



PASS
Board of Directors Meeting
June 12, 2014 - Teleconference

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

Not in Attendance: Olivier Matrat

PASSHQ Attendees: Judy Christianson, Sandy Cherry, Craig Ellis, Amy Lofstrom, Janice Simpson, Vicki Van Damme

Agenda for Discussion:

1. **Vote on May Board meeting minutes**
2. **Vote on Summit location for 2017**
3. **Vote on Summit location for 2018**
4. **FY 2015 prepaid expense**
5. **BAC audience research presentation**
6. **Chapter referral program – Vote**
7. **FY 2015 budget review**

Meeting Minutes

Adam Jorgensen welcomed the Board to the meeting.

1. Vote on Minutes from May 6 & 7, 2014 Board Meeting

Motion: I motion to approve the May Board meeting minutes that were sent out to the Board on June 4, 2014.

Motion: Adam Jorgensen

Second: Thomas LaRock

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

Motion passed (8 yes, 0 no, 2 abstain and 2 did not vote).

Jennifer Moser joined the call at 2:08pm.

2. Summit 2017 Location

Adam reminded the Board that PASS needs to secure the locations for Summit in advance due to competing business for the venues.

Sri Sridharan voiced some concern in regards to the dates for 2017 due to Summit falling on Halloween. Adam asked the Board members if they had any concern about this. No additional concern was noted.

Jennifer Moser noted that if we have concerns regarding the dates we can address this closer to Summit dates.

Judy Christianson noted that marketing had fully vetted the venue and dates and had signed off on the dates.

Motion: I motion to approve Seattle as the location for Summit 2017.

Motion: Adam Jorgensen
Second: Thomas LaRock

Denise McInerney	Yes
Bill Graziano	Yes
Wendy Pastrick	Yes
James Rowland-Jones	Yes
Sri Sridharan	No
Tim Ford	Yes
Amy Lewis	Yes
Jen Stirrup	Yes
Olivier Matrat	Absent
Jennifer Moser	Yes

Motion passed (10 yes, 1 no, 0 abstain and 1 did not vote).

3. Summit 2018 Location

Motion: I motion to approve Seattle as the location for Summit 2018.

Motion: Adam Jorgensen
Second: Wendy Pastrick

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

Motion passed (11 yes, 0 no, 0 abstain and 1 did not vote).

4. FY 2015 Prepaid Expense

Adam explained that this prepaid expense significantly decreases our tax liability for 2014 and outlined the expenses that will be paid through this preapproval. This budget preapproval will save about 64% on our tax liability for 2014.

Judy congratulated the finance team for taking such a proactive approach and getting this done and organized so early in the budget cycle.

Motion: I motion to approve payment of \$75,000 for FY 2015 prepaid expenses to decrease FY 2014 tax liability.

Motion: Adam Jorgensen

Second: Amy Lewis

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

Motion passed (11 yes, 0 no, 0 abstain and 1 did not vote).

5. BAC Audience Research Presentation

Denise McInerney opened by outlining the foundation of the presentation and reminded the Board of the discussions that were held at the May Board meeting with Rob Collie. The presentation reviews the main points and conclusions from those discussions.

Amy Lofstrom explained that there is tremendous opportunity in the BA industry. Analysis shows that session programming is the number one influencer to attract attendees. The focus needs to be on the BA program and consequently we recommend that an advisory committee be formed to help shape this program and provide insight and direction within the vision supported by the Board.

Staying true to the PASS mission and the foundation of who PASS is would be to go after the individuals who are truly working to identify, collect, analyze, interpret, transform and communicate to drive business decisions. These are the people who need the training. There is an opportunity to train this audience.

Vicki Van Damme summarized the strategy for the committee as taking this high-level audience identification and ensure that our Marketing and Education Program plans align. Once the educational needs of this audience have been identified, the committee can move forward with determining the best way to foster the growth of this community. Vicki gave an overview of what the committee looks like from a strategic perspective in order to provide HQ with consistent Board contact. The permanent Board members on this committee would be Denise McInerney and Jen Stirrup. The committee would invite other Board members, as well as members of this new community, to join meetings throughout the planning process. Vicki welcomed any feedback the Board has on a committee after the presentation.

James Roland-Jones noted that this community of focus is not within our current membership and said that the committee should have an external focus group that is not part of the community that PASS currently speaks to.

Denise reiterated that this is a multiyear strategic plan and she feels there is a certain amount of momentum and learning that has already been done. The committee will be challenged to identify this community, we want to put something in place that allows us to get into a different space than the one we all know.

Jen Stirrup noted that the Excel BA Virtual Chapter will support reaching that audience.

Adam wrapped up the discussion by recognizing the research the team has done in regards to the BA target audience. He asked the Board to forward feedback and ideas for future consideration for the committee.

Bill Graziano left the meeting 2:21 pm.

6. Chapter Referral Program

Wendy Pastrick gave a quick summary of the Chapter budget pre-approval request for the referral program. The referral program is an important part of the overall demand gen strategy for PASS Summit and it helps engage Chapters to promote Summit to their members in meetings, on their website, across blogs and social media.

Motion: I motion to approve a budget request of \$15,000 for the PASS Summit 2014 Chapter referral program.

Motion: Wendy Pastrick
Second: Adam Jorgensen

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

Motion passed (10 yes, 0 no, 0 abstain and 2 did not vote).

7. FY 2015 Budget Review

Adam reminded the Board that the latest version of the budget was sent out by Sandy Cherry earlier today. The Board will be voting on the budget in a special Board meeting that will be scheduled in two weeks. The budget is a living document until approved, however the Board should not see too many changes to the budget that was sent today and the final that will be sent prior to the next meeting. Adam walked the Board through the methodology from a cuts perspective. We finalized with a deficit budget which really shows us that PASS has had a significant amount of growth.

Adam asked the Board to follow up with him and Sandy if they had questions.

Next Meeting

The next Board meeting will be by teleconference at 2:00pm Pacific on June 26, 2014.

The meeting was adjourned at 3:02pm Pacific Time.