



# Board of Directors Meeting

Teleconference – April 13, 2017

**Attendees:** Grant Fritchey, Denise McInerney, Thomas LaRock, Wendy Pastrick, Jen Stirrup, Eduardo Castro, Chris Woodruff, Jennifer Moser

**Not in Attendance:** Adam Jorgensen, Tim Ford, Allen White, Tim Mallalieu

**PASSHQ Attendees:** Judy Christianson, Lisa Harding, Elizabeth Jeffs, Felice Lam Janice Simpson, Vicki Van Damme, Sonya Waitman

## Agenda for Discussion:

1. Marketing Budget Pre-approval Vote
2. Local Events Budget Pre-approval Vote
3. Vote on March Board Meeting Minutes
4. Vote on Special Board Meeting Minutes
5. Upcoming Board Activities/Speaking Opportunities
6. PASS Director Portfolio Updates

## Meeting Minutes

Grant Fritchey opened the meeting by welcoming everyone in attendance. Grant announced that he was going to move the agenda item order to put the budget pre-approvals at the top of the agenda.

### 1. Marketing Budget Pre-approval

Denise McInerney recapped the opportunity for outreach on behalf PASS during the Grace Hopper conference 2017, which will take place in October this year. Denise noted that in order not to lose out on Expo opportunity the Board will need to approve an FY 2018 budget pre-approval now.

**Motion:** I move to approve an FY 2018 budget pre-approval of \$8,000 for a PASS exhibit at the 2017 Grace Hopper conference from October 4 to 6, 2017.

Motion: Denise McInerney

Second: Jen Stirrup

Adam Jorgensen Absent

Grant Fritchey	Yes
Thomas LaRock	Yes
Wendy Pastrick	Yes
Tim Ford	Absent
Allen White	Absent
Eduardo Castro	Yes
Chris Woodruff	Yes
Jennifer Moser	Yes
Tim Mallalieu	Absent

*Motion Passed (8 yes, 0 no, 0 abstain, and 4 did not vote)*

## 2. Local Events Budget Pre-approval

Eduardo Castro opened by reminding the Board about the email that was sent outlining the addition of a proposed BA Day in San Diego. Eduardo updated the Board about BA Day Atlanta on June 21, 2017 and shared the current registration numbers. Eduardo announced that the Board will need to pre-approve budget for the proposed BA Day San Diego today.

Jennifer Moser raised a question of how many attendees are expected at the BA Day San Diego. Eduardo explained they are anticipating 100 attendees.

Vicki Van Damme added that the goal for this event is to be revenue neutral so there is budgeted revenue to offset this budget ask.

**Motion:** I move to approve an FY 2018 budget pre-approval of \$60,000 for a third BA Day event in August 2017.

Motion: Eduardo Castro  
Second: Denise McInerney

Adam Jorgensen	Absent
Grant Fritchey	Yes
Thomas LaRock	Yes
Wendy Pastrick	Yes
Tim Ford	Absent
Jen Stirrup	Yes
Allen White	Absent
Chris Woodruff	Yes
Jennifer Moser	Yes
Tim Mallalieu	Absent

*Motion Passed (8 yes, 0 no, 0 abstain, and 4 did not vote)*

## 3. Vote on March Board Meeting Minutes

Grant confirmed that all were prepared to vote on the minutes from the March Board meeting.

**Motion:** I move to approve the March Board meeting minutes that were sent to the Board on April 11, 2017

Motion: Grant Fritchey  
Second: Wendy Pastrick

Adam Jorgensen	Absent
Denise McInerney	Yes
Thomas LaRock	Yes
Tim Ford	Absent
Jen Stirrup	Yes
Allen White	Absent
Chris Woodruff	Abstain
Eduardo Castro	Yes
Jennifer Moser	Yes
Tim Mallalieu	Absent

*Motion Passed (7 yes, 0 no, 1 abstain, and 4 did not vote)*

#### 4. Vote on Special Board Meeting Minutes

Grant confirmed that all were prepared to vote on the minutes from the Special Board meeting in March.

**Motion:** I move to approve the March Special Board meeting minutes that were sent to the Board on April 11, 2017

Motion: Grant Fritchey  
Second: Wendy Pastrick

Adam Jorgensen	Absent
Denise McInerney	Yes
Thomas LaRock	Yes
Tim Ford	Absent
Jen Stirrup	Yes
Allen White	Absent
Chris Woodruff	Abstain
Eduardo Castro	Yes
Jennifer Moser	Abstain
Tim Mallalieu	Absent

*Motion Passed (6 yes, 0 no, 2 abstain, and 4 did not vote)*

#### 5. Speaking Opportunities

Grant asked those in attendance to declare any known upcoming PASS related speaking opportunities.

No upcoming speaking opportunities were declared.

## 6. Portfolio Updates

Grant reminded the Board that the portfolio updates are meant to be high level updates.

**Partnerships** – Sonya Waitman, PASS HQ, gave an update regarding some of the challenges the sales team is experiencing. She indicated that the team is working on new forecasting and working towards planning for FY 2018 budgeting.

**Audience Development** – Vicki Van Damme, PASS HQ, stated the portfolio is currently focused on the developer audience. Stakeholder meetings are ongoing in order to refine the developer audience which PASS will focus on. This aligns to the efforts of the Educational Content portfolio and the efforts to create educational content frameworks.

**Local Events** – Eduardo Castro gave his update earlier in the meeting prior to the motion for the budget pre-approval.

**Community** – Chris Woodruff announced that he is familiarizing himself with the portfolio since his appointment and is working with the team for the Summit Developer content. The portfolio is currently focused on getting an overview of the virtual groups and is working to revive the developer virtual group application. Grant added that this is Chris's first Board meeting and welcomed him to the Board.

**Special Projects** – Jen Stirrup updated the Board that the portfolio is currently supporting the Business Analytics content strategy with the focus on BA Day and BA Marathon. They are looking at refreshing the BA content approach, speakers and what's trending. Jen has also supported the efforts to define the developer audience.

**Educational Content** – Wendy Pastrick informed the Board that during her visit to PASSHQ in early April the program team reviewed and are finalizing the survey results that went out to the membership. Wendy reported that there was 100% increase in response to the survey. Wendy added that there were two town halls today focused on the Summit program innovation. Currently the focus with the program committee is using the new content framework to target speakers as well as finalizing the list for pre-con speakers. Call for speakers will open May 10, 2017.

The meeting adjourned at 2:35 pm Pacific Time.

### Next Board meeting

The next Board meeting will be via Teleconference on May 11, 2017.