



PASS
Board of Directors Meeting
August 14, 2014 - Teleconference

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

Not in Attendance: Bill Graziano, Olivier Matrat

PASSHQ Attendees: Judy Christianson, Craig Ellis, Janice Simpson

Agenda for Discussion:

1. **Vote on July Board meeting minutes**
2. **BAC update and budget exception**
3. **Engaging Board alumni**
4. **PASS branding**
5. **Programs update**
6. **PASSion award**

Meeting Minutes

Adam Jorgensen welcomed the Board to the meeting.

1. Vote on minutes from July 10 Board meeting

Motion: I motion to approve the July Board meeting minutes that were sent to the Board on August 7, 2014.

Motion: Adam Jorgensen
Second: Tim Ford

Thomas LaRock	Yes
Denise McInerney	Abstain
Bill Graziano	Absent
Wendy Pastrick	Yes
James Rowland-Jones	Yes
Sri Sridharan	Yes
Amy Lewis	Yes
Jen Stirrup	Yes
Olivier Matrat	Absent
Jennifer Moser	Yes

Motion passed (9 yes, 0 no, 1 abstain and 2 did not vote).

2. BAC update and budget exception

Denise McInerney summarized the research the BAC committee has done since May 2014. The committee accumulated feedback from stakeholders in the industry; the PASS community, and Microsoft regarding the target audience and market positioning. This valuable feedback will allow the committee to narrow the focus of the audience and topics that will be covered on programing tracks.

Denise outlined the committee's next steps that will progress between now and the next Board call. A different approach to acquire speakers for BA 2015 will be taken; speakers outside of PASS's current community will be targeted. The committee is recommending an increase to travel and expenses to support securing these targeted speakers for BA 2015.

Motion: I move to approve a budget exception of \$30,000 to allow the BA planning committee and the BA program team to jointly approve the allocation of funds to cover T&E of invited speakers.

Motion: Denise McInerney
Second: Adam Jorgensen

Thomas LaRock	Yes
Bill Graziano	Absent
Wendy Pastrick	Yes
James Rowland-Jones	Absent
Sri Sridharan	Yes
Tim Ford	Yes
Amy Lewis	Yes
Jen Stirrup	Yes
Olivier Matrat	Absent
Jennifer Moser	Yes

Motion passed (9 yes, 0 no, 0 abstain and 3 did not vote).

In addition to speakers, the committee has focused on session format. Hands on lab sessions will provide a great experience for attendees and will appeal to their employers. The attendee will bring back practical experience that can be used when they return to work. This parallels what is offered at PASS Summit in terms of real work skills and these types of skills are an important aspect of the PASS brand. The cost of internet and electrical is the obstacle. The committee recommends creating a budget to convert one session room into a lab session room. This would allow an active participant lab pre-con, and a general session in one room that would also be labs. The committee trusts this format would deliver the right experience for attendees. The committee will track interest so room capacity can be scaled appropriately. The maximum request is for 40,000.

Sri Sridharan confirmed that there is an opportunity to drive more sponsorship using this mechanism and that some of the cost could be offset by that potential sponsorship.

Motion: I move we approve a budget exception of 40,000 to allow for the addition of a computer based learning session room at PASS BA conference 2015.

Motion: Denise McInerney
Second: Amy Lewis

Thomas LaRock	Yes
Adam Jorgensen	Yes
Bill Graziano	Absent
Wendy Pastrick	Yes
James Rowland-Jones	Absent
Sri Sridharan	Yes
Tim Ford	Yes
Jen Stirrup	Yes
Olivier Matrat	Absent

Jennifer Moser Yes

Motion passed (9 yes, 0 no, 0 abstain and 3 did not vote).

3. Engaging Board alumni

Sri recapped the overall goal of this discussion is how to keep Board members that have completed their term on the Board engaged within the PASS community. The Board agreed that past Board members are volunteers that would be valuable to retain.

The Board discussed a variety of options regarding comps and discounts and agreed that more research and enumeration of how comps are distributed throughout the portfolios is needed. Sri will take this action item and work with Carmen Buchmann of PASS HQ to collect statistics and prepare a presentation at the Summit Board meeting.

4. PASS branding

Denise updated the Board on the approach marketing is taking regarding the use of the associations full name Professional Association for SQL Server. The full name no longer reflects our mission, our membership or our direction. Marketing is proposing to slowly rebrand to use PASS and remove our fully spelled out name from web properties and other collateral except where it needs to be legally displayed.

An article will be out in the August 20, 2014 connector on PASS branding to execute this plan.

5. Programs update

Amy Lewis presented an update to the Board on the programs special projects which included learning tracks, schedule builder updates, predictive analytics for session attendance & scheduling, session evaluations, summit selection process, programs at Summit and the speaker idol competition at Summit.

The Board gave Amy positive feedback on what the programs committee has accomplished and feels the community will appreciate this material.

7. PASSion award

Sri reminded the Board the PASSion award nominations are approaching and asked that each member think about who in their portfolios is deserving. If a member is nominating someone, send a note to the Board on who you are nominating and why. The Board may need to vote at the September Board meeting depending on the timeline.

Adam reminded the Board that the finance and governance note to the community will go out next week.

Next Meeting

The next Board meeting will be by teleconference at 2:00pm Pacific on September 11, 2014.

The meeting was adjourned at 2:55pm Pacific Time.