



March 28th, 2021: 2:00 – 4:00 P.M.

Location: Virtual (via Zoom):

Future Society of Central Oklahoma is inviting you to a scheduled Zoom meeting.

Topic: FSCOK Board Meeting

Time: Mar 28, 2021 02:00 PM Central Time (US and Canada)

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Agenda (document to be made available at <http://www.fscok.org/2021-meeting-schedule/>):

1. Call to order
 - a. Time in: 2:04 p.m.
 - a. Quorum throughout meeting; Ken left meeting at 4:51 p.m., quorum maintained.
2. Review and acceptance of 02/28/21 Meeting Minutes (see attachment).
 - a. Updates discussed for page 4 (sec. 8ai: closure date is 2/22/21); page 6 (sec. e-i-i: general liability and event insurance).
 - i. Motion to accept as amended – Aislinn, Carmen second
 - i. Vote – 4-aye 1-abstain (Aislinn), motion carries
3. Review and Acceptance of signed Conflict of Interest Form from FSCOK Board officer Chelsea Haldane.
 - a. Motion to accept – Carmen, Ken second
 - i. Vote – 4 ayes 1-abstain (Chelsea); motion carries
4. Communications Updates
 - a. FSCOK Facebook page updates – Aislinn
 - i. **ACTION ITEM:** Aislinn has page update request to make FB events for board meetings, Amber said helps support comms. Zac brought up trolling concerns for unnecessary chatter, what's the process for Q&A, et al to let folks know the rules. Aislinn posted info in Green discord server, will post meeting info on FSCOK Facebook page.
 - b. **Report:** Media coverage (OU TV) (Amber/Aislinn recap of 03-05-21 recorded interview)
 - i. Jackson Wojan from OU TV, is broadcast student; lots of finance and what's next kind of convo, very well-researched. Amber emailed to ask if we can see final cut, interview was a over an hour (where final cut would be around 2:30min).

- i. Ken also asked about scheduling with Dirk Hooper's Task Force Geek. Amber emailed Dirk back and said she's waiting on his reply for scheduling and the news to report in for that podcast interview, along with others like Okie Geek, et al when fundraising launch.
 - c. **Discussion**: News release/social media post about grant award
 - i. Needs to be sensitive of community orgs that did not receive funds, as well as consistent with Fundraising messaging.
 - i. Discussed framing of message and news
 - ii. **ACTION**: News page needed on FSCOK site.
 - iii. **ACTION**: Aislinn to generate a first-draft release and give to Amber (recommended 4-graph setup) for April publication.
 - d. **FOR ACTION**: SoonerCon website update in Cancellation Info/FAQ (Gov's removal of capacity restriction on 03/12/21 per executive order below):
 - i. <https://www.ok.gov/okdocc/documents/2021-07%20Executive%20Order.pdf>
 - ii. Aislinn completed draft updates for this on 03/12/21.
 - iii. Web team (Amber/Caleb/Phillip) to complete by: 03/29/21 evening, so Amber completed same day.
5. Finance Updates
 - a. **FOR ACTION**: SoonerCon transfer of bank account authorized users to applicable 2021 officers; closure of business savings account (from 01/24/21 action item)
 - i. Current signatories are Carmen Bryan, Kimber Chessmore, and Ken Chalker.
 - i. Carmen has company checkbook; Ken has debit cards and checkbook.
 - ii. Schedule appointment with Bank of Oklahoma to remove Kimber Chessmore from accounts; add applicable FSCOK finance person.
 - i. **Follow-up FOR ACTION**: To be completed by Ken and Carmen ASAP to remove Ms. Chessmore from account. Matthew A. has her debit card in hand. Matthew notes that Ken can remove her account access from bank account online in the interim. Matthew will work Caleb following this meeting to complete the offboarding process to remove Kimber from email accounts; note that security verification for the bank will text Carmen. Ken has the required banking letter to complete removal from bank accounts.
 - ii. Need to know who will fulfill Director of Finance role to add on to banking info, in addition others from FSCOK who would need access; **this role fulfillment discussion was tabled for follow-up after considering bookkeeping services quotes/recommendations.**
 - iii. BOK hours are not especially conducive to Ken's schedule because of COVID-19 hours of operation, so it's been hard to get physically to and in the bank as needed. Example of being closed at 3:45p during the middle of the day.
 - b. **Report**: "Reboot Norman: City of Norman Small Business & Non-Profit Relief" grant status
 - i. Submitted application in Dec. 2020; Treasurer received notice of receipt of FSCOK's application 01/13/20 in email reply from awarding agency; received letter of grant award approval (dated 01/15/21) from City Manager's office. On 2/24/21, Aislinn picked up check from City of Norman and provided to Ken.
 - i. **FOR ACTION**: Ken will deposit in bank (Ken completed deposit on March 10, 2021).
 - a. Amount awarded: \$10,000.00
 - ii. **FOR ACTION**: Communicating grant award to the general public. See previous discussion. **See above**
 - c. **Report**: **see attached March 2021 Financial Update doc (prepared by Ken Chalker, Treasurer)**
 - i. **Amazon Smile activity info to be added to final Finance Report: \$92.35 Deposit 02/22/21**

- d. **Report:** Current IRS items
 - i. 2020 tax filing period and applicable fees
 - ii. Note: Ken emailed CPA (Ben Sanders) 01/22/21 with request for this info to begin process, stating no substantial income updates for 2020.
 - a. **Follow-up FOR ACTION:** FSCOK to compile all required items by 3/14/21 for Ken to send to Ben on 3/15/21.
 - i. Ken has been in contact with Ben and will follow-up on 3/29 for scheduling. Ken is collecting paperwork from everyone needed and notes that IRS has once again extended filing deadline. But will schedule with Ben ASAP
 - ii. Zac requests filing and following up with him to avoid any issues with latent IRS follow-up, etc.
 - b. **Follow-up FOR ACTION:** All volunteer hours for 2020 to be turned in to Savannah by 3/7/21 for her to complete report to send to IRS for CPA.
 - i. Savannah sending full Board the volunteers hour reporting spreadsheet today (3/28) for inclusion with tax packet.
 - ii. **FOR ACTION:** Zac notes that 2020 newly purchased equipment will need to be added to assets list, as well as add 2020 year's depreciation information. Due by 03/31/21; Carmen will email Zac master list. Zac/Ken/Matthew A. to work this action item for completion ahead of tax filing deadline (05/15/21).
 - a. Completed previously and sent to Ken, ready for addition to 2020 tax depreciation by Ben.
 - b. Zac to report for acceptance on 04/11/21 meeting; must deliver full tax prep docs to designated CPA by 04/15/21 for timely prep and filing.
- e. **FOR ACTION:** Establish a cutoff date for refund requests, and complete required communications and refund processing within this period.
 - i. Multiple email communications have been previously sent to eligible persons since initiating refunds. CPA recommends a 90-day period for attempting outreach to process these, then the funds may be retained as donation.
 - i. As of Finance report, just over \$7800 unanswered refunds; have send 4 emails so far to contact eligible refund persons (per Amber):
 - 1. 1st cancel email 2/2/21
 - a. Non-openers 2/6/21
 - 2. Another haven't heard from you 2/28/21
 - a. Non-openers 3/4/21
 - 3. Facebook post about email check as well, is on SoonerCon website FAQ in cancellation.
 - ii. 90 days from 03/28/21 is Saturday, June 26, 2021; date will be set based on last bulk round of emailing target date + 90 days.
 - iii. Establish QuickBooks GL for these specific donation types (for 2021 tax accounting + completing donor tax receipt emails for these).
 - 1. **FOR ACTION:** Need donation receipt letter for refunds already retained, as well as future-dated refunds retained as donation post 90-day
 - a. Who will write this donation letter?

- iii. Zac's Farmer's agent said they do not offer D&O insurance coverage.
 - ii. **Discussion**: Contracting a bookkeeper for 2021 bookkeeping needs in lieu of Sec. of Finance (*if no one in place for this role by end of April 2021*).
 - a. What can we afford to pay monthly for this kind of service?
- ii. **FOR ACTION**: Complete full Q2-Q4 budget report for consideration/acceptance by 04/11/21
 - i. Motion by Carmen to move 4/11 meeting to 4/18; discussion of timeframe. Rescinded motion following additional discussion of scheduling needs.
 - ii. Motion by Zac to table Q2-Q4 conversation for discussion at 4/11 meeting for future-dated budget planning for 2021.
 - a. Vote – 4 ayes, 1 abstain (Aislinn); motion carries
 - iii. Budgeting is for both FSCOK in 2021 & SoonerCon 2022 event (*for the 2021-2022 planning period*).
 - a. Note: Embassy Suites 2022 contract agreed revenue values:
 - i. Without attrition: \$12,000 (facility rental) + \$7500 (F&B) + \$41,630 (min. room night revenue) = \$61,130
 - ii. With attrition: \$12,000 (facility rental) + \$7500 (F&B) = \$19,500 + (\$35,385.50 – any rooms sold) = *Number cannot be compiled until all factors are in (one year from contracted event date for when room block link for 2022 available)
 - iii. Totals do not include service charge, taxes, add on AV or other fees.
 - iv. Embassy Suites 2020 addendum value (*applicable only in event of 2022 contract cancellation*): \$49,130.00
 - v. Embassy Suites 2021 contract – cancelled pursuant to 11/16/20 letter of cancellation provided by Overman Legal Group to Embassy Suites management and legal; Embassy Suites completed notice of room block and event cancellation to room block customers 01/13/21. As of agenda publication date 1/14/21, no further correspondence to SoonerCon from Embassy Suites has been made regarding cancellation. As of 02/17/21, no additional communications received.
- g. **Report**: Status of QuickBooks reconciliation (*project begun 01/24/21 by Chelsea Haldane for FSCOK finance special projects*)
 - i. **FOR ACTION**: QuickBooks 2021 accounting year setup with all applicable GLs (operations, fundraising/grants, admin, events, et al). Project complete-by date requested: 03/15/21.
 - a. Chelsea previously reported 02/28/21 that chart of accounts is done.
 - i. Additional updates: QuickBooks MUST be updated from 2018 establish date to be viable for us, and no guarantee that this will actually reconcile. Suggests we bring someone in to get our accounting books setup correctly
 - 1. Other issue is that accounts start at different times (PayPal, the checking account, savings account, etc.) so also can get baseline
 - 2. Contractor will have to access to ALL FSCOK financials.
 - a. Logistics to implement access to all needed accounts docs

- b. **ACTION**: Zac to spearhead process setup, with report by 4/11/21. Get back-access to 2016-present financial persons and documents (Annette A., Jeanie B., Phillip G. (payment systems), James S.); Matthew A. has already forwarded to Ken from Google docs & other electronic items.
 - i. Carmen to assist. Ken and Chelsea will continue to provide information from their end as requested.
- c. **ACTION**: All FSCOK board members to get quotes for this bookkeeping service for 4/11 meeting review/consideration.
- 3. **Discussion**: Zac pointed out the need to get the baseline/tools in place so that someone can be trained for the go forward; no training or system equals last four years of broken process.
 - a. Phillip/Caleb/Matt C. weigh-in on this, too, with accord that baseline should be set and easily doable.
 - b. Ken notes possible cost of requesting bank statements.
 - c. Start date of QuickBooks service is 2018, in line with IRS return filing request period (2018, 2019, 2020 tax years; need Matthew A. to update on that end)
 - d. Phillip suggested specific time periods when bookkeeping is needed (like con time).
- 6. Fundraising Update
 - a. **Follow-up FOR ACTION**: Appointment and vote for 2021 SoonerCon Fundraising Committee Chair
 - i. Note: Chair reports to FSCOK Board of Directors. This is a separate committee from the convention planning/staff committee.
 - i. Matthew Cavanaugh appointed as interim chair at the 02/28/21 meeting with President's oversight; formal appointment to occur at March 2021 board of directors meeting. Term open-ended for calendar year 2021 fundraising, to be evaluated at December 2021 meeting.
 - ii. Add Fundraising Committee chair to Green Discord server, in addition to Purple. This was completed during 3/28/21 meeting by IT.
 - ii. Call for nominations. Carmen nominated Matt C. to chair, Matt C. accepted
 - i. Motion to accept Carmen, Chelsea 2nd
 - a. Vote – 5 ayes; motion carries.
 - b. **Follow-up FOR ACTION**: Complete annual registration with OK Sec. State form for Charitable Fundraising
 - i. Note: Cost is \$65.00 for contributions exceeding \$10,000.00 OR \$15.00 for contributions that do not exceed \$10,000.00. [Required form for download](#).
 - i. To be completed by 03/15/21 by Treasurer; **as of 3/28, to be completed by [DATE OF KEN/BEN submitting taxes]**.

- a. Matthew A previously noted that there will be some back and forth mailings with the state and process will be protracted from initial submission date of filing.
- ii. **FOR ACTION:** FSCOK will need to complete a second filing by 12/15/21 for 2022 fundraising year (this is the state's annual filing deadline).
- c. **Report:** SoonerCon Fundraising Committee Chair's report
 - i. Goals, planned campaign(s), messaging, schedule, software resources, etc.
 - ii. Goal is to raise
 - i. A few events planned, first one is an online auction. Email has been sent to various past vendors and stakeholders soliciting donations. Peri Charlifu, Jerry Bennett (ex. of folks donating for this event).
 - a. Gojiggy software use for this event; **FOR ACTION:** Phillip notes will need to setup a Stripe account with Ken for accepting auction donations.
 - b. Auction set to occur as a one-two-week online auction leading up to the formerly planned SC 2021 weekend in June, wrapping up that weekend with live, auction-related event announcements.
 - c. Email following up to these participants as well to shore up. No additional items to report.
 - iii. Kickstarter-style for campaign for major fundraising lift; tentatively starting Memorial Day weekend deadline for this fundraiser to last 30-days.
 - i. **ACTION:** Major drawback of Kickstarter is that you must meet goal to get any pledged funds, so, must have a reasonable fundraising goal set in order to launch the campaign.
 - ii. Looking at Kickstarter as platform to facilitate b/c it is a trustworthy, recognizable platform.
 - iii. Fees are 5% flat, plus processing equals to about 8% fees to Kickstarter.
 - iv. Aislinn restated the CPA's advice on this that OK to accept funds donated via crowdfunding campaign so long as campaign is designated for the nonprofit.
 - a. Phillip recommend onboarding the bookkeeper to do financial accounting for donations from fundraising campaign at outset.
 - v. Matt C. shared tentative fundraiser perks/contribution tiers being discussed in committee.
 - a. The focus here is on the distinction of the "VIP experience" of the event, bragging rights, and acknowledgement of contribution to a good cause.
 - vi. Stretch goals are a bit more difficult to nail down b/c of programming and logistics involved to meet promise of facilitating the goal ahead of being able to publish the fundraiser.
 - a. "What would we do if we had \$100k to make SoonerCon better than what it is?" question being considered to try and flesh out the feasibility of these kinds of deliverables.
 - vii. "Save SoonerCon" campaign theme is current focus of the SC Fundraising committee
 - a. "Save SoonerCon" messaging.
 - b. Cast patrons and donors as heroes; identify with the hero role. This is the tone of the campaign. We want them to feel heroic about directly saving something, which they will.
 - i. Will be doing a well-edited, high quality video as centerpiece to highlight this narrative and campaign theme. Committee is sourcing support and all that for this, currently in outline phase. Committee will review and then present to the board.

- viii. **ACTION**: To make the campaigns possible, the committee will need some custom IP items like artwork for branding and the purchasing/requisitioning process for this.
 - a. Merchandisable IP is a little light for SoonerCon, so example is the mascot convo online to flesh this merchandising out.
 - i. **ACTION**: To have 3D model made, need to get this idea to modeler David Thompson by 4/15/21. Will live-stream modeling of the character to assist with content online. He is donating his modeling services for this project.
 - iv. No update on grants (Matthew A. is working on apps that we qualify for, so there are no applicable updates for any viable grant options, yet) as of 03-28 meeting.
 - v. Other fundraising ideas: Cosplay 5K, Cosplay fashion night, SoonerCon movie night, bowling night, mini golf tournament, garage sale in the fall, donation buckets at retailers.
 - i. Charity auction > Kickstarter > Garage Sale are items on deck.
 - vi. Next meeting of this committee is Tuesday 3/30 at 7p on Purple con comm server voice channel.
 - d. **Discussion**: Tracking donors/donor management
 - i. Must retain donor contact information for IRS/state reporting as needed, in addition to managing thank yous and future outreach to donor base.
 - i. Discussion: Idea of board members sending thank-yous + tax receipts versus using Constant Contact bulk email distribution. No formal decision made for the process.
 - a. **ACTION**: Moving this discussion to Green #fundraising channel to establish procedure for formal adoption.
 - e. **Discussion**: Establishing FSCOK Gift Acceptance policy.
 - i. **ACTION**: Aislinn explained what this is; Carmen asked to move this discussion to Green #fundraising channel for drafting policy, research, etc. for future-dated consideration.
7. Volunteer Update
- a. Clockify onboarding for all FSCOK-affiliated staff-level volunteers
 - i. Everyone is on Clockify who is currently on FSCOK or con comm staff in the active volunteer
 - ii. All committee members or volunteers currently working on fundraising will need to log volunteer hours for fundraising campaign time.
 - iii. **Follow-up FOR ACTION**: Savannah to add Fundraising Comms participants to Clockify and to add Caleb (in addition to Daniel) as admin.
 - i. Completed.
 - iv. Carmen asked how this is going, and it's working well. Daniel noted that admins on system can help anyone who needs it, too.
 - b. 2021-2022 background checks needs/updates
 - i. Savannah received one application via online volunteer form, and she asked what is needed for imitating this process and getting back to that person.
 - i. Aislinn recommended to email back with thank you, let them know next year's dates and ask if they want to be emailed for current org updates when we begin processing volunteer applications once again.
 - ii. **ACTION**: Needing to get background checks for staff again for all fundraising events (Carmen, Savannah, Daniel, Matthew to have a meeting to plan the current staffing go-live to couple with volunteer apps and background screenings for these members.)
 - c. Staffing plan and volunteer recruitment needs

- i. **ACTION:** Board and SoonerCon Directors, Chair to personally contact all Con Comm to ensure login info is updated, not lost to get everyone back on Discord and working together.
 - ii. **ACTION:** For additional fundraising events, need separate meeting for staffing these (Carmen, Savannah, Daniel, Matthew A, Matt C). Make sure we have correct headcounts for these and will run this list of background checked folks for future use (within the
8. **Report:** SoonerCon Event Planning Committee Chair's Update (Matthew A.)
- a. General update – no new information, because convention event planning has not kicked off.
 - b. Staffing updates (survey, org chart, job descriptions, etc.)
 - i. Savannah and Caleb worked with Matthew to develop an org chart with job descriptions of committee. Some descriptions are still owed to this team.
 - ii. Wants to keep existing director structure the same, with director of volunteers added from previous years and these updates:
 - i. Want to add Director of Registration. This person responsible for extensive customer service, closeout, needs to know what's going on in all the meetings. Begins participation at the start of membership sales.
 - a. Cash operations reports to this role, data reconciliation in payment systems like Eventbrite and Square, also over Con Store inventory/monies (but currently falls under Director of Operations).
 - ii. Wants to move Hotel Liaison to Director role, since they operate as like a "SoonerCon Chair" on the whole hotel side the entire event.
 - iii. No longer needs a dedicated "Director of Finance" for the convention, b/c this is fulfilled with the FSCOK-level roles, in addition to
 - iii. Directors are responsible at the convention for the respective areas, but goal is to build in scheduling for 2022 that allows for shifts to not run 12+ hours long.
 - i. Input provided from various persons on call in support of this but requires planning ahead of the weekend to be able to schedule these, along with fulfilling training needs for volunteers – empowerment to make a call.
 - ii. Requires an at-show centralized comms system so folks can run dispatches and facilitating an "operations center" type role.
 - a. Would really like to have a check-in meeting with key staff during the weekend, if possible, to circle the wagons and get feedback on what's working and what isn't real time. Helps manage best practices.
 - iv. Aislinn asked: What is the status of Staff Interest survey?
 - i. 25 unique respondents.
 - a. **ACTION:** Savannah reiterated login issues, since this was sent via Discord only, to send survey out via the email system as well for the people we have contacts for. Savannah and Chelsea will build the needed list, Amber will send out the email and bump comms from there.
 - ii. Matthew has personally talked to about 20 people about them coming back into roles that they're familiar with. Most people on survey selected the things they've been working on for Con Comm previously, with exception of one person who selected some extra areas of interest not previously expressed.
 - iii. Good feedback from survey is seeing people having interests in other areas for growth development/training into additional support roles.

- a. Example, Bill always willing to help whenever needed, Zac in anime or Caleb noting people who shared they are interested in networking, which can help Daniel with staffing.
 - v. This staffing plan is flexible up through convention planning period in 2021-2022 but chair aims for it to be prepared by April board meeting for initial acceptance and use for front end planning.
 - c. Scheduling ConComm meetings between now and the end of 2021
 - i. **FOR ACTION:** Need full ConComm on Clockify system following first scheduled SoonerCon 2022 event planning meeting.
 - ii. Matthew A. proposes first con com gathering Saturday 4/24, with directors meeting with Con Chair prior to this meeting on 4/18.
 - i. Calling these “gatherings” versus “meetings” because people can pre-read reports and updates, with goal to make these sessions more collaborative.
 - ii. Meetings will be virtual at least through August 2021, because of COVID-19 safety concerns and include discussion regarding meeting format and what they’re designed for.
 - iii. **ACTION:** First directors meeting scheduled for 4/18, moving further discussion to #sc-directors channel in Green server.
 - d. **ACTION:** Matthew A. will present org chart and meeting schedule for acceptance at 4/11/21.
 - e. Communications (*follow-up from 02/28/21 discussion regarding committee staff engagement*)
 - i. Carmen asked about getting people engaged to attend the Con Comm meeting. Matthew replied with using multiple channels (email, Discord, phone, etc.)
 - i. Matthew recommended that the first few meetings be SoonerCon/FSCOK-staff only to get reoriented before opening to larger community participation.
 - ii. Considering post-COVID-19 trauma recovery, as it affects people returning to business. Maybe having a guest speakers/ice break activity at some of the meetings to get folks comfortable with large events, processing grief, etc.
9. New Business
- a. Carmen – Update from her “Move with the Mayor” 3/27 conversation with Mayor Clark.
 - i. From that conversation, the City of Norman mascot will be anime-character; Mayor Clark asked for SoonerCon’s help promoting this info whenever it comes available and Carmen agreed to help with this in the spirit of getting the community back together.
 - b. Aislinn – “Happy birthday” server channel (Purple)
 - i. **ACTION:** Savannah will mine out list of birthdates from who’s interested in staying on staff, get this list to Caleb for a bot to be constructed.
 - c. Aislinn – Ted Panella donation of buttons 03/27/21.
 - i. **ACTION:** Aislinn/Carmen have this box to get to storage and entered in Marketing inventory. These can be used for giveaways, fundraiser swag, etc.
10. Adjourn
- a. Motion to adjourn made by Aislinn, Zac seconded. Unanimous vote to adjourn.
 - b. Time out: 6:15 p.m.

Attendance: Aislinn B., Ken C., Carmen B., Chelsea H., Zac H., Matt C., Amber H., Savannah T., Shay G., Brian S., Phillip G., Caleb H., Daniel G., Matthew A., Bill T.

Current FSCOK Board of Directors 2021 Meeting Schedule:

January 10th, 2021: 1 – 5 P.M. Location: Virtual via Zoom
January 24th, 2021: 1 – 3 P.M. Location: Virtual via Zoom
February 28th, 2021: 1 – 3 P.M. Location: Virtual via Zoom
March 28th, 2021: 2 – 4 P.M. Location: Virtual via Zoom



Future Society of Central Oklahoma

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www.fscok.org

April 11th, 2021: 1 – 5 P.M. Location: Virtual via Zoom
August 8th, 2021: 1 – 5 P.M. Location: Virtual via Zoom
December 12th, 2021: 1 – 5 P.M. Location: Virtual via Zoom