

FLOAT COLLECTIVE AGM MINUTES

November 27th 2017 @ 7pm MST

Conference call

ATTENDANCE:

Treeca Drake, Matt Smith, Julie Turner, Dustin Erickson, Brad Dauk, Dan Larsen, Laura Foster

Absent: Christian Zrymiak,

FLOAT COLLECTIVE AGM

1. Welcome and Call to Order 7:07pm MST
 - a. Additions to the agenda - none
2. Attendance and confirmation of quorum
 - a. Quorum Confirmed
3. Reports from the Board
 - a. President – Treeca
 - i. See attached Float Collective 2016/2017 executive summary

Motion: Presented by Treeca to move the AMG to August to correspond with the Float Conference.

MATT SECOND. All approved. MOTION PASSED.

Motion: Presented by Treeca to move the Strategic Planning Meeting to August to correspond with the Float Conference.

MATT SECOND. All approved. MOTION PASSED.

- b. VP – Matt
 - i. See attached Float Collective summary containing board summary's
- c. Program Development – Dustin
 - i. See attached Float Collective summary containing board summary's
- d. Communications – Dan
 - i. Finding an issue finding time operating a business, and the Facebook group, and still having time for Float Collective projects.
 - ii. Verbal summary
- e. Marketing – Brad
 - i. See attached Float Collective summary containing board summary's
- f. Financial – Julie
 - i. See attached Float Collective summary containing board summary's

Motion: Julie to accept audit as presented

DAN SECOND. All Approve. MOTION PASSED.

Motion: Presented by Treeka to Appoint auditors (2 impartial Board Members) to review and approve. JULIE SECONDS. All in favour. MOTION PASSED. Treeka Drake & Laura Foster have already reviewed and approved.

Motion: Presented by Julie to not have a financial audit based on very minimal financial transactions. DAN SECONDS. No objections. MOTION PASSED.

4. Review and accept Bylaw Change Requests

- a. Julie MOTIONS: society changed to not for profit throughout DAN SECONDS. All approve. MOTION PASSED.
- b. Treeka MOTIONS: to change *member in paragraph 2 to *board member. LAURA SECONDS. No objections. MOTION PASSED.
- c. Julie MOTIONS: to add to paragraph 3 the default 2 year board term and reference to min/max directors. Treeka SECONDS. No objections. MOTION PASSED.
- d. Treeka MOTIONS: to add to paragraph 4 that meetings may be called via Facebook Messenger. Julie SECONDS. No objections, MOTION PASSED.
- e. Julie MOTIONS: to change #8 to remove the reference to the company Seal, and state that the Secretary is to maintain correspondences, not have charge of. BRAD seconds. All in favour. MOTION PASSED.
- f. #13 AGM on or before January 4th. We've already motioned, and passed to change it to August 15 of next year.
- g. Treeka MOTIONS: to add at paragraph #13 'last known known contact, including email, Facebook messenger, telephone, etc.) Julie SECONDS. No OBJECTIONS. MOTION PASSED.
- h. Treeka MOTIONS: to add 'or by way of Facebook messenger' at paragraph #14 JULIE SECONDS. No objections. MOTION PASSED.
- i. #15 Dustin MOTIONS to change 10 out of 12 meetings to 90% TREEKA seconds, No objections. MOTION PASSED.
- j. Julie MOTIONS: to add reference at #18 to the reimbursement policy that makes up a schedule to the Bylaws. Treeka SECONDS. No objections. MOTION PASSED.

5. Appointment of new Board Members

- a. Laura Foster – Accepted.
- b. Resignations – Christian. Accepted.

FUTURE OF THE FLOAT COLLECTIVE

HOW SHOULD WE OPERATE?

Positive of the not-for-profit structure:

- Formal organization, we have the credibility and unified voice required for fundraising organizations and creating beneficial partnerships
- As a collective, we love the bond of our community

- The Float Collective is a way to be part of the float community

Negatives to the structure:

- There is a common sense that the bureaucratic structure is limiting
- Current way of operating lacks efficiently and productivity
- There are tax implications to the Float Collective raising funds and 'selling' items.

Questions for more exploration:

- Could we be more effective with a different view of ourselves by taking more of a response position than in a planning position.
- What type of organization we are, what we want to be and address the duality between what we are, what we want to be, what people think we are, and what people want us to be.
- Is the corporate structure providing more angst and administrative work than it's worth?
- What's the minimum requirement in operating as a not for profit?
- Agrees to take as much bureaucracy out of it as possible. Wants to work on projects that have an end result.
- No one knows where this industry is going to go in 5 -10 years; our long standing board structure could be valuable in the future.

MOTION: Presented by Julie, Julie & Treeka to look into the bare minimum of Not for Profit organization. & everyone sits on this conversation and comes back in 2-3 months to see where we are at. Laura SECONDS. No objections. MOTION PASSES.

ACTION ITEMS

- Jules to collect and update Board contacts by Nov. 30 - DONE
- Treeka consolidates board summary by Nov.30. - DONE
- Jules post summaries to website by Dec.15
- Treeka to file annual incorporation with government by Dec.15 – DONE NOV.30
- Jules to Update Directors with Incorporation status by Dec 15 - DONE
- Jules to submit new bylaws to Incorporations Canada and post to website by Dec.15
- 2 signatures to review and approve financials and submitted back to Jules by Dec.15 - DONE
- Julie to post AGM minutes and financials to website by Dec.15
- Jules to look into crowdfunding with a not-for-profit – what are the perimeters? Next meeting

Julie & Treeka to find out the bare minimum of what a not for profit to continue.

NEXT AGM: February 12, 2017

Meeting Adjourned at 8:20pm

For Period: November 2016 – November 2017

Board Members: Matt Smith, Dustin Erickson, Julie Turner, Brad Dauk, Dan Larsen, Laura Johnson, Treena Drake

Main Objective: The agenda of the float community IS the agenda and main objective of the Collective.

Float Collective is the float community, comprised of independent float center owners working towards a unified network of float centers that are engaged in advancing the interests of the industry and floaters everywhere.

Vision Statement: Foster a float industry where individual float center operators and their communities can reach their potential

Secondary Objective: Build strength as a board and create a supportive working platform to execute main objective and vision.

Mission Statement: Trusted advocates that support the growth and interest of the float industry. Progresses floating into be recognized as credible and mainstream

What is the Float Collective

We are a bunch of passionate float center owners and operators. We are a Facebook group, a registered not for profit organization, we do not manufacture any float tanks or products and the board of directors has no vested interest in the community other than simply seeing it grow and flourish. The organization is not driving any particular agenda but rather wants to provide a mirror for idea generation and a framework that will enable all float center owners, operators and ancillary companies to work together and provide value driven, outcomes back into the industry through a network of community collaborators and tools.

What we do

Fund what you love through community sourced projects. We are looking to build resources through collaboration that will help grow the industry. Everything from helping to identify areas that we can help aid and align people, to raising money for specific projects

Why we do this

To support and grow the float industry through community collaboration:

- Create and share resources
- Build trust within the industry
- Reducing common inefficiencies
- Create consistency
- Build community

Year in Review:

2017 was the year of building foundation, trust and community through clear, transparent communication and action. Focus centered around identifying and streamlining work efforts to benefit the community as a whole and developing structural policies and procedures to support internal operations.

A solid strategic planning session followed last years AGM producing structure around Board operations and goals. Pillars of attention were determined in the areas of Marketing & Communications, Advocacy & Lobbying, Research, Membership services and Business Development.

Identified was fluid role definition within the float industry to support the community:

- Float Community: fund what you love. Vetted members (float centers, industry partners, FTA, researchers, etc)
- Float Collective: Community collectively sourced projects and support. Hug, access, matrix for community. Facebook community administration. Facilitators and Project managers. Platform for identifying requirements. Support float culture.
- Industry Partners: Art of the Float, Float tank Solutions, Manufacturers
- FTA: US health regulations & Float governance

Float Conference and Soul of the Industry Workshop - The next milestone for the Board was the facilitation of a workshop and visibility with a sponsorship table at the Float Conference in Portland. Preparing for the conference gave motivated the redefining of our mission and vision from the strategic planning to speak to core of our efforts and to our why. The Soul of the Industry workshop was used as a platform to deliver clear messaging about our role within the community and used as a forum for community discussion centered around float education & awareness, industry trends, collaboration in local markets giving direction for further exploration and areas for more discussion.

A major reveal from this workshop was around insurance. In previous years, medical recognition for floatation therapy was an active objective. Through shared discussions with the community that has background with other modalities, insights reflected there may be more possible negative impacts moving in this direction causing this agenda item to be tabled for more discussion before actively pursuing again.

Business Development – Fundraising - Fundraising efforts are essential for operations without membership fees. The board continues to explore non-traditional approaches similar to last year. Leveraging our strong relationship with the Color Me Rad 5K fun run, we assisted with both their Calgary and Edmonton events to receive a donation back to Float Collective. These contributions have paid all outstanding operational loans and basic operational needs for this year.

Board Structure - Board engagement was the most involved since first starting the organization with new additions to the board. There was an effort towards changing board dynamic to give more ownership, cultivating passion and accountability to projects, as well as, restructuring meetings to working session to be more effective and yield results. The board is passionate despite lacking resources and time to create momentum towards objectives.

The purpose of the organization continues to organically take shape and reveal what is needed by the Float Collective for the industry.

Recommendations to the Board of Directors:

- Move the AGM to August at the Float Conference
 - Add a Strategic planning workshop for the Float Collective to the Float Conference
 - Restructuring board dynamics for a shift in output and leadership to capture momentum and engagement with accountability
 - Create and utilize committee groups involving the industry
 - Identifying top priorities with achievable goals and action steps
 - Explore memberships
 - Explore casino funding
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MATTHEW SMITH, VICE-PRESIDENT

- **Raised money for Float Collective through volunteering @ Color Me Rad 2017:**
 - We raised approximately \$950 CAD.
 - Organized volunteers for Edmonton's Color Me event:
 - Help setup the course and stations, along with organizing merchandise.
 - Taught station leads what to expect and what they needed their volunteers to be doing.
 - We helped with tear down and organizing everything else back in the trucks/tents.
 - Took several months to get paid by the organizers of CMR.
 - Would not suggest working with this company for future events.
 - Ended up being very disorganized and poorly run.
- **Continue to keep relationships open with Alberta Blue Cross:**
 - Setup a booth at their annual (internal) health and wellness tradeshow 2017:
 - Was able to connect with speakers, staff and consultants at the event.
 - Gave approximately 100 Modern Gravity gift cards on behalf of the Float Collective.
 - Several meetings with middle management within the month—nothing came of it.
- **Thoughts on this relationship to date:**
 - All levels of Alberta Blue Cross seem to understand (and even notice) the benefits of a regular floating practice—but it takes time to get noticed.
 - Patience and persistence is easily one of the pieces I've heard voiced over and over from those who made larger decisions in the organization.
 - Finding a way to get other centers doing the same thing with their local or provincial insurance agencies and health officials seems it would be a step in the right direction.
- **Connecting with local and provincial health influencers:**
 - Jason invited me out to several workshops and speaking engagements:
 - Generally all related around water safety in local communities and 3rd world countries.
 - Nothing was extremely relatable to floatation therapy itself but was very insightful to see how the system it's set in works.
 - Introduced to a few very cool people who worked for the WHO and study water health and quality of life conditions for those without proper plumbing.

- They seemed intrigued—yet unimpressed at the idea of “saline” bathtubs, although it was great context on what type of conversations these types of scientists and researchers have in relation to water and hygiene.
- Was able to learn a bunch on QMRA’s (Quantitative Microbiological Risk Assessment); although it still goes over my head.
- Had talked shop with Jason (pre-conference) about the CDC issues.
- **Building relationship with FTA:**
 - The FTA had reached out right before the Float Conference.
 - Several phone calls and email communication with various members of FTA.
 - Had an in-person meeting at the 2017 Float Conference.
 - Wrote a letter on behalf of the Float Collective, expressing what happened at the Float Conference and what they would need to change if they were to start building back trust with the float community.
- **Float Conference 2017:**
 - Helped run the booth for the Float Collective.
 - Aforementioned meeting with FTA board before the conference.
 - Participated in helping organize and facilitate the “Soul of the Industry” workshop with Dan and Brad, where we designed a PowerPoint, put up polls on Facebook and more or less tried to sit back and listen to what everyone had to say and was concerned about.
- **Float Collective website & design work:**
 - Added new Float Collective members—made adjustments to current.
 - Updated copy, images and broken links.
 - Designed and paid for Float Collective banner for the 2017 Float Conference:
 - Have been reimbursed.

Treasurer/Secretary - Julie Turner

I commenced my role as Treasurer on November 20, 2016. My first action was to create a company Records Book that includes the corporate filings to date, financial statements, resolutions and meeting minutes. I created a director’s registrar and had the accounts changed to reflect the change of treasurer.

Through the online accounting software, Wave, I created, and maintained the corporate records and financial statements for the corporation.

In January 2017 I drafted a Reimbursement Policy, which set out the procedure and requirements to reimburse Directors for expenses that they incurred personally on behalf of the Float Collective. Prior to the 2017 AGM I converted the Reimbursement Form to a Google Form for ease of use.

By a decision of the board, the name of the corporation, Canadian Float Collective was changed to the Float Collective and on July 29, 2017 the respective filings were made online through Corporations Canada.

All the directors have signed Consents to Act as Director.

In August 2017 I arranged for a change to the RBC accounts to indicate that any one authorized signatory could make decisions on behalf of the company, which allowed us to access RBC's online banking portal. Current authorized signatories are Treeka Drake, Matthew Smith, and Julie Turner.

In August 2017, the past years' meeting minutes, bylaws, and financial statements were uploaded to our website, and are kept current and fully transparent.

In September 2017 I created a comparison chart for various crowdfunding websites.

My goals for this year were to organize the existing records and maintain them. I feel that has been accomplished. I appreciate that the financials and minutes are posted on our website for anyone to see; this speaks to the transparency of the Float Collective. My goals moving forward are to move funds in the sum of \$1,000 into a GIC to secure a credit card in the name of the Float Collective to be used for online purchases moving forward.

Director of Research - Brad Dauk

Join Date: Dec 2016

Position Description:

As a new Board, there is much to do and the job description is still fluid while the definition and purpose of the Float Collective non-profit continues to be refined. In these initial stages the "Director of Research" was not a prioritized position as staying on top of the sanitation and safety aspects of floating falls under the FTA's scope of work and the float science is already available through various channels with new research being slow to come by.

Having said this, as director of research you are responsible for aggregating information across the float collective and float industry and disseminating it to the other board members or industry channels in order to further the decision-making process. This includes assisting other float centres or individuals by providing guidance and direction when making decisions related to a Float Collective sponsored project.

Brad's 2016-2017 Float Collective Year in Review

As a participating member of the Float Collective board of directors, these are some highlights of work accomplished in 2017.

- Assisted in the creation of the 2016-2017 Float Collective Strategy
- Created Float Collective Branding Guidelines
- Created a process for vetting new applicants to Float Collective FB group (since updated and replaced)
- Researched various tools to pull insight data from the Facebook group

- Discussed a possible study with local sleep disorders centre, which they later dropped.
- Lobbied Manitoba Public Health officials to release their study on H2O2+UV as well as cast their vote for the 2017 MAHC float tank guidelines.
- Assisted in the creation and facilitation of the Soul of the Industry workshop at the 2017 Float Conference.

Goals for 2018

- Establish the process and criteria for vetting new Float Collective sponsored projects.
 - Kickoff a project and get it through the initial discovery and scoping phase.
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Program Development Director - Dustin Erickson

Another year has passed filled with monthly or more frequent board meetings via teleconference mostly focused the discussions towards administrative changes to the FC Facebook page and operations. A lot of discussions took place with regard to the central question: how can we create value for the international Float industry? Although we have yet to find an answer, this question has continued to be a guide and a unifying theme for the board; a North Star, a shared purpose. We organized a workshop called "soul of the industry" for the conference in August, hosted it successfully, and turned it into a podcast episode with the help of the Art of The Float team. During the conference we had conversations with industry folk at our booth, and encouraged them to sign up for our Facebook page, and had an FC board breakfast the following day to discuss all things conference, the way forwards, and our relationship with and thoughts on the FTA.

Recommendations to the Board:

I maintain that the value of the FC is largely found in the Facebook page that we created 3 years ago. I also feel that following another 12 months of discussions, and thought, that we continue to feel stuck around how we can provide value to the industry as a non-profit board. We have positioned the FC publicly as a non-profit that provides value through community sourced projects, but aside from making the Facebook page, we have yet to succeed at anything else.

In 2016, our summary concluded at a similar place. In fact, the exact same place. "How we can provide value aside from or by leveraging the Facebook page?"

Despite the board being made up of wonderful, passionate, knowledgeable float industry folk, it is entirely ineffective. We need to re-focus. The entire structure, and operations of the organization could benefit with a dramatic shift this year provided by clarity towards the vision and purpose.