

FLOAT CONFERENCE

Board Meeting #13
March 19, 2019 | 1 pm - 2:30 pm PST

Quorum Present

Present:

- Ashkahn Jahromi (President) / Graham Talley
- Andy Larson (Treasurer)
- Jake Resch
- Jamie Phillips / Matthew Smith
- Jocelyn Jester (Operations Team)

Absent:

- Gloria Morris (Secretary)
 - Tom Fine
 - Kevin McCulloch
 - Sean Lavery / Jesse Ratner-Decle
 - Jeanine Bocci (Operations Team)
-

Agenda:

1. General Updates
2. Voting on Board Minutes Update
3. c6 vs c3 Organization
4. Updates on Groupon?
5. Sponsorship Updates
6. Round 2 Speaker Application
7. Board Member Structure

1 - General Updates

Update on Speakers - Jake, Kevin, Jocelyn, and Ashkahn met about workflow for working on speakers. We are waiting on some responses, but we have Justin Feinstein and his crew on board. Glenn and Lee are also willing to speak. Still waiting to hear back from Peter and Roy Vore. Stephen Johnson is also happy to be the Emcee!

Art of the Float Podcast reached out and did an interview with Ashkahn and Graham about the Float Conference. It may not air for a few months, but it will be out soon. (And Gloria is one of their hosts.)

2 - Board Meeting Minutes

Continued conversation about this. Ashkahn met with our lawyers. The Lawyers recommended actively voting to approve board minutes.. We will need to ask everyone to approve the last meeting's minutes, which we can do at the beginning of each minute.

With that said -

Vote on Minutes from March 5th's meeting: Unanimous approval

3 - c6 vs c3 Organization

Discussion on c6 vs c3 functionality. Ashkahn talked to the lawyers about this and it sounds like it would not be a huge cost to create a "Friends Of" c3 organization, but it could take a lot of time and effort to set up.

After discussion, Ashkahn will talk to the lawyers again and check in to see what tasks and costs are involved in setting something like this up.

4 - Updates on Groupon

Matt talked with the Float Collective about the Groupon situation and is waiting to hear back about their feelings about this.

5 - Sponsorship Updates

We are almost set with the sponsorship items and structure. Ashkahn sent the sponsorships graphics to the board ahead of time.

Ashkahn opened to comments for suggestions and comments. No comments.

Attendee Contact Information

Should we give attendee contact information to Sponsors? We do send out an attendee list to everyone. In the past, we listed the emails, but people were getting too many solicitations. A few years ago, we removed the contact information from the list - which attendees seemed to like, but sponsors were mad about.

Matt suggests that if we do that, it should be an opt in situation.

Graham mentions that it does add value to our sponsorships - so if we can, then it's nice.

Jake likes the idea of having an option to opt out.

Does anyone feel like we should just give attendee contact information to the highest sponsor? We feel like as long as people can opt in, it should be okay. We can change the "share" field question so that it include giving their information to the sponsors.

Which levels? Graham and Ashkahn are leaning toward giving the emails to all sponsors. We could also give it just to the top tier sponsors or list it as an item.

Ashkahn offers an option to give an email shout out to top sponsors.

High-Tier Sponsor Organizer

We have hired a high-tier sponsor organizer to come on board and help with sponsorships! James Harder has offered to help with this project this year, and hopefully for the next 2 as well. The goal is for James to work with Graham this year getting to know all the sponsors. This will be a paid position, and will probably be less than 100 hours this year. James has been working with Superior and is excited to get deeper into the industry.

Sponsorships and Board Members

When going through the potential sponsors - we thought some Board Members may have good relationships with certain organizations. Ashkahn and Graham ask that Board Members read through the list and take a look at who they might like to connect with about it - then they can pass it along to James to finalize the sponsorships. In addition, Ashkahn asks that Board Members think about who they might be able to connect with outside of the float industry - like maybe a vendor that they use at their shop - and reach out to them. Ashkahn/Graham will send an email with more details and the spreadsheet for us to get started.

6 - Round 2 Speaker Applications

Jocelyn put together a Google Form that we were thinking of having people fill out. Ashkahn sent the link with the agenda. This form can be used for people that want to apply to speak, then we can see all the appropriate information to decide who we would like to speak at the conference. We could see adding another level, like sending in a short video, if we are stuck on who to decide on.

Ashkahn wants to know if anyone has any suggestions on what else to add or comments on what is on there. People generally feel good about it.

This won't be online for at least a week, so Board members can feel free to email suggestions.

7 - Board Member Structure

Ashkahn would like to start the brainstorming process on how board seats will be managed going forward.

Board Seats

We have 7 board seats, with many of those being pairs. Our bylaws say we need to have 3-15 seats.

Andy thinks its a good idea to think about having more. Ashkahn thinks there is some benefit to having just 7 seats. General consensus that 7 is good, but 9-11 would be fine as well.

Term Limits

It would be a little foolish to have a totally new board every year. Typically, $\frac{1}{3}$ of members rotate out each year; with a term of 3 years.

Andy agrees we should have a limit and a rotation. Andy has seen 2 year terms with the option to stay on for two terms.

Elections

How should we vote on new Board Members? Typically either the board votes on new Board Members, or non-profits have elections where their members vote. We don't currently have members, and a vote open to anyone who wants to participate seems unruly, so it seems like having Board Members vote is our best option.

Andy suggests that while the Board can vote, we could allow anyone to nominate people (or themselves) for consideration. Everyone agrees.

Other Comments?

Nope. Ashkahn will write up a more concrete version of the options here for us to vote on at a later date.. It was also suggested that these Board changes will happen a month or two after the conference each year.

8 - Closing Comments

Any other comments? No.

Meeting Adjourned at 2:21 pm PST.

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