



**PASS**  
**Board of Directors Meeting**  
December 11, 2014 - Teleconference

**Attendees:** Thomas LaRock, Denise McInerney, Wendy Pastrick, James Rowland-Jones, Sri Sridharan, Tim Ford, Amy Lewis, Jen Stirrup, Jennifer Moser

**Not in Attendance:** Adam Jorgensen, Bill Graziano, Sanjay Mishra

**PASSHQ Attendees:** Judy Christianson, Brendan Johnston, Craig Ellis, Amy Lofstrom, Janice Simpson, Vicki Van Damme

**Agenda for Discussion:**

1. **Vote on November Board meeting minutes**
2. **BAC update**
3. **Annual goals**
4. **PASS volunteers holding multiple roles**
5. **Farwell Sri Sridharan**

**Meeting Minutes**

Denise McInerney welcomed the Board to the meeting and let them know that Adam Jorgensen was unable to attend today.

**1. Vote on September Board meeting minutes**

**Motion:** I move we approve the November Board meeting minutes that were sent to the Board on December 9, 2014.

Motion: Denise McInerney

Second: Wendy Pastrick

Thomas LaRock	Yes
Adam Jorgensen	Absent
Bill Graziano	Absent
James Rowland-Jones	Yes
Sri Sridharan	Absent
Tim Ford	Yes
Amy Lewis	Yes
Jen Stirrup	Yes
Sanjay Mishra	Absent
Jennifer Moser	Yes

**Motion passed (8 yes, 0 no, 0 abstain and 4 did not vote).**

**2. BAC update**

Denise opened by giving the Board an update on the BA committee progress. The committee has been primarily focused on the audience identification, speakers and program. The first BA Insights newsletter went out on December 8, 2014 and some of the speaker names have gone up on the BA site. Regarding the virtual effort; there are Virtual Chapters in place and we are in the midst of planning a webinar series that

will that will build interest in the conference. The committee has had good discussion on local user groups, and local events in the BA space, specifically, SQL Saturday. The committee is not ready to move forward with local events in this space at this time. It's important to have strategic conversations and not have a false start around these events. There will be no BA chapters or local BA ground events until a fully prepared plan is brought to the Board for discussion and approval. The intent is to have something to put forward to the Board for the January meeting.

Tim Ford and Wendy Pastrick echoed their agreement for the BA committees plan on local events.

Denise reminded the Board that Jen Stirrup would be taking over as chair of the BA committee as of January 1, 2015. A transition plan is in place and we are meeting over the next few weeks to be sure it's a smooth hand off. The committee will continue to function with Board and HQ participation.

Craig Ellis updated the Board on sponsorship progress for BAC. The sponsor page and collateral is complete with sales efforts underway. There are three targeted mailings to go between November 3 and December 16, with one per month into 2015. Craig outlined the contact list numbers and noted that Hortonworks is confirmed as a Silver sponsor with more PASS exhibitors in the works that are close to closing. Craig announced there would be a new lead generation position which has been filled for January 5, 2015 and outlined the target numbers.

Amy Lofstrom gave an update on demand gen and the multi-channel plan that has been put together to drive the BAC audience. The first edition of the BA Insights newsletter got a very good response. The team will be accelerating the marketing efforts once the program is announced.

Vicki Van Damme gave the Board an update on how the program is developing outlining dates and deadlines. The first edition of the BA Insights newsletter on December 8 promoted some of the speakers with wave one of the session announcement coming on December 22 in the next issue. Wave 2 of the session announcement will come on January 28 and will be announced in that edition of BA Insights.

James Rowland Jones noted that he was pleased to learn that the same effort that has gone into the BA insights mailer is also going into refreshing the Connector newsletter. It's very positive and he thanked the Marketing team for that consideration.

### **3. Annual goals**

Thomas recapped the email sent out by Adam and reminded the Directors to be prepared to bring their updates to the January Board meeting for fiscal year 2015. If portfolios are being handed over please collaborate with the existing owner to ensure a smooth transfer and goal setting process.

### **4. PASS volunteers – guidance on leadership roles**

Wendy reiterated her thoughts around providing guidance to volunteers in leadership roles, specifically, Chapter Leaders, Regional Mentors, Virtual Chapter Leaders, and Board Members who may be likely to take on more than one role. PASS has no historical framework or guidance around how many volunteer roles one person can maintain but perhaps it's time to propose focus points for specific volunteer roles. The Board agreed and decided to discuss this further in January at the in-person Board meeting.

Thomas added that a general policy could conceivably outline leadership role perimeters and leave room for flexibility on a case per case basis.

Wendy will work on getting a draft policy in place to present at the January Board meeting.

## **5. Farewell Sri Sridharan**

Denise thanked Sri Sridharan on behalf of the PASS Board for his all of his time and effort over the past two years and looks forward to working with him in the future. The Board concurred.

## **Next Meeting**

**The next Board meeting will be in-person in Kirkland Washington.**

The meeting was adjourned at 2:38 Pacific Time.