



PASS

Board of Directors Meeting

September 10, 2015 - Teleconference

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

Not in Attendance: Jen Stirrup, Sanjay Mishra

Board Advisors: Diego Nogare, Eduardo Castro

PASSHQ Attendees: Judy Christianson, Sandy Cherry, Georgia Dahle, Craig Ellis, Lana Montgomery, Janice Simpson

Agenda for Discussion:

- 1. Approve Board meeting minutes from August Board meeting**
- 2. Approve final slate for 2015 PASS Board elections**
- 3. PASSion Award**
- 4. Summit 2015 marketing update**
- 5. PASS Leadership policy**

Meeting Minutes

Adam Jorgensen opened the meeting by reviewing the agenda and confirming all were prepared to vote on the minutes from the August Board meeting.

1. Vote on August Board meeting minutes

Motion: I move to approve the August Board meeting minutes that were sent to the board on September 2, 2015.

Motion: Denise McInerney

Second: Thomas LaRock

Adam Jorgensen	Abstain
Bill Graziano	Yes
James Rowland-Jones	Yes
Wendy Pastrick	Yes
Tim Ford	Abstain
Amy Lewis	Yes
Jen Stirrup	Absent
Grant Fritchey	Yes
Jennifer Moser	Yes
Sanjay Mishra	Absent

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

2. Vote on final slate for 2015 PASS Board Elections

Motion: I move to approve the Final Slate determined by the NomCom and sent to the Board on September 9, 2015.

Motion: Bill Graziano
Second: Adam Jorgensen

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

Motion passed (9 yes, 0 no, 1 abstain and 2 did not vote).

Adam thanked Bill Graziano and the 2015 NomCom for all the work they put into the 2015 PASS Board elections.

3. Vote on PASSion award recipient

Thomas LaRock recapped the list of the nominees and confirmed all in attendance were prepared to vote. The recipient will be announced at Summit 2015.

4. Marketing update

Denise McInerney gave an update to the Board on the elections communications with a lot of activity over the next 10 days. Marketing has a proactive communications plan ready to go and will make that material available to the Board later today.

Georgia Dahle recapped the elections communications plan regarding the announcement of the slate in that a targeted email will go to the eligible voting community. A broader awareness to the full community around elections will go out through social channels. Georgia encouraged the Board to participate on the Forums and discussions pages and utilize the marketing posts that will be provided by marketing.

Lana Montgomery presented the 2015 PASS Summit registration position at 7 weeks out as well as the upcoming marketing activities and dates that will bolster registrations to achieve our goals.

Lana highlighted the Microsoft support that will be seen over the coming weeks and thanked Jennifer Moser for coordinating that support. Lana encouraged the Board to get the friends and family rate promoted.

Georgia added that we are continuing to look at ways to ensure that we surpass our targets and realize marketing initiatives that are now coming to fruition. Marketing is working on elements for accurate projections for both revenue and registration projections.

Denise encouraged the Board to promote Summit and engage with posts to twitter and LinkedIn.

Lana confirmed the full Summit schedule and keynotes will go out later today.

5. PASS Leadership policy

Wendy Pastrick reminded the Board to review the policy and be prepared to vote at the next Board meeting in October.

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The meeting adjourned at 2:46pm Pacific Time.

Next Board meeting

The next Board meeting will be in person on October 26 in Seattle, Washington at PASS Summit from 1:00pm to 5:00pm Pacific Time.