. Does anyone want to volunteer to be up for renominating and potentially being voted on for a second term? Tom and Matt agree!

President, Treasurer, and Secretary will all be voted on each year. That would happen after the new board members take their seats.

4 - Conference Tickets for Board Members

Tickets

Ashkahn has just been assuming we would give free Conference Tickets to all Board Members. Does anyone have different thoughts?

We do feel like it is important that Board Members be at the conference and it's nice to give them something in return for their time and hard work. *Decision made!*

Travel

It was Ashkahn's assumption that Board Members would be on their own for Travel and Hotel Rooms. Does anyone feel differently about that? *No objections.*

5 - Contracts / Film Releases

There were some things that Float On didn't worry as much about that we as a non-profit should be a little more careful about. We are considering setting up some agreements for sponsors, speakers, etc to make sure we are going in with the same thoughts.

Ashkahn and Jocelyn chatted with our lawyer to talk about what this would entail and what it would cost. Ashkahn guesses it will cost about \$2,000 to get these contracts reviewed by the lawyer. We are still waiting on a quote.

Tom wonders if other non-profits do this. Ashkahn says he thinks definitely some of them. Also, our insurance has expressed the importance of having a sponsor contract specifically.

Attendees - refund policies and such (This one is already written)

Sponsors - insurance and payment deadlines

Volunteers - lawyer has a boilerplate

Friday Activities - take care of the room, etc.

Local Liaison - maybe a bit more casual agreement that explains what we are expecting from them. There is a situation where we can have employees of the liaison work for us, but be paid through the liaison.

Speakers - deadlines, etc.

Ashkahn thinks some of these can be a bit more casual agreements for this year as opposed to full blown contracts. We think the Sponsor Agreement is one of the more important contracts to have reviewed by the lawyer at this time.

Final Thoughts - Attendee (already written), sponsor, and volunteer (boiler plate) agreements will be our top priority for this year. We will write up information sheets for speakers, Friday Activity organizers, and the local liaison this year and reconsider official contracts this year.

6 - Speakers

The Operations Team (Ashkhan, Jocelyn, Kevin, Jake) met last week and brainstormed some additional ideas for speakers.

Confirmed Talks

- Kevin talked with Justin, who is planning to bring Flux, Josh Hagan, and Sahib Khalsa (and potentially Lydia Caldwell.)
- Glenn and Lee Perry
- Roy Vore (90% sure)
- Stephen Johnson as MC

Potential Talks (Italics are top choices!)

- *Considering working with the local liaison to have local Float Stories or floaters give short snippets. Kevin is working with Paul on this.*
- Paul and Heather Clift - have been working with kids at a local school to draw up business plans for opening float centers. They have expressed interest in having those kids up on stage to present about this.
- John Lilly Play - Maybe having a short snippet of the performance during the conference.
- Similar Industry - Someone who has experienced a similar growth period as float center - like yoga or acupuncture
- Out of Body Experiences
- Integrating Floating for Mindfulness
- Using tanks in interesting ways - like VR or in another novel setting.
- Peter Suedfeld - doesn't have a specific talk in mind, but would talk if we gave him a topic
- *Update on Non-Profit*
- Applicants
- *Athletics and Tanks*
- Other Board Members that may like to be considered for giving a talk

Information

We have a total of 8.5 hours of talking time that we can put into the conference. We have 5.5 hours already confirmed including Glenn and Lee, Justin and Crew, and our MC.

Comments

The big thing with topics is that it's not always that easy to find speakers.

Tom likes the personal stories. They are memorable. (Maybe vet them by having them send in a video).

Ashkahn likes the idea of being able to include local flair by using local floaters.

Ashkahn really likes the idea of being able to give an update on our happenings. Ashkahn was picturing himself and Graham giving this talk. *Opens for thoughts*. No objections.

Ashkahn personally nominates Matt and JP to do a talk. Matt to talk with JP!

Matt might know a yoga studio that could help with that topic.

Action Steps

Our Speaking Application closes on June 15. We can gather topics/applications from the people on the list and then we can have an official vote at the next meeting.

In the meantime, if anyone wants to do a talk, they can write something up and send it to Ashkahn to be included in the list.

7 - Closing Comments

Thank you!

Are we still okay with this new time? Seems good for Tom, Gloria, and Matt.

Next Meeting: June 11, 2019 from 2 pm - 3:30 pm PST

Meeting Adjourned: 3:30 pm