

Altonimbus Entertainment Annual Meeting of the Membership

December 14, 2019



Agenda

- Call to Order
- Reports
- Unfinished Business
- New Business
- Good of the Order
- Elections
 - Proxy check-ins
 - Individual races
 - President / Chair
 - Director of Infrastructure
 - Director of Membership
 - Director of Operations
 - Director of Programming
 - Director of Publicity
 - Director of Relations



Brian Mathews [He/Him]

REPORT FROM THE CHAIR



Chair – Report

Kumoricon 2019 happened!

We survived!

Thank you for all your hard work!



Chair – Successes

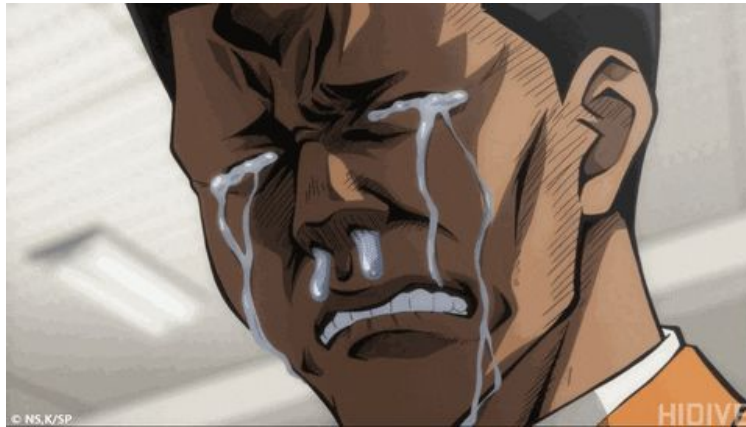
- Staff Discord was a success and I can't wait to see how it grows!
- We're working on becoming a federal nonprofit!
- Policy stuff got done, but there's farther to go! We have a harassment policy!
 - We've done a lot of internal policy, now let's do the external.
- Human Relationships was a success! People said they felt heard and like having a third-party resource.
 - I plan to build HR more in the future, including make it more visible.
- I helped many departments do stuff!

RUN ALL THE STUFF



Chair – Lessons Learned

- Personal tragedies suck and I need fallback plans for not being able to complete deliverables myself!
 - Training fell by the wayside, that can't happen next year..
- On that note, I need staff!
 - I left several positions unhired and really felt the crunch from it.
- The Outreach Gauntlet is cruel and unforgiving. I will not fall victim to it again.



Ash Butler [She/Her]

REPORT FROM THE DIRECTOR OF INFRASTRUCTURE



Infrastructure – Report

We did it and I'm so proud of everyone involved! We had a bunch of changes happen with the people we work with as a department and it really threw us through a loop, but con happened and it was our best year yet!

- We got the weekend after Halloween next year and thus got to stay in our proper time period, but it means extra planning for this coming year specifically.
- My team was amazing this year and really did their level best to provide the best help they could this year.
- We are working on incorporating the feedback we have received into our planning both for the event and our department.

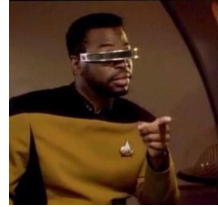


Infrastructure – Report continued

- Better reporting happened, but improvements planned.
- Early 2020 work happening already.
- Internal communications channels improved significantly this year.
- Just working on end of year wrap up stuff, final bills, etc. as far as 2019 goes at this point.
- We made a bunch of new contacts... but also most of our contacts changed and most of their staff changed too. I'd say about 80% of the people that Infrastructure worked with changed in some capacity this year and it was year, and stressful for all parties with a lot of learning curves and teaching moments...



"Leak"



"Indoor Rain"



Infrastructure – Successes

- We tried to anticipate people's needs a bit more in small ways that are usually problems each year and it helped a bunch for our turnaround times.
- Working with the Accessibility Manager was amazing and really helpful.
- Talked to staff from other departments and learned more about their needs.
- Our team was amazing, they not only did a great job but we have been working together to gather a bunch of feedback for the department.
- We worked with the Hotel Eastlund this year and it was great working with them.
- Getting feedback from other departments to use in the end of year notes we work with our contacts to improve on for the next year, that the contacts are told about too.



Infrastructure – Lessons Learned

- We learned a lot about the needs of other departments and how to interface with them better in the future.
- *Especially with all the personnel changes but not only due to those*, it was a hard on a lot of projects. Working on projects to eliminate that in the future.
- Lessons learned in who it is okay to interrupt in certain kinds of situations, which can be hard but so important.
- Lots of lessons learned about inclusivity and accessibility.
- Delegation during the year and ways to improve it.
- Hotel program hiccups to smooth out in some very real ways still.
- How to more effectively use my staff.



Goals and Plans

- Trackers, forms, and calendars for our department and check ins for things.
- More tours with other departments of spaces!
- Maps of parking amongst other things.
- Infrastructure glossary for other departments



me thinking about
the venue



me thinking about
touring the venue

Jessica Ulibarri - she/her

REPORT FROM THE DIRECTOR OF MEMBERSHIP

*Attendee Registration | Con Suite | Cosplay Repair | Registration Software Development
Specialty Registration | Staff Check-in Registration*



Membership – Report

Attendee Registration:

- ★ 2019 Pre-Registration Closed with 5,399 Full Weekend Registrations and 92 VIP

- ★ At the End of the Conventions we had...
 - 92 Registered VIP Memberships
 - 6,627 Registered Full Weekend Memberships
 - 365 Registered Friday Memberships
 - 1,830 Registered Saturday Memberships
 - 882 Registered Sunday Memberships

- ★ Of the 9,796 registered...
 - 7,659 were 18 and over
 - 1,506 were between the ages of 13-17
 - 631 were 12 and under with 76 being under the age of 5



Membership – Report Continued

Con Suite

- ★ This was an extremely rough year for Con Suite.
- ★ 3 of 5 coordinators were unable to work
- ★ 3-4 of 10 general staff were also unable to work
- ★ Had to close for a few hours between meals to make sure dishes were done and that all hands were on deck for delivery and meal service.

Cosplay Repair

- ★ Programing helped us get a larger room this year so we had more space.
- ★ With the help of Programming and Infrastructure we added changing rooms to the Cosplay Repair room so people weren't changing in the bathrooms.
- ★ During Peak Hours we helped over 100 people fix their Cosplay



Membership – Report Continued

Specialty Registration *(Anyone NOT an Attendee or Staff)*

- ★ We had 907 Registered Specialty Memberships
 - 298 were people who attend our event as either a guest of the convention, an industry partner, a major contributor to panel content or a press outlet covering our event.
 - 597 of the specialty memberships were the people who purchased space in the KumoriMarket

Staff Registration

- ★ We had 574 of the 607 Registered Staff Check In to the convention
 - Chair - 5 Checked In,
 - Infrastructure - 14 Checked In
 - Membership - 85 Checked In
 - Operations - 57 Checked In
 - Programing - 231 Checked In
 - Publicity - 50 Checked In
 - Relations - 109 Checked In
 - Secretary - 1 Checked In
 - Treasury - 22 Checked In



Membership – Report Continued

FUN INFORMATION ABOUT OUR CONVENTION!

- ★ Longest Distance an Attendee Traveled to Kumo was 8158 Miles - Oregon to Australia
- ★ Single day badges made up 47% of our registrations when compared to Weekend badges
- ★ How did you hear about Kumoricon" statistics
 - Attended in a previous year: 2439
 - Friend or family member: 1178
 - Internet search: 180
 - At a different convention: 169
 - Other: 120
 - Facebook: 68
 - Co-worker: 63
 - Bus or light rail ad: 51
 - Instagram: 27
 - Other social media: 27
 - Other website: 19
 - Twitter: 17
 - School club: 16
 - Radio ad: 1



Membership – Successes

- ★ With the Help of the IT Department - Attendee Registration, Specialty Registration and Staff Check-in were all set up by Wednesday evening and we had an extremely smooth opening on Thursday for all areas
- ★ Decreasing the price of Child registrations saw a significant increase in attendance of people under the age of 12
- ★ No major equipment issues were seen in any registration area
- ★ Registration saw an increase of 1,651 in Total Paid Members over 2018
- ★ Even as short staffed as they were Con Suite got deliveries out for every meal with no major complaints.
- ★ There were over 1,600 people that utilized Cosplay Repair over the course of the convention.
- ★ The updates to the At-Con Registration/Staff Check-In System made the process almost foolproof and we had no major issues.
- ★ All 92 VIP Memberships we sold by August 23rd!
- ★ Staff Registration ran super smooth even if the manager had to leave the country on Friday unexpectedly.



Membership – Successes

TOTAL BODY COUNT*

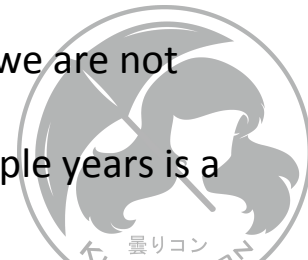
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*Everybody registered for a badge who checked in



Membership – Lessons Learned

- ★ An increase of 1,650 people and a understaffed registration team caused some major growing pains for the department. We are currently looking into ways to increase the number of staff within the registration area as well as to expand the department.
- ★ While sending sick people working Con Suite home is an important thing, when you are already understaffed it sucks. The team is currently working on a few possible solutions to help the continually understaffed department run smoother in the coming years.
- ★ Pipe & Drape Dressing rooms are awesome as long as they don't have lights right above them that makes the drape see-thru. Picnic table covers are amazing to help make them not see-thru.
- ★ Integration of pre-con and at-con systems will be crucial in the coming years as we grow and look for solutions to making registration faster.
- ★ Communication between the Specialty area and other departments need to happen much in the year sooner and be more accurate so there is less confusion during the convention.
- ★ Packing 92+ VIP bags on Day -1 is a chore and needs a much large team involved so we are not staying till after 10pm.
- ★ Having a extremely solid team that has been working within the same area for multiple years is a blessing!



Jason Pollard

REPORT FROM THE DIRECTOR OF OPERATIONS



Operations – Report

New to 2019

- We hired a manager for the Accessibility department and have started making a lot of improvements on communication, training and support.
- We launched two new Google voice numbers to provide multiple paths of communication. One for general security/operations support and one for Accessibility support.



Operations – Successes

- I'd like to take a moment to recognize Emery the new Accessibility Manager for coming into a new role with very little direction and clarity. Emery went above and beyond to create definition and purpose within the role and was very proactive within the organization.
- We got the radios back from each department on time this year!! That means Dave can eat dinner and Trotter doesn't have to hunt anyone down.



Operations – Lessons Learned

Operations and IT will continue to work with other departments to better outline the scope of services and SLA's.

The convention center internet (wifi) continues to be.... [REDACTED] Um.. Lets just say we will continue to work with them to resolve issues.





Devin Hunter (He/Him)

REPORT FROM THE DIRECTOR OF PROGRAMMING



Programming – New Director Hopes and Dreams

My goals this year:

1. Don't screw everything up.
2. Cut spending as much as possible.
3. Retain experienced staff while creating space for new leaders.
4. Improve accessibility of panel rooms and other event space.
5. Find a home for gunpla lounge



Programming – New Director score? Solid C

1. Most of the notable screw ups were isolated to main events and the DoubleTree.
2. We saved a bunch of money, but overspent in a number of expensive ways (though we now have 10 more TV's)
3. A lot of familiar faces are still here.
4. The layouts didn't totally suck!
5. Gunpla Happened!



Programming – We had a lot of cool stuff

AMV Entries - 120

Cosplay Contest Entries - 108

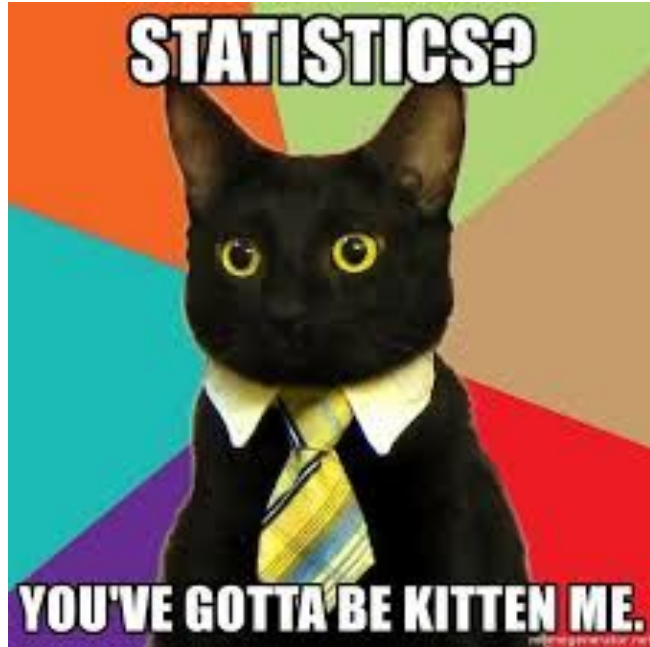
Cosplay Lip-sync Entries - 28

FanArt Submissions - 29

FanFic Submissions - 9

Karaoke Submissions - 28

Panel Submissions - 320

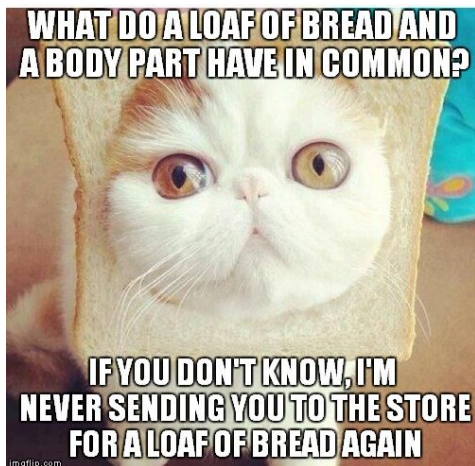


Programming - Daily Summary

Day 0



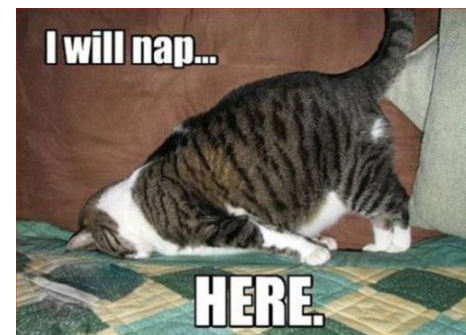
Day 1



Day 2



Day 3



Programming – Lessons Learned



To all the Programming Staff!



REPORT FROM THE DIRECTOR OF PUBLICITY

Samantha Rushford (She/Her)



Publicity – Report

- A lot of goals that I've had since becoming a part of Kumoricon happened this year.
- We got three major news outlets to cover us this year in some fashion.
- Custom hotel key cards happened, and started a 5-year plan ^_~
- Got a new Marketing Manager and a new Press Manager who spent this year learning. Can't wait for more time to train and grow as a team!
- Lots of groundwork was laid this year for added success in the future including plans for the website, social media, and more visibility.
- Mascot contest tried two winners this year, we will see how that goes with implementing in 2020.
- Added another Merchandise booth, later hours, and open on day zero!
- Info Booth had another great year, and we fixed some of the major communication issues we had in the past.



Publicity – Successes

- Press:

- New backdrops for interviews
- Trained new manager
- More outlets and better communication

- Communication as a whole

- Answered questions faster for Info Booth
- Better print request system
- More use of the request forms happened which helped get even more work done in advance instead of last minute rushes
- Worked a lot more collaboratively with the other directorates which helped get a lot of improvements out that might not have been caught without working together

- Mixed Media:

- Only one almost all nighter while working on the Program Book
- Less rushed art meant we could make it all look better overall
- Finding way to create items that can be more easily reused so we can reduce the number of reprints each year. This saves money and helps the environment.

- Website:

- Worked on updating back-end
- Enhanced the scheduling app



Publicity – Successes


- We had our best marketing year ever:
 - Ads inside the MAX, outside of MAX and busses, Trimet shelters, and Trimet benches
 - Bigger marketing campaign with Radio.com and 94/7.fm
 - New marketing deal with Willamette Week including a survey that promoted our events
 - Social media advertising
 - Official Ghost Neko cosplayers, Cosplay Coven!!!



Publicity – Successes



Ghost Neko



Normal Type. Height: 8.5" Weight: 0.01 lbs

Sweet and extremely playful, Ghost Neko just wants to have some fun! They can be a little mischievous sometimes, but at the end of the day they just want you to smile and have fun at Kumoricon!

Favorite Trick
Uses its powers to open doors and finds it amusing.

2019 1/1



<https://www.kumoricon.org/>





Publicity – Successes

- Pins went great this year!
- Worked on a collaboration with one of our guests, and now this is a thing we hope to do more in the future.



- Pin bundles went well
- Pronouns have been a goal, but waited until we had them on badges. They were a huge hit!!



Publicity – Lessons Learned

- Printers broke at con again, I really needed to test them better and prepare for the level of printing...especially since I pushed so heavily for people to print through us.
- Need better 11x17 printer/scanner option with more accessible ink cartridges.
- Relied too heavily on Website Manager, and I needed to be more knowledgeable of our back end than I have been.
- There were some pin quality issues, and we will be trying to order earlier so we have more time to catch the subtler issues and maybe get them resolved before con.
- Needed a better plan for photography and videography.



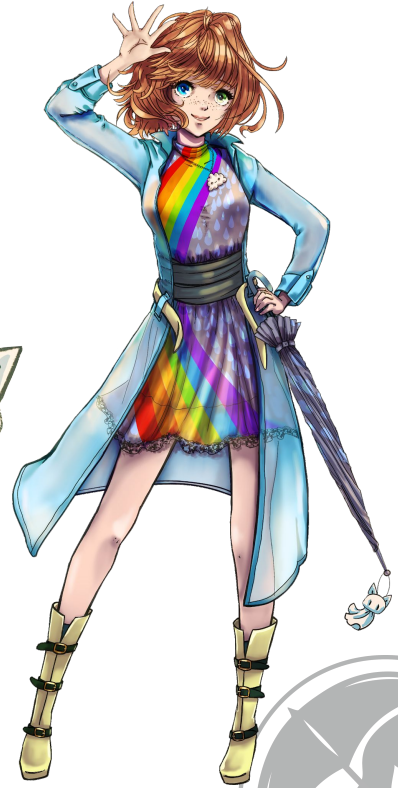
Publicity – 2020 Mascots!



First Place



Second Place



Publicity – See you in 2020!



Publicity staff are amazing, and you should join us, too. This is the time to get involved with our social media, website, design and marketing teams. If you're interested, reach out today!





Sam Taylor (She/Her)

REPORT FROM THE DIRECTOR OF RELATIONS



Relations – Report

- I HAD MANAGERS - FOR ALL MY DEPARTMENTS - THIS IS A FIRST IN 4+ YEARS
- Over 70 vendors, with 60% of our hall already filled and prepaid for 2020
- Over 120 artists, with over 60% from outside of the PNW (WA/OR)
- Had 32 guests of honor and musical performers and all left in a good mood reporting that we're the best run con they've ever attended.
- That was the most well attended and well received concert and fashion show we have ever had.
- Made some improvements to photobooth in charity that kept a line going all weekend long
- Maid Cafe was almost entirely staffed and the new pricing system went over a lot better than expected
- The Umbrella Lounge remains popular, there were huge lines even with TWO bartenders this year.



Relations – Successes

- I HAD MANAGERS - FOR ALL MY DEPARTMENTS.
- I GOT TO PIE BRIAN IN THE FACE
- The new autograph system works WAY better than last year's
- Industry team worked hard to get us sponsors despite the heavy competition from bigger industry cons on the same weekend



- Maid Cafe continues to grow and improve on the year before
- Having a logistics team for guest transport and internal department deliveries was critical to our success this year
- The Feed Your Waifu/Husbando/Anime Crush food drive went REALLY well
- Cross department communication is the best it's ever been



Relations – Lessons Learned

- Delegation is hard - especially when you previously ran several sub-departments personally due to a lack of staff
- Don't book flights for Portland when you live in Seattle.
- Autographs will be a changing beast as we get bigger.
- When you hire new managers, the learning curve is steep and can take some time during the transition.
- Charity auction needs more than just donated items.
- The Umbrella Lounge needs a bigger room and probably more bartenders
- Model apps need to get up in June.
- Don't let your team make memes for you.



Relations - What We're Already Working On

- Teaching Sam to delegate - the Relations team has lots of ideas that are in development after seeing the stress points and having the right people in the right spots
- Sponsorship and business account opportunities to save the con more money
- Topping this year's guest list
- Revising Autographs (again) after this year's successes and troubles
- New things in Maid Cafe
- A lot of things I can't wait to share - later. When Sammi says I'm allowed to



Jeff Tyrrell - he/him

REPORT FROM THE SECRETARY



Secretary – Report

- Staff application improvements
 - New form helps people choose positions - amount of work, skills, pre-con/at-con
- Focus on organization policies this year - several finished just before con
 - New bylaws - contributions from several people
 - Continued work that was postponed from last year and expanded it
 - Updated adjudication policy
 - Allows investigation of an incident with different levels of formality
 - Provides for official role to Human Relationship department
 - Updated internal staff registration policies
 - Clarity to staff start and end dates
 - Formalizes overlapping access between convention years
- Laying groundwork for more staff training
- Staff survey is still coming!
- Total staff: 576 *[subject to final revision but should be within 1%]*
 - Nearly exactly the same as last year



Secretary – Successes

- **New policies!**
 - Focus on policies for organization health
 - New bylaws fix longstanding problems with voting outside board meetings, quorum, notice, document organization, and provide more director accountability
 - Updated adjudication policies helps us make better decisions in staff disputes
 - New staff registration policies help fix a lot of the weird issues pertaining to how staff positions roll over from one year to another
- **Staff applications - partial success**
 - Better form to help people express choices and to help choose positions
 - Director-facing spreadsheet separated by department
- **CPA**
 - Located and started working with a CPA to address several issues in our organization.
 - Restarting 501(c)(3) process.



Secretary – Lessons Learned

- Need to bring on staff in the department early in the year so there is time to train
 - This is probably the biggest lesson and area for improvement
- Still need more attention to the staff application process
 - We need to respond sooner to applications and make sure ones that we don't reach out to initially don't fall through the cracks.
 - Need to let applying staff know if a position is full and they should apply to another.
 - Late in the year, need to let applying staff know which positions are most accepting applications.
- Need more staff-wide training of pre-con issues
 - Staff quiz focuses on all-staff issues but we need coordinator- and manager-level training.
 - Preferred name policy, harassment policy, and conflict of interest policy are examples.
 - We have good policies but need to educate on them, present them in different formats, focus on accessibility of information.
- Need to review insurance contract questions with a lawyer
 - Several open issues





Jo Ayers - they/them

REPORT FROM THE TREASURER



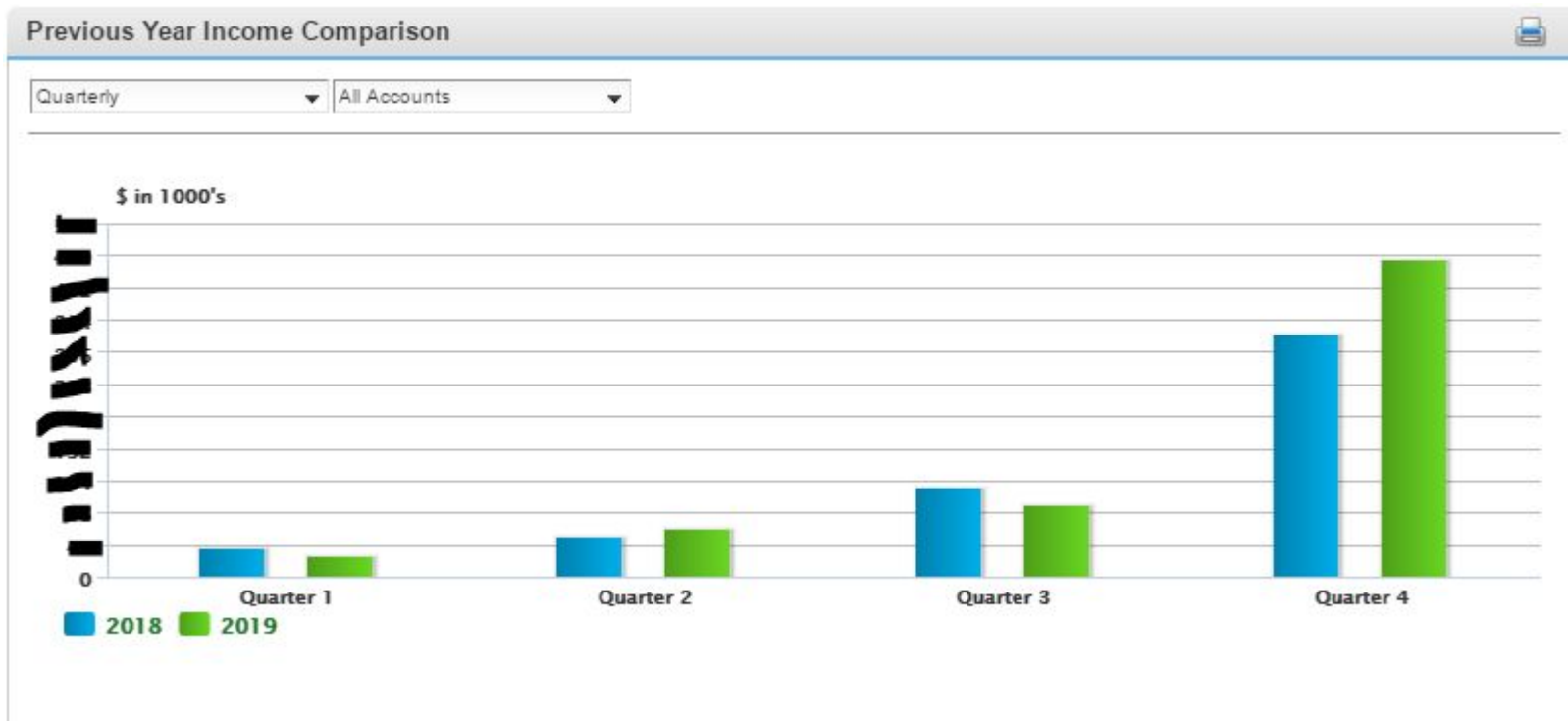
Treasury – Report

A picture is worth a thousand words

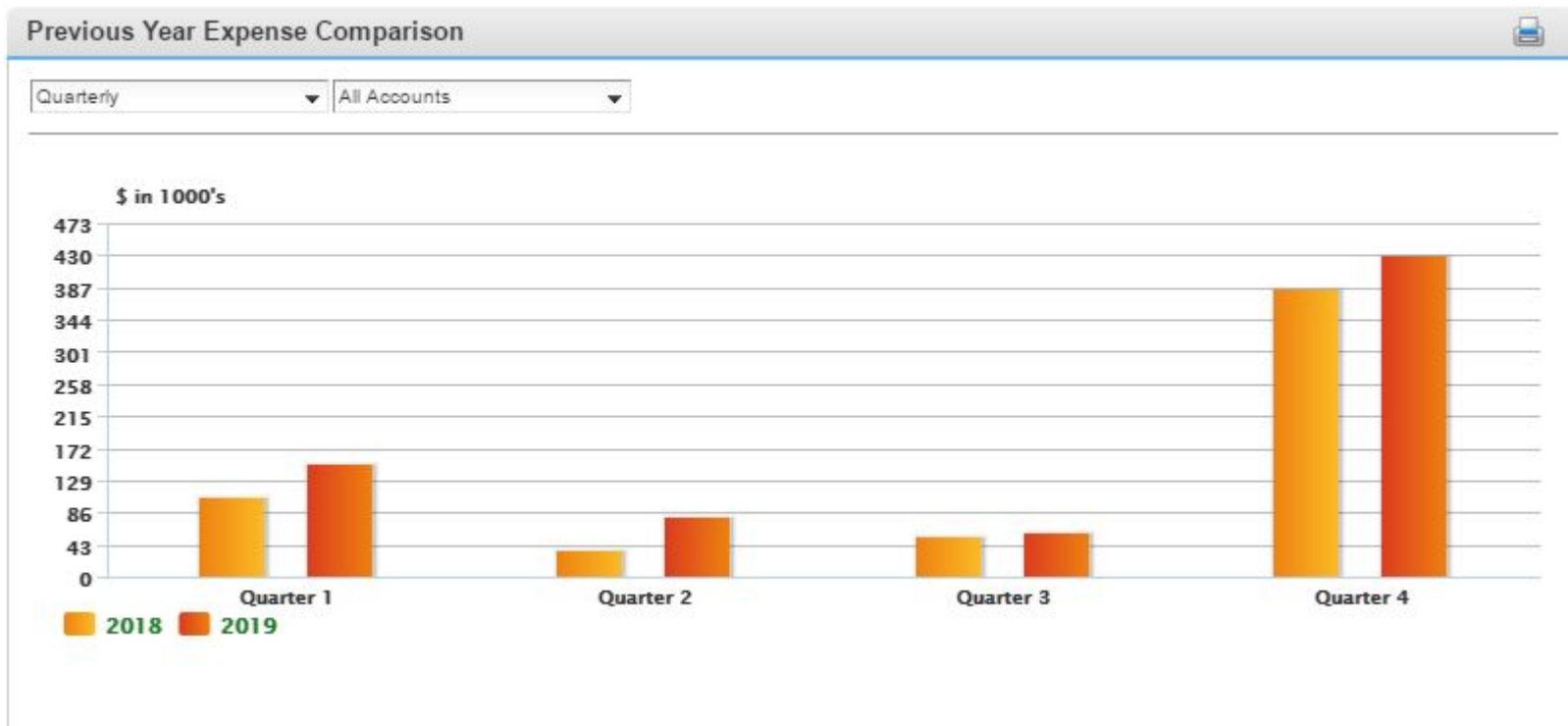
...but the price per word may vary



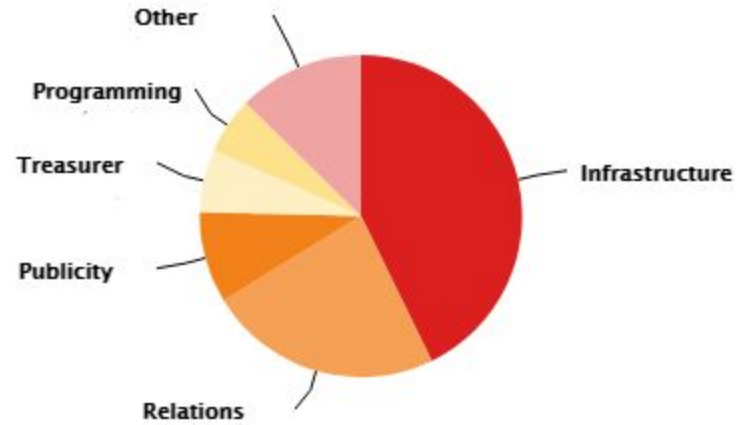
Treasury – Report



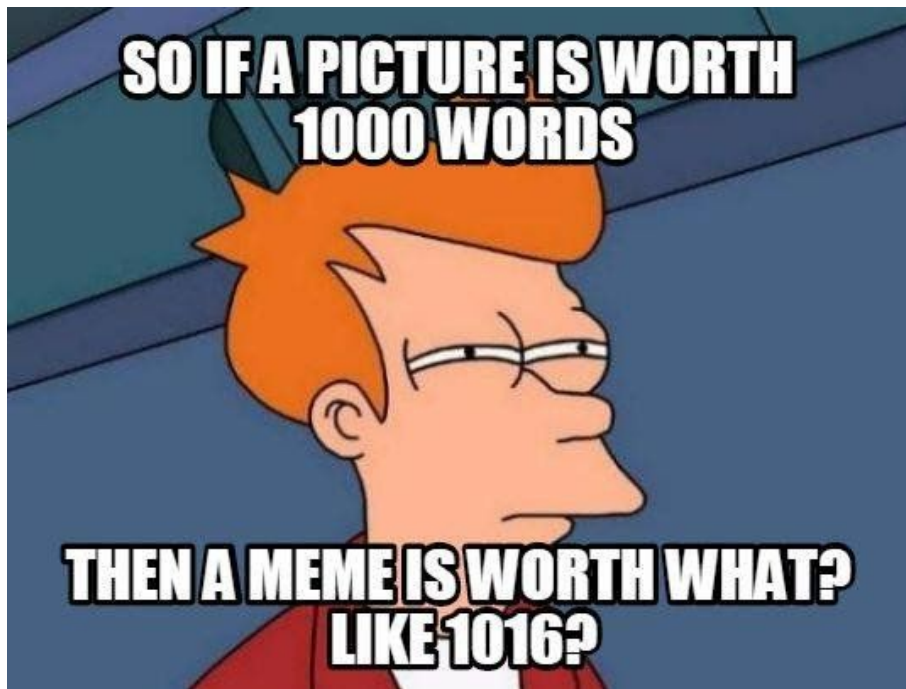
Treasury – Report



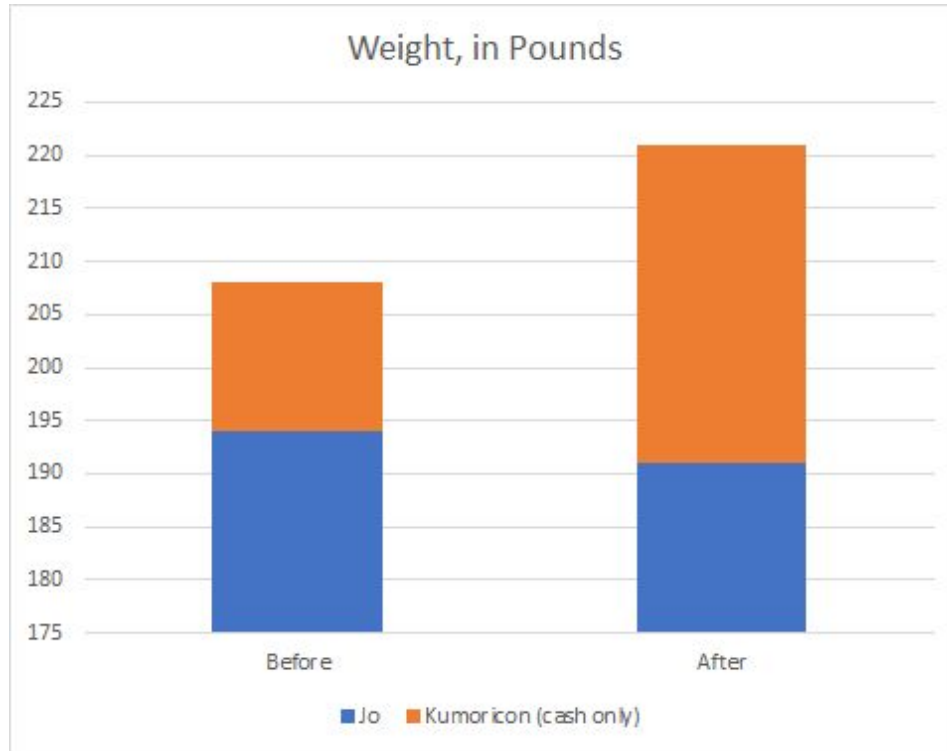
Treasury – Report



Treasury – Report



Treasury – Report



Treasury – 2019 Goals and Challenges

- Goals

- Make numbers visible to directors
- Don't be late on the bills
- Fetch the mail regularly

- Challenges

- Inexperience
- Email gets ridiculous fast

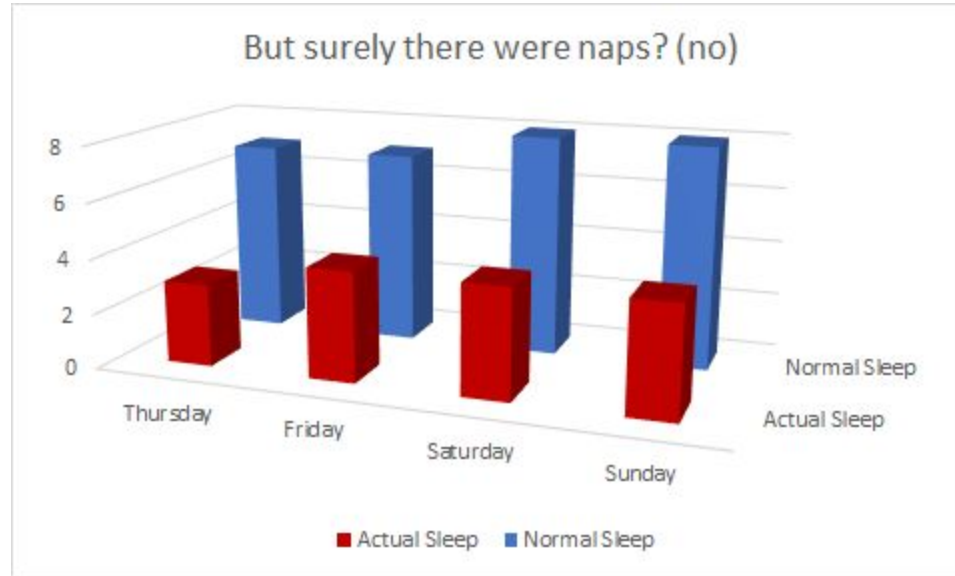


Treasury – Successes

- Exposing detailed financial information to the Board
- Classifying outreach income and expenses so the Outreach Committee could evaluate return on investment quantitatively by event
- Square!
 - Square terminals for Registration
 - Useful Square Items and Categories for Charity and Merchandise and Maid Cafe
 - Square Training
- Teamwork



Treasury – Lessons Learned



Treasury – Lessons Learned



KINDNESS
THE MOST POWERFUL FORCE IN NATURE

©2014

- Things I learned on-the-fly that I think I would have figured out sooner if I'd done a dress-rehearsal
- Planning ahead and *communicating ahead* is the key to smooth inter-departmental cooperation
- Assistants can't help you if you don't share the work



Unfinished Business

There is no unfinished business.

(Business is stuff you vote on.)



New Business

There is no new business other than elections.

(Business is stuff you vote on.)



Good of the Order

Meeting announcements, other announcements, rant and rave



Elections

Procedure for each election:

- Candidate speeches
- Open questions and comments
- Anonymous question and comment collection
- Anonymous question-and-comment presentation and candidate responses
- Brief re-open of questions and comments if needed
- Voting
- Collection and counting of ballots
- Report of result

Order of races:

(As set during the meeting by vote of the membership.)

- President / Chair
- Director of Operations
- Director of Infrastructure
- Director of Membership
- Director of Programming
- Director of Publicity
- Director of Relations

