



**PASS**  
**Board of Directors Meeting**  
June 26, 2014 - Teleconference

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

**Not in Attendance:** Bill Graziano, Amy Lewis

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

**Agenda for Discussion:**

- 1. Vote on FY 2015 Budget**
- 2. Board Members and Precon Sessions**
- 3. BAC Update and Committee Approval**

**Meeting Minutes**

Adam Jorgensen welcomed the Board to the meeting and opened by reviewing version 8 of the budget that was sent to the Board earlier today by Sandy Cherry.

Sri Sridharan asked how the budget will affect the continued growth of PASS reserves. Adam confirmed that this will be discussed by the Board once the fiscal year audit is complete sometime in early October.

Sandy reminded the Board that the email with the budget attached was sent out today for Board members who may have missed the most recent version of the budget by outlining the updated numbers.

**1. Vote on FY 2015 Budget**

**Motion:** I motion to approve the FY2015 budget as outlined in Version 8

Motion: Adam Jorgensen  
Second: Thomas LaRock

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

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

Tim Ford joined the call at 2:15pm.

## **2. Board Members and Precons**

Adam summarized the social media that's trending around him delivering a precon at Summit and confirmed that he did submit to deliver a Precon. The bylaws are provisioned so Directors may serve the PASS community through educational speaking capacities. If compensation is to be awarded, ultimately it must be approved by a majority vote from the Board. Adam reiterated the conversations and emails that he had with the Executive committee prior to submitting and throughout the selection process as his session was presented to the exec as a part of the final schedule review. At that point Adam confirmed that he is not seeking compensation; therefore a vote is not needed. The executive committee agreed to move forward with the schedule and it was released by the Program committee.

The Board discussed how both general sessions and precon sessions are selected through the same process by the Program Committee; they are selected based on both the speaker and abstract rating via a blind review process. It is disappointing that the ethics of the program committee have been called into question. Focus should be on the value that's provided from the sessions and precons rather than who is delivering it.

The Program Committee published a blog on June 25<sup>th</sup> regarding how sessions are selected. This was linked to the Connector.

Sri expressed concern that due to the short time frame under which this information was shared with the Board that he has not had adequate time to consider all elements. It was reiterated that a formal vote was not necessary since Adam is not seeking compensation. The Board again raised no objections to Adam delivering a Precon at Summit for which he will not be compensated.

Wendy Pastrick left the call at 2:47pm.

## **3. BAC Update & Committee Approval**

Denise McInerney opened the discussion with a summary of the approach for BAC positioning. The BA conference targets data professionals who use a variety of methods and technologies to support businesses in making data based decisions. This will become a multiyear strategy that will get us where we need to be in this space. Denise encourage the Board to review the entire slide deck that went out earlier today.

Amy Lofstrom echoed that this is a multiyear plan with three very distinct positioning avenues. We want to be the cornerstone for those who work with data and have a shared energy and passion to create data-driven cultures. We have a great history and passion for data which is very encompassing. We want to be known for supporting people and being their guide in technology. Amy shared ideas on who might be the influencers to support input to grow the community.

Vicki Van Damme gave an overview of the timeline which outlined dates, action items and details. The committee is striving to have the initial program structure drafted for review by stakeholders by July 14. There will be a Stakeholder review period which will include the Board, community influencers, vendor partners and Microsoft. The committee endeavors to launch a portion of the program by October 15. This timeline will continue to develop post July 15.

The Board had a discussion regarding distilling the audience and felt a committee would support that. Denise reminded everyone that the Board needs a vote on the formalization of the committee and that discussions can continue at future meetings.

Adam repeated that today the Board needs to make a motion to approve the committee. More feedback and discussion regarding BAC positioning is encouraged and will continue as we move forward.

**Motion:** I move to approve the creation of a BA Planning Committee, with Denise McInerney as the Chair, to help drive the implementation for the strategy for the growth of the Business Analytics Community and Conference. The committee shall end on June 30, 2015.

Motion: Thomas LaRock

Second: Adam Jorgensen

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

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

## **Next Meeting**

**The next Board meeting will be by teleconference at 2:00pm Pacific on July 10, 2014.**

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