



PASS
Board of Directors Meeting
February 12, 2015 - Teleconference

Attendees: Thomas LaRock, Adam Jorgensen, Denise McInerney, Bill Graziano, James Rowland-Jones, Wendy Pastrick, Amy Lewis, Jen Stirrup, Sanjay Mishra

Not in Attendance: Tim Ford, Grant Fritchey, Jennifer Moser

PASSHQ Attendees: Judy Christianson, Craig Ellis, Amy Lofstrom, Lana Montgomery, Janice Simpson, Vicki Van Damme

Agenda for Discussion:

- 1. BAC update**
- 2. Vote on January Board meeting minutes**
- 3. Board Q&A update**
- 4. PASS volunteer leadership policy**

Meeting Minutes

Adam Jorgensen welcomed the Board to the meeting and updated the Board on the order of the agenda items; moving the vote on minutes to item two.

1. BAC update

Amy Lofstrom updated the Board on BAC registration numbers and confirmed the announcement of Mico Yuk as the day 2 keynote speaker. Demand gen through various social media channels and marketing's continued engagement with key industry influencers has made an impact on registration. Amy gave the Board a summary of various community referral programs.

Amy asked the Board to help spread the word through blog posts outlining the first class analytical training that will be part of BAC; the expert speakers; and the Webinar series. She reminded them to utilize Twitter, LinkedIn, add a banner to their blog, and use their friends and family discount codes. Amy asked the Board to be purposeful and targeted with their messaging, we need get the word out together. The Board had a discussion on the different avenues of communication on how to promote BAC.

Vicki Van Damme, PASSHQ gave an update on BAC sponsorship. She explained the expo sales report that is going out weekly and updated the Board on how the sales team is channeling their efforts.

Vicki outlined the BAC program as nearly complete with session scheduling to begin soon.

Denise McInerney gave the Board an update on BAC financials.

2. Vote on January Board meeting minutes

Motion: I move to approve the January Board meeting minutes that were sent to the Board on February 11, 2015

Motion: Adam Jorgensen
Second: James Rowland-Jones

Thomas LaRock	Yes
Denise McInerney	Yes
Bill Graziano	Abstain
Wendy Pastrick	Yes
Tim Ford	Absent
Amy Lewis	Yes
Jen Stirrup	Yes
Grant Fritchey	Absent
Sanjay Mishra	Absent
Jennifer Moser	Absent

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

3. Board Q&A update

Denise reminded the Board that the first Board Q&A town hall was on Wednesday February 11, 2014. There were 15 attendees with lots of questions and overall it went well. The feedback from the attendees was positive.

Denise proposed that going forward Board Q&A town halls would run quarterly and would be theme based. More discussion amongst the Board is needed prior to the next town hall.

4. PASS volunteer leadership policy

Wendy Pastrick updated the Board on the improvements made to the policy that were recommended at the January Board meeting. While all the changes have been added, Wendy asked the Board to review the policy one last time prior to her next steps which is engaging some community members. Wendy reiterated that the policy is to help provide guidance; offer a firm platform on where to go for resources; and point volunteers in the right direction on leadership opportunities.

Adam asked the Board to review the policy and provide feedback to Wendy. Wendy thanked the Board for their input and committed to continue to work on the development of the policy including next steps on engaging community members.

5. Summit 2015

Amy Lewis updated the Board that the call for speakers for Summit 2015 will be open from February 18 until March 16, 2015. The call for speakers was announced in the February 4 edition of the community connector.

The meeting was adjourned at 3:00pm Pacific Time.

Next Board meeting

The next Board meeting will be via teleconference on Thursday, March 12, 2015 at 2:00pm Pacific Time.