

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
  - o 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
  - o Assistant Manager
  - o Sauna Meister
- 3) Residency strategy
  - o Where it needs to go
  - o

**Goals (25 min)**

4 Proposed Goals

- 1) Provide enough bench time to guarantee a weekly sauna to every member that wants one
  - a. Idea: subscription service/pre-pay
    - i. \$50 per month for one a week

- b. 7 reservations per hour, with
  - c. Inputs:
    - i. Residency locations starting in November
    - ii. Having a team of Sauna Meisters ready to run the sauna
  - d. Next Steps
    - i. Train sauna meisters
    - ii. 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
  - o idea: have people make a commitment to operate the sauna
- Role
  - o Setting up and closing
  - o Leading volunteers
  - o 3 hour shifts - \$20 per shift
  - o Current model: 15 Sauna Meister-ing sessions per week
- Training:
  - o Charge \$50 per attendee
  - o To cover our cost of \$1,000

Manager

- Role
  - o Taking over responsibilities that JP has been doing for free
  - o 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 42<sup>nd</sup> (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 27<sup>th</sup>