

FLOAT CONFERENCE

Board Meeting #10 February 5, 2019 | 1 pm - 2:30 pm PST

Quorum Present

Present:

- Ashkahn Jahromi (President) / Graham Talley
- Andy Larson (Treasurer)
- Tom Fine
- Matthew Smith
- Sean Lavery
- Jocelyn Jester (Operations Team)

Absent:

- Gloria Morris (Secretary)
 - Kevin McCulloch / Jake Resch
 - Jamie Phillips
 - Jesse Ratner-Decle
 - Jeanine Bocci (Operations Team)
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Agenda:

1. General Updates
2. Pre-sale tickets should launch soon!
3. More talk about first speakers
4. Resources page
5. Asset Transfer
6. Does anyone want to host the podcast?

1 - General Updates

We officially have a CPA. Best news is that we do not have to charge sales tax on tickets or sponsorships! (If we had gone with the Convention Center or Theater, we would have had to pay a 10% tax.) If someone is selling merchandise on site, they do need to apply for a license and they will have to pay Colorado merchant tax.

We are still working to answer the question about paying taxes on certain sponsorships. As a non-profit we may have to pay income tax on unrelated income, such as advertisement. Advertisement is defined differently than sponsorships. So putting ads on the website and in the program and sponsored

speaking slots would be something we would have to pay taxes on. We may have to tweak our sponsorships just a bit.

Ashkahn has been working to compile the Float Conference financials and just wanted to run the system by everyone. Basically he tried to make them digestible for viewers and as representative to the actual conference as possible. He has taken out the CPO and Workshop. He has had to estimate admin costs that Float On has handled, and included a representative amount of money for Ashkahn's labor. The results are almost always a net loss. He feels okay with putting that out for all to see, but wanted to make sure everyone is okay with it. He will send them to the Board once they are completed.

We have a few volunteers working with us to organize some old IRIS conference talks that Tom gave us. We are excited to be able to start putting those out as podcasts soon. We also just chatted with an employment lawyer to make sure that we are using volunteers correctly. Mostly good news from lawyer, Mr. Jolly, that most of what we wanted volunteers to do is good to go.

2 - Pre-sale tickets should launch soon!

Almost everything is in place: Ticketing system is updated, credit card system is all set. Waiting on a few changes for the website. Jocelyn and Ashkahn are planning to send a email this week announcing launch dates. Next week, we will send an email about the Board page. Then the following week will have one more reminder and actual presale.

3 - More talk about first speakers

We got cut off last time. Wanted to remind everyone that we should include 20 minutes for a voted in speaker, 20 minutes for sponsored talks, and 20 minutes for intro and outro. Including that hour, we have already committed to about 6 hours of talks. We have about 2.5 more hours to fill. Conference often ends up with about 20 (15-40 minute) presentations.

Ashkahn was thinking that the people who recommended the speakers should be the person to contact them. He will reach out to Gloria, Kevin, and Jake about that.

Also, if any of us want to speak, do we need to send in an application? That person can submit a brief topic of what they can talk about, then they can hop off the call and the board can discuss.

Brief interlude about when we should be voting on things as a board. Do we need to vote on voting on speakers? Ashkahn will look into it.

4 - Resources page

This page has not been too high on our list of priorities for the past few years. Also is it weird to have FTS and Helm on there? Ashkahn is thinking about simplifying the copy and having this as a useful page for people to learn more about the industry as a whole. He is inclined to add more companies to it.

Andy wonders if this is something where we could sell sponsorships for this page.

Ashkahn wants to make sure if we do sell sponsorships for this page there is a clear distinction between the normal content on their and the advertising spots.

Everyone seems clear on touching up this page, cleaning up language, removing things that aren't active, and adding categories and maybe a FAQs page. Graham suggests we remove the Helm and Floation Locations.

Also, do we have a press kit? No, but we are hoping to have a volunteer do this.

5 - Asset Transfer

Float On has now talked to CPAs, and so has Float Conference (Ashkahn is actually two people in this conversation). Float On does have to pay taxes on the sponsorships and tickets they get from the conference. They should be able to pay taxes only on what they decide to take each year.

On the non-profit end, we don't want to be seen as giving an undue benefit to Float On. Lawyer and CPA advise us to put a value on the assets and have that value act as a credit for Float On. Float On's sponsorships then would be deducted from that value until the credit is gone. Graham and Ashkahn tried to value these items conservatively and with actual costs where possible.

We can hire someone to do a more official appraisal of these assets, which would give the non-profit a higher level of protection. Board members seem to think the numbers seem low. Graham and Ashkhan are content with these numbers.

Ashkahn and Graham hop off in accordance with the Conflict of Interest policy so we can discuss

Matt asks if anyone has direct concerns about the evaluations itself.

Andy suggests we need to document the best that we can. It would not be cheap to get someone else to evaluate these assets. Also, do we need to consider depreciation and more specific values? But it seems like these things even out with the branding on hard to value items.

All agree to allow asset transfer as is.

6 - Does anyone want to host the podcast?

We would like to continue the podcast. It gets a lot of listens and people seem to like it. We need a host! This person will need to have a flexible schedule in order to make sure we can get all the interviews completed. The time will be about a total of 30-40 hours between maybe July and the conference.

Not too big of a commitment. Jocelyn can handle the interview schedule. Post production can also be done by someone else. The host can basically interview and send recording to someone else.

Interviews take about 1.5 hours. About 15-20 interviews a year. If no one is interested, we can come up with plan B.

Gloria expressed some interest via email in helping out. Sean is interested in helping with 1 or 2, but all of them would be too much. Matt is also interested in helping. Ashkahn will connect with Gloria, Sean, and Matt.

7 - Closing Comments

Ashkahn has some follow up emails to send, but otherwise things are moving along nicely!

Next Call: February 19, 2019 from 1 pm - 2:30 pm PST