

612 Sauna Society Board Meeting 1.3.2018

In attendance: Rodney, JP, Kat, Max, TaMica'

*Minutes approved from Board Meeting 12.19.2017*

### **Financial Update** – Landscape Love Closeout Data

- Correct calculations and tighten the data - What was the actual projection for:
  - Projected number of reservations
  - Projected % of reservations sold
  - Projected member reservations
  - Projected nonmember reservations
- In the future project the “Profits” as well on the template
- Double check balance is the same number that we got from EventBrite for revenue
- JP pay based on profit and hours – See Rodney’s motion further down on this matter
- Paying JP retroactively is an option if we miss the mark for a residency – also noted in the below Motion
- Ben’s payment is excluded from the Meister payments
  - Bens payment will be split – Meister shift and hourly rate
- Insurance payments to be included on the P&L or on per residency basis?
- Need more stoker team support
- **JP to let us know who he is delegating project to**
- 6 new members vs 50 on waitlist – timing and cost of membership perhaps resulted in low number
  - Communicate cost of membership up front

### **Attendance Boosters**

- Sauna Survey – included link to book more reservations
  - Mail Chimp – other options for survey – less clunky?
- List of signups from workshops and hidden beach
  - More nonmember outreach – relevant list
- South side Journal promotion
  - Secrets of the city newsletter
  - MPR – Gigs
- Facebook event page (Lina L.)
  - Board members, stokers, meisters to invite from FB Event page

### **Tax season prep**

- Send W-9
- 1099 – Need those out 1/31 – ppl paid over \$600
  - Stokers are all under \$600 amount for the most part

## Surly!

- Chris M and Ben are moving Sauna today!
- 1<sup>st</sup> weekend almost completely full
- Need to tighten up opening and closing shifts
  - Need a standards of operations list
  - Has been pretty laid back
- Projection template should be done at this point
  - JP to run through the projections and send to board
- \$1700 sponsorship
  - Reservations have been only 612 and non Surly
  - 2 weeks to our member and their VIP list – Early access
  - JP will have the same number of hours for January just a shift in task, more training – 145 hours - \$23/hr - \$3450
    - Max will be writing the checks after review of residency? Closeout proceedings?
    - JP will pay stokers as long as not exceeding \$700
    - Board approves the residency closeouts before approving the payment
    - Add the bottom line to template and what the CFO payment is modeled to be
    - Also add to the report if we don't hit the profit keep track of the hours banked and look at means to pay in the future.
    - 161 hours for December, 152 hours for November – only 145 hours we approved per month
    - Only pay the 290 hours \$7900

*Rodney is making a move – At the end of a residency the CFO payment comes from the residency's profit which includes net of stoker team payment minus fraction of annual overhead = payment to CFO. If CFO total hours aren't able to be compensated a bank of hours will be registered. Those will be paid if and when future residencies make above and beyond.*

*Max amending motion to include CFO is paid first from excess residency profits if back hours exist.*

*Kat seconds the motion*

## Membership update

- 6 new members
- Plans to get up to the 25 new members
  - Strategy around adding new members – campaigns – **let's have a future conversation this**
  - New members around board elections, holidays, sauna session – episodic
  - Rock residency and getting as many people to fill reservations
  - Leave membership open but hold off campaigns until we have a strategy
    - Add benefits that are campaign specific

Coming up – February & March

**JP will solidify these plans in the next two weeks**

- Nordic House - February
- ASI – March – **JP check with Scott about April Bauhaus Party?**
- Brasa or something like it - outdoor patio scene– April?

#### **Stoker team update**

- Asking for feedback on Slack –
- Need more people from the team being leaders and not all falling on JP
  - Marta is stepping up – good communication skills
- Create the paper version of Standards of Operations

#### **Lawyers Update**

- ProBono from Dorsey Whitney – Dave Swanson
  - Review contracts and waivers

**Next meeting – Wednesday, February 21, 2018; 8:30 AM – 10:00 AM** *location to be determined*

- Elections
- New member campaign
- Share February projections on Slack