

# FLOAT CONFERENCE

## Board Meeting #63

February 7, 2023 | 10 - 11:30 am PST

### Present

#### Quorum Present (5+ seats)

1. Kim Hannan
2. James & Amy Harder
3. Roy Vore
4. Jonathan Roug
5. Andrew Loppnow
6. Jeanne & Allan Mills
7. Nicole Walcott
8. Heather Clift
9. Jocelyn Jester (Operations)

### Absent

1. Eric Anderson
2. Alicia Hagen (Operations)
3. Paul Clift

## Meeting Agenda

1. Vote to approve minutes
2. General Updates
3. 2023 Hotel
4. Task Forces
5. FLOAT CONversations

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

Approve January 3 minutes - approved!

### 2. General Updates

- We signed a contract!
  - Date & venue announced on Social Media
  - Wed 8/16 - Pre-conference workshops - CPO & Start a Float Center
  - Thurs 8/17 - Kim's workshop & Bus Tour confirmed
  - Up in the air //
    - Location for lunch. Notes: Buyout of 30% to venue if we park food trucks on KPAC property. Nearby park is already booked. Backup option of food through KPAC, but not preferred.
    - Adjacent large theater *may* have another event
- Ticketing Platform - Jocelyn has done LOTS of research and is finding that many ticketing platforms are prohibitively expensive (often 2.5% of the ticket price, on top of the 2.9% credit card processing fee). She's found one that will only cost 42 cents per ticket, and is suggesting this one.

- Ticket Tailor // integrates with FloatCon website + importation of attendees to spreadsheet
- Suggested “Virtual Event Platform” - We’re considering using the same system as last year. We can put together a task force to work through any changes.
  - No new setup required aside from importing attendee spreadsheet
  - Eventee - backup platform
- Stephen Johnson has expressed interest in being our MC again this year.
  - And...we want him back!
  - Improve communication around logistics & housekeeping
- FTA/FC Mixer
  - Virtual happy hour w/FloatCon board & FTA members
  - Discussion around potential collaboration and/or merger in the future
- Clarification on Danger Rules
  - The Danger Rules are the Float Con Board of Directors Procedures for decision making. They are an adaptation of Robert’s Rules of Order that was developed specifically for this group. They give an opportunity for Board members to express any potential concerns and bring anything to a vote.

### 3. 2023 Hotel

We’ve received proposals from 4 hotels - the Hyatt, The Brown Hotel, The Courtyard Marriott\*, and the Seelbach. Board Members are encouraged to review the spreadsheet and proposals. We’ll discuss the options and hopefully decide which one to move forward with.

- [Hyatt](#) - 0.4 mi from venue (8 min walk), great location & nightlife on 4th St
- [Brown](#) - 0.8 mi from venue (furthest from venue). Historic, Kim suggests it may be a bit southern/escalated for us. Shuttle offered.
- [Seelbach](#) - 0.5 mi from venue. Historic, but small rooms. Might be under renovation during our dates
- [Courtyard Marriott](#) - 3 blocks from KPAC; offered a smaller block at a slightly lower rate.

Official vote to confirm Hyatt as our host hotel - **unanimous approval**

### 4. Task Forces

- **Sponsorship** met just before the full Board meeting and shared their recommendations on the levels of sponsorship opportunities and the costs.
  - The suggestion is to keep the same levels and costs, noting a few venue-specific changes.
    - **Keep Sponsorship levels from 2022 - Vote approved!**
  - The Sponsorship Task Force also suggests we do not print totebags for all attendees again this year. Merch Committee can discuss printing a tote bag that attendees can purchase.

- **Board Members agree**
  - We have the opportunity to offer Cold Plunge & Pop Up Float Tank this year. Sponsors interested in offering this will be asked to be at the Theta level sponsorship or higher.
  - Bargain booth still available (do not get attendee opt-in list)
  - The venue has Video screens (and 1 projector screen) available throughout KPAC for both high-level sponsors and conference schedule visibility
- **Marketing Round 1** is meeting later this week to discuss the ticket launch and overall marketing plan.

## **5. FLOAT CONversations**

- I hope you will join us for our first FLOAT CONversation on Feb 9 at 3 pm P / 6 pm E. The Harders are our hosts, and we're looking forward to discussing living and working with your business partner.
- Please also help spread the word by marking yourself as "Going" on FB and liking, sharing, etc.

*Meeting adjourned at 11:19 AM PST*

***Next Meeting: March 7 at 10 am / 1 pm***