612 Sauna Society Board Meeting

August 31, 2017

Attendees: John Pederson, Rod Bursmith, Kat Campbell, Max Musicant, TaMica Tody

* Guests: Tom Pierson
* Margie has rolled off as a board member

**Best Practices of Coop Board Practices – Tom Pierson**

* A private co-op consultant
* Available to provide technical assistance to the Board for our ongoing development
* Has a sliding scale for services

**Minutes**

* Approval of minutes passes: JP, Rod, Max - yea
* Abstain: Kat and TaMica

**Board Positions**

* President: Rod
* VP: Kat
* Secretary: TaMica
* Treasurer: Max

**Finance**

* In the bank: $11,540, same as last month

The big questions to answer

1. Revenue from members and attendees
   * 7 seats an hour with 3 attendees per session, 5:30-10:30 (21 paid) sessions per week day, 10-10 (42 session) weekends, 4 days a week, 126 sessions a week
2. Staffing model
   * Assistant Manager
   * Sauna Meister
3. Residency strategy
   * Where it needs to go

**Goals (25 min)**

4 Proposed Goals

1. Provide enough bench time to guarantee a weekly sauna to every member that wants one
   1. Idea: subscription service/pre-pay
      1. $50 per month for one a week
   2. 7 reservations per hour, with
   3. Inputs:
      1. Residency locations starting in November
      2. Having a team of Sauna Meisters ready to run the sauna
   4. Next Steps
      1. Train sauna meisters
      2. Secure residencies
2. 50 New Members by January 1
3. Operating the co-op in the black without relying on volunteer labor
4. Having effective leadership in place through the April election of a board

**Staffing: Manager (and Acting Manager), and Sauna Meister Training (5 min)**

Kat makes motion to approve launch Sauna Meister Training as outlined in the attached document and charge $50 to attend in September. And from those applications we look to hire a Manager to work 20-30 hours a month for $400 month. JP seconded: all approved.

Solving for:

* making it available
* making it safe
* John and a bunch of random volunteer efforts is not sustainable

Sauna Meisters

* a way to get involved and engage the membership
* a way to broaden the capacity to operate the sauna
* Soft launch in September and October before the high season (November)
* 10-15 people trained in
  + idea: have people make a commitment to operate the sauna
* Role
  + Setting up and closing
  + Leading volunteers
  + 3 hour shifts - $20 per shift
  + Current model: 15 Sauna Meister-ing sessions per week
* Training:
  + Charge $50 per attendee
  + To cover our cost of $1,000

Manager

* Role
  + Taking over responsibilities that JP has been doing for free
  + Coordinate logistics of residencies (short term)
    - Permitting
    - Insurance
  + Scheduling of Sauna Meisters + volunteer coordinator
* 20-30 hours a month
* $400 a month ($15-$20 an hour)
* JP assumes the role of acting/interim-director (September and October)
  + There will be overlap with JP and new Manager during some of September and October

**Residencies**

Underling gap of $1,200 per month.

Kat makes a motion to authorize JP to secure a residency for November and possibly December at Landscape Love or otherwise, with the pricing as outlined below. Max seconded. All approved.

Pricing

* $3,500 per month
* $2,500 two weeks
* $1,000 each additional week
* $1,000 pop up
* $1,500 per weekend

Schedule

* November: Landscape Love, going for 1 or 2 months, Nicollet and 42nd (tentative)
* December:
* January:
* February:
* March:
* April:

Leads

* Breweries
* Dangerous man

Needs: create a one pager – Rod to create

* On the benefits
  + promotional
  + wellness
  + new customers coming/attendees
* Pricing
* Testimonials

**Sauna Society Builders**

Max makes to have 612 rent space for the forge from SSB for the month of September $200. Kat seconded. Kat, Max, and TaMica approve. JP and Rod abstain.

Next Meeting

* 8:30 AM on Wednesday September 27th