

FLOAT CONFERENCE

Board Meeting #11 February 19, 2019 | 1 pm - 2:30 pm PST

Quorum Present

Present:

- Ashkahn Jahromi (President)
- Gloria Morris (Secretary)
- Kevin McCulloch / Jake Resch
- Matthew Smith
- Sean Lavery / Jesse Ratner-Decle
- Jocelyn Jester (Operations Team)

Absent:

- Graham Talley
 - Andy Larson (Treasurer)
 - Tom Fine
 - Jamie Phillips
 - Jeanine Bocci (Operations Team)
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Agenda:

1. General Updates
2. Approving Board Minutes
3. Resources page
4. Sponsors
5. Float Collective rep

1 - General Updates

Pretty short meeting we have today. We are planning to send out our new About Page this week. It contains our Bios, Finances, and Board Meeting Minutes. Pre-Sale Tickets will launch next week.

2 - Approving Board Minutes

Since we are going to be uploading Board Meeting Minutes to the website, we need to be approving them. Jocelyn has been taking notes and sharing them on the Helm logbook. Ashkahn is wondering if we can give board members about a week to make any changes and we can consider silence as approval for those.

For past meeting minutes, we can take an official vote at our next board call to make sure everyone approves of them. Everyone is on board with this plan.

3 - Resources page

Wanted to revisit this topic. We have decided to take off Float Helm and Floatation Locations. We decided to add the Float Conference Podcast and Daily Solutions Podcast next to the Art of the Float Podcast.

Ashkahn has been thinking and is interested in adding Rise Float Gathering and Third Wave Magazine to the Resources page. *Open for comments.* Gloria says this shows great collaboration and that it's great to support another float conference. Gloria is wondering if there is a digital version of Third Wave Magazine. Kevin and Jake mention there are some parts that are available digitally, but not the entire magazine. Kevin and Jake's comments on the magazine is that the idea is to have the magazine physically available in shops. They will soon have the option available for each center to sign up for a free print of the magazine.

Ashkahn also brings up the Float Collective FB Group. He isn't sure if this is the right type of resource to be listed on our resources page. It's a bit less formal and he isn't sure if the Float Collective is even interested in is being on there as they already have to do a lot of filtering out of people trying to join the group before they have float businesses. Matt says that it makes sense for it to be listed there and offered to touch base with the Float Collective admins. Sean says that it is a good resources too. Matt mentions that there might be an overwhelming influx of people that would join and that there may be some pushback from their admins.

Ashkahn opens it up to any other suggestions of additions to the Resources page. No suggestions, but a reminder that this is always something we can add to.

Votes on adding each of the following to the resources page:

- Rise - no oppositions
- Third Wave - no oppositions
- The Float Collective - no oppositions - Matt to reach out to admins.

4 - Sponsors

Recently there have been some situations happening with Groupon, which has been heavily discussed on the Float Collective page. What spawned the conversations is that Groupon was selling groupons using incorrect float center names (i.e. people bought groupons for one center, but the groupon was for a different center.) This was happening to centers all over the US and Canada.

Someone in the Float Collective asked if we can ban Groupon as a sponsor for the conference. Groupon has been a paid sponsor for three or four years, ranging from a booth to a workshop speaking sponsorship.

Historically, Float On's conversations about potential banning of sponsors has only come up with businesses within the float industry. Float On in the past had decided that banning a sponsor is a very active action, while allowing anyone to sponsor is a much more neutral action. In the end, they chose

not to be a “moral platform” for the industry. This has not come up with a company outside of the industry and it feels like a different conversation. It does feel that a company coming out to the conference can foster better relationships between people. And even talking about banning a company from attending has caused effects in the past. Practically, Float Conference can’t actively look into every single potential sponsor to make sure they haven’t been doing shady things.

In the case with Groupon, there’s a very concrete argument that Groupon was sharing Google ads mixing float centers coupons all over the continent. Gloria has a meeting with them and is in their backyard. She is willing to get an official statement from them.

Gloria agrees that we don’t have a judge/jury here to make these types of decisions. The Float Collective as an informal setting tends to be a bit emotionally fueled. She thinks it would be a good start to share with Groupon how serious this situation is and be transparent about our conversations and discuss with them about how we can all work together.

Sean mentions that someone did reach out to Groupon and Groupon essentially didn’t take any responsibility for the situation. Matt brings up that the Float Collective is not necessarily as private as they want it to be. Even though Float Collective is only supposed to be open to Float Center Owners, Groupon has used direct quotes from the Float Collective. We are not sure where they got these quotes, but it seems like they have access to the Group some way or another.

There is some interest in asking Groupon for a deal for all Float people. Gloria mentions that she knows there are lots of variables for pricing for centers. Gloria mentions that not having Groupon at the Float Conference is a dangerous route. We want to have this open dialogue with Groupon and our best bet is to give them a chance to be there and have those conversations. Gloria is willing to have a dialogue with (hopefully) an executive level representative with Groupon and to open the lines for transparency. There are plenty of center owners that don’t have the experiences and knowledge to make the best decision about this.

Matt mentions having a format on how to have the right conversations with a Groupon Rep. How can we share tips and thoughts on how to engage in this right conversations? We can’t just write them off because someone had a bad experience. We need to give them another chance to fix what’s been going wrong.

Ashkahn agrees with what everyone is saying. Not that we shouldn’t ever ban someone, but this isn’t quite that extreme. Ashkahn does feel like there is something nice about the conference being an organization that can help the industry deal with other large institutions. Straw poll- is anyone currently in favor of banning Groupon as a sponsor? No strong feelings here.

Sean is wondering if Kevin and Jake had any experiences with them. Kevin and Jake have not worked with them. They have had people reference a Float STL Groupon, so it sounds like people maybe have seen them on there. Kevin says it could be chalked up to people not being brand aware at this time. Kevin thinks the purpose of the Float Conference is to support the float industry. We should entertain sponsors that are going to support the float industry. Perhaps we could ask for a bit of representation in showing up and maybe asking them to be a bit more transparent and invested.

Gloria offers an option for a sort of forum for Groupon to open up a transparent conversation to answer all these questions. Gloria doesn't want to take away space for other Friday Activities for this. Ashkahn agrees that this is definitely in the realm of the Float Conference to provide a platform for these conversations.

Kevin suggests that we could provide a webinar/podcast forum for them to have these conversations. We would be willing to facilitate for them. Matt suggests we could do a podcast situation in which they can answer pre-collected questions. Alternatively, they could have a Friday Activity at which we have a panel or a moderator. Sean (with lots of support) says in person conversations are always more civil than online.

Ashkahn says we should probably make a post on the Float Collective letting everyone know what decision we made and why. We are going to let this stew until our next call and see how we feel about maybe having a webinar or a podcast, or just waiting until the conference. General agreement that thinking on all this before we decide is a good idea.

Side note: Ashkahn is glad to have a lot of different perspectives on this topic as opposed to him and Graham having to make this decision alone.

5 - Float Collective Representative

Ashkahn thinks it would be useful to have a stronger presence on the Float Collective. Float On steered away from this in the past as a means of respecting the Float Collective not wanting to be a marketing platform. As a non-profit, it feels more comfortable. Ashkahn reached out to Dan and he is on board with the Float Conference posting things. It would be nice if we have a specific Float Conference liaison to post things on the Float Collective. Kevin mentions that he is doing that for Rise, but he would be willing to do it for Float Conference as well. Matt is also willing to do it. Just to avoid confusion with Rise, we will go with Matt doing this! Matt requests float related memes to go with the posts.

6 - Asset Transfer

Ashkahn reached out to people about the asset transfer and is still waiting on a few more responses about it.

Jake responded with a vote of approval for the asset transfer.

Gloria and Tom still have one more day to respond.

Any final thoughts? No.

7 - Closing Comments

Gloria to connect with Groupon during her meeting.

Next Meeting: March 5, 2019 from 1 pm - 2:30 pm PST