

FLOAT CONFERENCE

Board Meeting #58

July 18, 2022 | 9 - 10:30 am PST

Present

Quorum Present (6+ seats)

- Kim Hannan
- Graham Talley / Ashkahn Jahromi
- Nicole Walcott
- Peter Sharp
- James and Amy Harder
- Matt Smith
- Lovinder Gill
- Roy Vore
- Jocelyn Jester (Operations)
- Alicia Hagen (Operations)

Absent

- Heather and Paul Clift
- Gloria Morris
- Jamie Philips
- Jesse Ratner-Decle

Meeting Agenda

1. Vote to approve minutes - unanimous
2. General Updates
3. Board Elections
4. Board Support at the Conference
5. Committee Updates

Minutes

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

Approve June 27 minutes - Approved

2. General Updates

- As of today we had:
 - 135 paid in person
 - 173 total in person
 - 31 total, 23 paid virtual
 - 6 CPO
 - 6 FTS
- We hired Alicia!

- Updates on 2023 cities: Jocelyn has been reaching out to the top 3 cities, hoping to get an idea of which might be the best option. She will continue to keep us updated as she collects the information.
- Virtual event platform: Jocelyn showed us the virtual event platform. We utilized our website's member platform to build it. It has a place for the livestream, sponsors, schedule, and a forum.

4. Board Elections

It's that time again!

- We'd love to open up applications before the conference and invite applicants to a pre-party with the board on Thursday night at the conference.
- Over the course of planning for this year's conference, the operations team has noticed many board members have been missing a lot of meetings. Of course, we understand that being a board member is a volunteer position and that there are many other priorities, like businesses, jobs, and families. We're interested in solidifying a suggestion on how much time board members commit to the conference, in exchange for their ticket to the event.
- These board members are at the end of their term and should confirm if they would like to be up for reelection or not.
 - Gloria
 - Graham / Ashkahn
 - Jesse
 - Lovinder
 - Peter
 - Nicole

5. Board Support at the Conference

Board members will be asked to sign up for at least one volunteer shift - to help with set up, tear down, and registration. Jocelyn and Alicia are finalizing the schedule and will send you a list to sign up later this week!

Pictures and B-roll: Last year, we asked for some help collecting photos at the conference, and you really pulled through! We're asking for help with this again, as well as some video of things like people talking with sponsors, enjoying lunch, partying, etc. We'll gather all these things up after the conference and put them all into a folder to use for marketing materials.

6. Committee Updates

The Good Timers (aka Attendee Experience) - Ashkahn

1. (Duck) Bus Tour - Tickets are live!
2. Buddy System - Things are going well. We even designed a super cute sticker!
3. Virtual Parties - We'll make a big push for the Friday party, virtually. Then release people off to the discord.
4. We're going to offer some wellness Activities in the locker rooms - booked through Helm. The Plunge is confirmed and we are waiting on a few more.

The FUNdraisers - James

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, a few have backed out after confirming.
2. We have 13 confirmed sponsors, with a current income of \$70,555

Marketing_- Graham

1. Social Media: Jocelyn and Kim are continuing to keep up with posts
2. Email Marketing: Our schedule is developed and we are working to send out emails!
3. Postcard: Mailed on July 12!
4. Marketing Video: First video is an ad!

Design_- Lovinder

1. Tote Bags - the design committee is suggesting we ditch the tote bags to help save our budget and to limit our waste. Confirmed - no tote bags!
2. Tshirts - Victor is working on a tshirt design and should have that over to us shortly.
3. Other printed materials -
 - a. Since our venue is rather large - we'll need to have maps and good signage.
 - i. Jocelyn was interested in some floor decals - James suggested using tape!
 - ii. We'll also need sponsor signage

Talkie Walkies_- Peter

1. Speaker's team is working on wellness activities and speaker gifts.

Webinars

Our next webinar is Friday, July 22 at 8 am PST - We'll welcome a panel to talk about adding and maintaining multiple modalities to your float center.

We're also been invited to a virtual happy hour with the FTA on July 28.

Meeting adjourned at 10:30 AM PST

Next Meeting: August 1, 9 -10:30 am PST