



## Board of Directors Meeting

### In-Person PASS Summit – October 30, 2017

**Attendees:** Adam Jorgensen, Grant Fritchey, Denise McInerney, Thomas LaRock, Wendy Pastrick, Tim Ford, Jen Stirrup, Allen White, Eduardo Castro, Chris Woodruff, Lindsey Allen

**Guests:** John Martin – EMEA Director Elect

**Attendees via remote Audio:** Chris Yates – US/Canada Director Elect

**PASSHQ Attendees:** Judy Christianson, Sandy Cherry, Craig Ellis, Elizabeth Jeffs, Vicki Van Damme, Janice Simpson, Sonya Waitman

### Agenda for Discussion:

1. Presidents Welcome
2. Vote on September Board Meeting Minutes
3. Board Activities
4. FY 2017 Finance Update
5. Anti-Harassment – On-site at PASS Summit
6. Summit 2017 Update
7. High Level Portfolio Updates
8. PASS Summit Tour

Adam Jorgensen opened the meeting by welcoming everyone back to PASS Summit. Adam reminded everyone what a big milestone PASS Summit 2017 is and added that the journey getting to this point has been a lot of hard work by the community, the volunteers, and mostly HQ who drove this change. Adam thanked the Board and HQ and asked that during PASS Summit 2017 everyone talk to the attendees, thank the volunteers, sponsors, GAP sponsors, and ask for feedback on how to make PASS Summit better.

Grant Fritchey thanked Adam and confirmed that everyone was ready to vote on the minutes from the September Board meeting.

### Meeting Minutes

#### **2. Vote on September Board meeting minutes**

**Motion:** I move to approve the September Board meeting minutes that were sent to the Board on October 5, 2017.

Motion:	Denise McInerney
Second:	Wendy Pastrick
Adam Jorgensen	Abstain

Grant Fritchey	Abstain
Thomas LaRock	Abstain
Tim Ford	Yes
Jen Stirrup	Yes
Allen White	Yes
Eduardo Castro	Yes
Chris Woodruff	Yes
Lindsey Allen	Absent

***Motion Passed (7 yes, 0 no, 3 abstain, and 1 did not vote)***

### **3. Board Activities**

Grant Fritchey opened the floor to the Board to declare any upcoming speaking opportunities. No Board activities were declared.

### **4. FY 2017 Finance Update**

Grant reminded the Board that this is the final financial update for FY 2017 which ended June 30, 2017. Grant outlined the overall investments made resulting in a net loss for the year. He then outlined findings from PASS Summit 2016. Registration had shortfalls to projected growth, Expo was successful, however sales were down. Grant stated the HQ team worked hard to reduce cost and expenses and noted that more revenue needs to be generated, which is why we have been so focused on strategic investment.

Sonya Waitman PASS HQ, outlined the projected products that did not sell, however administration costs were cut by reducing FTE on the sales team.

Grant went on to outline the PASS reserves and investments, summarizing the details of the CD's and reminding the Board the operating budget cashflow is not included in the investment numbers.

The Board discussed the FY 2017 budget outcome and setting priorities for FY 2018.

### **5. Anti-Harassment – On-site at PASS Summit 2017**

Denise McInerney reminded the Board of their responsibilities and the Anti-Harassment policy and process to follow should they be approached by anyone who would like to submit a report. Denise stated that all reports should be on the record and outlined which Board members are on the Anti-Harassment review committee for PASS Summit 2017. Denise also reminded the Board that PASS Summit 2017 runs over Halloween and outlined the costume policy and process.

### **6. Summit 2017 Update**

Sonya presented to the Board a summary of sponsorship revenue which currently sits at 112% of the goal adding that exhibitors were down by 8 year over year. Sonya outlined the sales big bets being the early bird program, the early release of the prospectus, and the increase in the marketing demand gen, outlining the sales and marketing activities that drove the demand gen.

Craig Ellis PASS HQ, summarized the GAP offerings and figures noting that the market is currently very saturated.

Denise presented the marketing updates outlining the paid three-day registration from the Power BI dashboard and noting that the Precons and bundles were success stories for PASS Summit 2017. Denise outlined the marketing big bets being program innovation and demand gen and outlined the activities that drove these. She noted that the all-in-one bundle which was introduced at the start of April sold over 200% to forecast.

Denise wrapped up her presentation by outlining marketing thoughts for the future, recommendations for Summit 2018, and next steps. She indicated that while there were challenges in the early periods for Summit 2017 demand gen, the approach taken in the later months was exactly what she had wanted to see. By staying this course she believes that the organization is well set up for Summit 2018. Denise encouraged the Board to read the thought for the future slide adding that Summit revenue is the success of PASS.

Denise gave credit to Sonya Waitman and Vicki Van Damme for all their hard work on the set goals and on turning things around.

The Board had a discussion on PASS Summit registration for 2018 and the price bumps.

Sandy Cherry PASSHQ, reviewed Summit registration, precon registration, and session recording projected total revenue numbers. She also presented Expo Sales total revenue numbers and showed the variance between budget and projected numbers. The final numbers will be reviewed at the in-person January Board meeting.

Vicki outlined the briefing document that was presented to the Board to support questions from community members on site during PASS Summit 2017. This document is in place to be sure Board members are up to date on all the portfolios. Denise encouraged the Board to read over the document.

Vicki gave an overview of some changes on-site at the Washington State Convention Center and some new things to PASS Summit 2017.

## **7. High Level Portfolio Updates**

### **Educational Content – Wendy Pastrick**

Wendy outlined the upcoming PASS Marathon: Developer Edition taking place on November 14, 2017 noting there is a few hundred registrations to date with six sessions. Both Jen Stirrup and Chris Woodruff are presenting sessions. She also noted the speakers are being promoted to share their own network.

### **Audience Development – Tim Ford**

Tim updated the Board that the advisory group has been meeting and in addition to the Developer marathon Wendy mentioned the group is focused on generating some developer focused content to help drive audience growth.

### **Partnerships – Allen White**

Allen reminded the Board that Sonya Waitman, Lisa Harding and Amanda Martin attended Grace Hopper as exhibitors representing PASS. They collected 60 new memberships to PASS with the biggest interest coming from universities. Katherine Allen, the new HQ account manager has scheduled 7 onsite meetings

with develops and partners. Allen encouraged the Board to go through the Expo Hall and thank the PASS Vendors.

### **Special Projects – Jen Stirrup**

Jen updated the Board on her efforts to support the developer side of things. Looking at what that audience might be. Jen has been specifically focused on data science and is working to help generate speakers.

### **Community Development – Chris Woodruff**

Chris reminded the Board that surveys have gone out to the community leaders for feedback. Chris is working with Amanda Martin to set up hosted webinars with a new marathon on Linux coming. Chris encouraged the Board to say farewell to Cathrine Wilhelmsen and noted they are working on a plan on how to fill her role. Chris noted that there is developer presence at the BoF luncheons during PASS Summit 2017.

### **Local Events – Eduardo Castro**

Eduardo noted that the BA Day local event scheduled for August was cancelled. They are currently waiting for reconciliation to decide on how to move forward with the local event model.

Adam thanked the outgoing Board members, Jen Stirrup, Chris Woodruff, Denise McInerney and Thomas LaRock.

Adam noted Denise's contribution on getting the organization to be more data driven and to see that through by working with the marketing team to drive data and policies. He noted that Denise has been one of the voices in the room that has pushed to do hard things.

Adam shared that Thomas has been a constant valuable reminder that the PASS Board needs to make their voice more human and that we must listen to our community. Adam noted that he doesn't know many people that have shown more commitment to the organization.

Adman thanked Denise and Thomas for their years served on the Board and with the PASS organization.

## **8. PASS Summit 2017 Tour**

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

**The meeting adjourned at 3:47pm Pacific Time.**

### **Next Board meeting**

The next Board meeting will be via teleconference on December 14, 2017.