



PASS
Board of Directors Meeting
March 20, 2014 - Teleconference

Attendees: Thomas LaRock, Adam Jorgensen, Bill Graziano, Wendy Pastrick, Tim Ford, Amy Lewis, Jen Stirrup, Olivier Matrat, Jennifer Moser

Not in Attendance: Denise McInerney, James Rowland-Jones, Sri Sridharan

PASSHQ Attendees: Judy Christianson, Craig Ellis, Alison MacDonald, Janice Simpson, Vicki Van Damme

Agenda for Discussion:

1. **Vote on January Board Meeting Minutes**
2. **Vote on February Board Meeting Minutes**
3. **SQL Connections Conference**
4. **BAC Update**

Meeting Minutes

1. **Vote on Minutes from January 21 & 22, 2014 Board Meeting**

Motion: I motion to approve the Board of Director meeting minutes from the January Board meetings that were sent to the Board on March 12, 2014.

Motion: Adam Jorgensen
Second: Wendy Pastrick

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

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

2. **Vote on Minutes from February 13, 2014 Board Meeting**

Motion: I motion to approve the Board of Director meeting minutes from the February Board meeting that were sent to the Board on March 12, 2014.

Motion: Adam Jorgensen
Second: Tim Ford

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

Motion passed (7 yes, 0 no, 1 abstain and 4 did not vote).

3. SQL Connections Conference

Adam Jorgensen updated the Board about Tim Ford's affiliation with SQL Connections and added this topic to the agenda so the Board could have a better understanding of that relationship. Tim Ford recapped his role with the 2013 SQL Connections Conference as speaking at the conference, marketing their call for speakers, approving abstracts and scheduling of speakers. Tim has been approached to repeat the commitment for the 2014 SQL Connections Conference. Tim indicated that he is confident that he can fulfill this role with the SQL Connections Conference, without compromising his role on the PASS Board. He reminded the Board that he has signed an NDA with PASS that prevents him from disclosing PASS information to anyone.

Adam pointed out that the Board is not having this conversation because there is an issue, but to ensure that the Board is comfortable with this role and with any perceived challenge that may arise due to the relationship Tim currently has with the SQL Connections Conference.

The Board raised no concerns with Tim's proposed role with the SQL Connections Conference.

4. BAC Update

Alison MacDonald summarized the current BAC numbers and noted that paid registrations have exceeded 300, which puts us at about 40% of our final targeted paid registrations. The hope was to be at 50% paid registrations at this time. Although we may end up below our targeted numbers, we still expect growth over last year's event and are currently up approximately 30% over where we were last year at this time. Precon registration is at 45% of our paid registration goal which also represents an increase over last year.

From a demand gen perspective, Rob Collie has recently put out a blog post in support of the BA Conference which is great for PASS. Alison thanked Tom for his support in for making this happen. SQLSaturday Silicon Valley gave the BAC a lot of exposure including a mention of BAC by Denise McInerney in her keynote.

Today we submitted to Microsoft blog post which should go up on the O365 blog post next week. This post will support BAC exposure to the Microsoft Excel experts.

Alison concluded the BAC update positively, noting that we are seeing pickup in registrations daily. Some of the go forward marketing strategies will include follow up with people who have partially finished registration, calling alumni who attended last year and strengthening our social media marketing.

Adam reminded the Board to work on their budgets as the deadline date is fast approaching.

Next Meeting

The next meeting is via teleconference on April 10, 2014 at 2:00 pm Pacific time.

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The meeting was adjourned at 2:30 pm Pacific Time.