

FLOAT CONFERENCE

Board Meeting #27
January 15, 2020 | 2 pm - 3:30 pm PST

Quorum Present

Present:

- Ashkahn Jahromi (President) / Graham Talley
- Andy Larson (Treasurer)
- Jake Resch / Kevin McCulloch
- Matthew Smith
- James Harder
- Kim Hannan
- Roy Vore
- Jocelyn Jester (Operations Team)
- Esther Paul (Operations Team)

Absent:

- Gloria Morris (Secretary)
- Jamie Phillips
- Sean Lavery / Jesse Ratner-Decle

Agenda:

- 1. Vote to approve last meeting's minutes (Official Vote)**
- 2. General updates**
- 3. Update on Sub-Committees**
- 4. Choosing a City/Venue for 2020**
- 5. Closing Comments**

1 - Vote to Approve Last Meeting's Minutes

Vote on Minutes from Dec 18 meeting: *Unanimous Approval*

2 - General Updates

3 - Check in with Sub-Committees

Sponsorships

Working to finalize packages and prices. Hoping to have dates and locations after this call to get rolling on that.

Marketing

We broke out areas of focus into smaller sub-committees. Kim will be leading Social Media efforts, as well as relationships with Art of the Float and Halotherapy. Matt will be leading email focus. Kevin will help with web content and reaching out to industry media sources.

We also talked about the pricing structure for tickets and are bringing it here to the board to get feedback. This is a \$20 increase from last year's prices. We are hoping to increase attendees' perceived value while also increasing our budget for conference and moving forward.

Presale: \$415 - 95 available.

Early: \$565 (\$515; \$465)

Full: \$765

Some questions to address:

Will there be a perception that we would increase ticket prices every year? And how will we address these questions as they come up. We will try to offer some concrete take home value for attendees (i.e. a Marketing forum or similar.)

No one is opposed to ticket increase.

On presale amount:

It looks like we actually sold over 100 tickets in the first 5 minutes last year. Nearly half of our paid tickets were presale tickets last year. Those that have purchased the ticket are more likely to come than return.

Ashkahn's goal has been to sell out in about an hour. Also reminder that we have a new ticketing system and that may be something to consider. All in all, he says 95 is okay.

General agreement that people think the presale tickets are a lottery, and that people will feel glad if they get it and not too upset if they don't.

Returns - since our return policy is so liberal, we are going to include a 5% cancellation fee so that we are not losing money on these returned tickets through credit card processing fees.

We are not sure if we are charged for the credit card fee - Jocelyn will find out. If we are being charged and have to pay those costs, then we should have a cancellation fee. If not, we will allow returns at no charge.

*We don't pay a return credit card fee, so we will not charge a cancellation fee.

Fun Police (Attendee Experience)

We mostly talked about making some changes to the structure of the conference. The basic idea is that 2 days of non-stop presentations is a bit intense (especially Saturday, which is almost 10 hours of presentations.) The general idea is to break up the talks with breakouts similar to Friday Activities. This would be a combination of Activities organized by the community, and some more conference-hosted activities.

When we talked about this last year, we were concerned about losing main stage conference time. At that time, we had considered having a few talks on Friday evening. We don't really want the conference to feel like a 3 day event. We prefer it to be a 2 day event with the optional add on of Friday. We think that not doing full official conference talks on Friday; but still offering a more casual set of talks takes care of this. We are still working on the specifics here.

Open to thoughts - how do we feel about cutting 33-40% of conference main stage speaking time, in favor of more time for Activity-like events.

Kim - we talked about moving some of the scientific talks to be moved to the Activities talks, so that that community can have a bit more space to discuss. That accounts for a decent amount of that main stage loss. (Jocelyn adds in that we are looking to potentially record at least the audio of these talks)

Andy is concerned about having to turn away speakers. Ashkahn does admit that we will have to make some tough decisions about who will be on the main stage. We will probably take less risk on speakers.

Roy reminds us that an audio recording would be a good idea if sessions are overlapping.

General agreement that people are interested in trying.

Fun Police will try to bring a more specific schedule to the next meeting.

Speaker Society

One of the first things we discussed was to make sure the application is ready to go. We added a video interview or link to previous talk requirement. We also ask that description is a bit more clear.

We also discussed the travel expenses that we will cover for speakers. For invited speakers, we will offer ticket, travel, and hotel. For applied speakers that the board approves, we will provide a ticket and hotel room. And for the voted in speakers, we will just provide a ticket.

Friday Activities

This committee has only met once and decided to wait until venue and dates are figured out to move forward. Looks like we may need to rename our activities.

When we met, we did address the importance of vetting activities and the interest in increasing the conference organized activities.

4 - Choosing 2020 City/Venue

Upon looking at the numbers, it seems Convene in Chicago is not going to work with our budget.

Ashkahn asks if Andy and Jocelyn feel confident that Potawatomi in Milwaukee will be a good choice. Jocelyn expresses that Potawatomi has a good amount of space, which will allow us to make a great conference in, with a bit of creativity. The conference space and hotel rooms feel modern and welcoming. Milwaukee will be good for midwesterners and at good rates.

We're going to Milwaukee!

5 - Closing Comments

We will leave the scheduled meeting in 2 weeks on the books, but if we don't have a significant amount to discuss, we may cancel that meeting.

Next Meeting: January 29, at 2:00 - 3:30 pm PST

Meeting Adjourned: 3:26 pm