



**PASS**  
**Board of Directors Meeting**  
April 9, 2015 - Teleconference

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

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

**PASSHQ Attendees:** Judy Christianson, Sandy Cherry, Teresa Cheung, Craig Ellis, Lana Montgomery, Janice Simpson, Vicki Van Damme

**Agenda for Discussion:**

1. **Vote on March Board meeting minutes**
2. **BAC update**
3. **Budget preparation discussion**
4. **IT update**
5. **Summit 2015 programs discussion**

**Meeting Minutes**

Adam Jorgensen welcomed the Board to the meeting and confirmed that everyone was prepared to vote on the minutes from the March Board meeting.

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

**Motion:** I move to approve the March Board meeting minutes that were sent to the Board on April 8, 2015

Motion: Adam Jorgensen

Second: Amy Lewis

Thomas LaRock	Yes
Denise McInerney	Yes
Bill Graziano	Absent
James Rowland-Jones	Abstain
Wendy Pastrick	Yes
Tim Ford	Yes
Jen Stirrup	Abstain
Grant Fritchey	Yes
Sanjay Mishra	Absent
Jennifer Moser	Abstain

**Motion passed (7 yes, 0 no, 3 abstain and 2 did not vote).**

**2. BAC update**

Denise McInerney recapped the BAC goals as expanding the reach of PASS to include all data professionals, and to build a community of business analytics professionals using a variety of data technologies. Denise summarized the re-launch of the BA conference and updated the Board on registration numbers.

Approximately 74% of registrants to date did not attend BAC 2013, which validates that we are looking at a new audience.

Denise outlined the targeted demand gen channels that were most effective as with the BA Insights newsletter, virtual chapters, influencers and speakers, word of mouth, one on one engagement, and various social media channels. Denise reviewed the challenges, impact and key learnings of reaching the audience. The BAC committee will continue to identify the most effective way to engage with the new audience going forward.

Denise outlined the BAC 2015 highlights for the onsite attendee experience to include the Excel-eration lounge, one on one meetings, focus groups, and speaker meet & greets. The labs sessions have proven to be very popular, with two being maxed and some having waiting lists. All attendees including one-day pass registrants will be able to engage in networking at the Welcome Reception.

Thomas LaRock encouraged the Board to keep the excitement and enthusiasm going over the next couple of weeks with continued promotion of the event through social media and networking leading up to BAC. One of the most valued things we can do while on site at BAC is collect feedback from the influencers and attendees. Thomas added that he is very fortunate and proud to have this opportunity.

Denise updated the Board on the preliminary anticipated budget revenue for BAC.

### **3. Budget preparation discussion**

Adam reminded the Board that it is budget season and the FY 2016 budget will be approved at the in-person Board meeting in June. He encouraged the Board to meet with their PASS HQ counterparts to continue to look for efficiencies, accomplish strategic goals, and to set PASS up for future success. Adam applauded Sandy Cherry and the finance team at PASS HQ, for the tremendous work done in order to established success. If the Board has questions about the budget process, they should ask Sandy and Adam.

### **4. IT update**

Vicki Van Damme, PASS HQ, reviewed the IT priorities and noted the delay in some requests due to the SQLSaturday project. The Board will have a full review of prioritized projects at the Board meeting in June.

Vicki updated the Board on the IT audit that is currently in progress at PASS HQ. An overview of the findings from this audit will be presented to the Board post BAC.

Tim Ford inquired about the SQLSaturday website progress and Vicki confirmed that the most up to date report went out to the Board at 3:01 ET today. A blog post will go out to the community with full transparency on the challenges and progress of the site. Marketing is currently working on communication to the sponsors that will be sent out today.

### **5. Summit 2015 programs discussion**

Amy Lewis asked the Board for feedback in regard to the program methods that are currently in place. Adam suggested that Amy send an email to the Board and keep the conversation going to gather additional feedback.

The meeting was adjourned at 3:03pm Pacific Time.

### **Next Board meeting**

The next Board meeting will be via teleconference on Thursday, May 14, 2015 at 2:00pm Pacific Time.