



**PASS**  
**Board of Directors Meeting**  
**In Person** – October 24, 2016  
Seattle, Washington

**Attendees:** Adam Jorgensen, Grant Fritchey, Denise McInerney, Thomas LaRock, Tim Ford, Jen Stirrup, Ryan Adams, Argenis Fernandez, Allen White, Tim Mallalieu

**Not in Attendance:** Jennifer Moser, Wendy Pastrick

**PASSHQ Attendees:** Judy Christianson, Sandy Cherry, Georgia Dahle, Craig Ellis, Elizabeth Jeffs, Boris Tabakman, Janice Simpson, Sonya Waitman

**Agenda for Discussion:**

1. **Presidents Welcome**
2. **Vote on September Minutes**
3. **Anti-Harassment On-site at Summit**
4. **Financials & SQLSaturday Cost Analysis**
5. **Summit 2016 Update**
6. **Emerging Communities Update**
7. **IT Update**
8. **High Level Updates**
9. **Global Growth**
10. **Summit 2016 Tour**

**Meeting Minutes**

1. **Presidents Welcome**

Adam Jorgensen opened the meeting by welcoming everyone to PASS Summit 2016. Adam introduced and welcomed Jordan Goldmeier to his first in person meeting as the PASS Board BA Advisor. Adam also congratulated Eduardo Castro as the Director-elect for the LATAM regional seat. Adam pointed out how well registration is tracking for PASS Summit 2016. Adam thanked the Board and HQ for everything and turned it over to Grant Fritchey.

2. **Vote on minutes from September Board Meeting**

**Motion:** I move to approve the September Board meeting minutes that were sent to the Board on October 24, 2016

Motion: Grant Fritchey

Second: Allen White

Adam Jorgensen	Yes
Denise McInerney	Yes
Thomas LaRock	Yes
Tim Ford	Yes
Wendy Pastrick	Absent
Jen Stirrup	Yes

Ryan Adams	Yes
Argenis Fernandez	Abstain
Tim Mallalieu	Yes
Jennifer Moser	Absent

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

### **3. Anti-Harassment at Summit**

Denise McInerney reviewed the Anti-Harassment policy and process for PASS Summit outlining the changes made to the Anti-Harassment policy, as well as the ambitions of the policy moving forward.

Denise outlined two crucial changes this year. The addition of red cards within each attendee's badge holder which includes the number to reach the Anti-Harassment Officer, and the addition of a 24 hour answering service.

Denise reminded the board of their responsibility if approached regarding a report of harassment. Denise furthered the discussion by explaining that if there is any physical violence or any life-threatening situations, to call local first-responders immediately.

Denise outlined the community-driven Anti-Harassment initiative introduced by Midnight DBA. Denise explained that Midnight DBA has signed the Anti-Harassment agreement and attendees in possession of a "backup" ribbon are aware of the steps to take if needed. Denise outlined that Midnight DBA is not PASS sanctioned but noted that this is a positive step for the community.

### **4. Financials & SQLSaturday Cost Analysis**

Grant summarized the financials for 2016 and highlighted that Summit revenue is being distributed into various other PASS programs at a larger rate than the historical average.

Grant presented the actual versus budget, which outlined the revenue and expenses seen for the 2016 fiscal year.

Grant thanked Sandy Cherry of PASSHQ for generating the reports required for an in-depth evaluation of SQLSaturday. Grant furthered the topic by presenting the SQLSaturday cost analysis, which outlined the cost per event and attendee for the past three years. Tim Mallalieu questioned the cost per attendee, asking if the current value is a positive or a need of improvement. Adam explained that there will need to be more information of the cost of acquisition over a three to five-year period, to determine the affect of the cost per attendee.

### **5. Summit 2016 Update**

Sonya Waitman of PASSHQ outlined some of the challenges this year had to offer in regards to sponsorships. Sonya outlined a loss in revenue due to Kroll and EMC dropping out, and Hortonworks shifting down in the Global Alliance Program, as well as Dell and Microsoft reducing their investments.

Sonya reviewed the platinum sponsors, outlining that with the addition of Amazon, this will be the first time Summit will have three platinum sponsors. Sonya was pleased to announce that despite the shift in the Global Alliance Program, Redgate has signed on as a silver level partner.

Sonya congratulated PASSHQ's sales team for recovering a substantial amount of the loss with the addition of twelve first-time exhibitors, and twenty-four exhibitors who increased their investment.

Sonya outlined the goals moving forward, with the focus being on increasing value to early-bird exhibitors, and beginning all sales operations earlier in the year.

Denise gave an overview of the paid registration for Summit and noted that registration will surpass 6000 by the end of the week. Denise furthered the discussion by highlighting the changes marketing is implementing moving forward, notably a more targeted approach for website traffic. Denise gave a quick explanation of the traffic sources to the PASS Summit website, varying from more avenues from last year, despite their late start.

## **6. Emerging Communities Update**

Sonya opened the presentation by highlighting the three key groups of members that PASS needs to require a greater understanding of outlining the exponential growth seen within the Developer community. Sonya noted that while PASS events are relevant to some developers, the goal is to move beyond servicing solely database developers, and look to include application developers.

Tim Mallalieu noted that the term developer is vague, and many who are listed as such could be better suited to another job title role. Tim suggested a deeper dive into membership profiles with the addition of specific fields to understand the tools utilized as well as tools with an expressed interest to learn. He also noted that while the movement to include application developers is good, that pertaining a SQL focused community is not a successful route to go.

Sonya expressed the concern that PASS does not promote itself well enough to Millennials and noted that less than 22% of existing members are Millennials.

Lastly, Sonya reviewed the growth in the BA Community, with multiple events in progress pertaining to the Business Analytics community.

## **7. IT Update**

Sonya began by reviewing the IT Road Map and acknowledged all the hard work PASSHQ's IT department has done over the past year, as demonstrated by the volume of projects completed so far. Sonya highlighted a couple of key projects, being the website launch and revamping orator.

Sonya noted that PASSHQ's Microsoft Azure infrastructure has accomplished a 99.88% uptime, with 24/7 tech support. Sonya gave a brief overview of PASS's Helpdesk SLAs, noting a 14% increase in First Response SLAs, and an 18% increase in Resolution SLAs.

## **8. High Level Updates**

Sonya announced that PASS.org was to be revealed this week at Summit and was on track for its projected launch date. Sonya gave an overview of PASSHQ's tools assessment and stated that the goal is to evaluate efficiency and the ability to meet current and future needs.

Sonya reminded the Board that PASS is exploring alternative event models for SQLSaturday which will be discussed in further detail at the SQLSaturday meeting at Summit. The proposed event models will be a collaboration of the feedback collected, as well as lessons learned from BA Days. Sonya concluded the discussion on SQLSaturday's event models by highlighting the next steps required for a new event model.

Sonya briefly explained that Janice Simpson and Sandy Cherry of PASSHQ are continuing to work on a 501 (c) (3) application. Sonya stated that a full recommendation for the future of PASS Summit 2020 and beyond will be presented in the January Business meeting.

## **9. Global Growth**

Grant opened by stating that PASS has been well received in LATAM, however in EMEA there is still a lot of opportunities for growth. Grant highlighted three principles that were decided upon with the Regional Mentors. First, to establish regular regional meetings on quarterly basis. Second that there would be a minimum of one Regional Advisor per region. Lastly, to explore partnership opportunities in the EMEA region.

Grant outlined the principles for the Global Growth Committee and stated that PASS is focusing on maintaining its momentum, increasing involvement, and deepening its member engagement. Grant noted that the focus for LATAM will be developing a more active user base, while the focus for EMEA will be growth opportunity and re-establishing momentum.

Grant closed the presentation by stating that PASS requires more representation from Board members within LATAM, and encouraged the sitting board members to participate, particularly with SQLSaturday events.

Grant announced that this was the conclusion of the meeting and there is an opportunity for Board members to take a tour of the Washington State Convention Centre with Craig Ellis.

Georgia Dahle, PASS HQ announced that Karla Landrum of PASSHQ has extended her final working date to November 15<sup>th</sup>, and congratulated Catherine Wilhelmsen on taking over Karla's role. Catherine will be executing her role from Norway as well as traveling to support community events.

## **10. Summit 2016 Tour**

Craig Ellis took the Board on a tour of the WSCC and TCC at PASS Summit.

The meeting adjourned at 3:54 Pacific Time.

## **Next Board meeting**

The next Board meeting will be in via Teleconference on November 10 at 2:00pm Pacific Time.