



Board of Directors Meeting

Teleconference – May 11, 2017

Attendees: Grant Fritchey, Denise McInerney, Wendy Pastrick, Tim Ford, Jen Stirrup, Allen White, Eduardo Castro, Jennifer Moser

Not in Attendance: Adam Jorgensen, Thomas La Rock, Chris Woodruff, Tim Mallalieu

PASSHQ Attendees: Judy Christianson, Sandy Cherry, Elizabeth Jeffs, Jason Kwong, Felice Lam, Vicki Van Damme, Janice Simpson, Sonya Waitman

Agenda for Discussion:

1. Vote on April Board meeting minutes
2. Speaker opportunities
3. Portfolio updates
4. FY 2018 Goal Setting
5. Overview of Developer Audience
6. Motion to appoint chair of Developer Audience Committee
7. Discussion to Participate in SQL Service Live

Meeting Minutes

Grant Fritchey opened the meeting by welcoming everyone in attendance. Grant confirmed that all were prepared to vote on the minutes from the April Board meeting.

1. Vote on April Board Meeting Minutes

Motion: I move to approve the April Board meeting minutes that were sent to the Board on May 10, 2017

Motion: Grant Fritchey
Second: Wendy Pastrick

Adam Jorgensen	Absent
Denise McInerney	Yes
Thomas LaRock	Absent
Tim Ford	Abstain

Jen Stirrup	Absent
Allen White	Abstain
Chris Woodruff	Absent
Eduardo Castro	Yes
Jennifer Moser	Absent
Tim Mallalieu	Absent

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

Jen Stirrup and Jennifer Moser joined the meeting at 2:08 pm.

2. Speaking Opportunities

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

No upcoming speaking opportunities were declared.

3. Portfolio Updates

Grant reminded the Board that the portfolio updates are meant to be quick high level updates. Grant confirmed with Tim Ford that his update will be presented as an agenda item.

Educational Content – Wendy Pastrick informed the board that the Summit 2017 call for speakers has opened. She also updated the Board on the status of speaker invitations.

Local Events – Eduardo Castro reviewed the status of BA Day Atlanta and San Diego, highlighting the efforts from PASS HQ’s sales and marketing teams and the challenges associated with sales.

Community – Vicki Van Damme, PASS HQ, gave an update in Chris Woodruff’s absence stating that outside of supporting the Community portfolio Chris has been heavily involved in supporting PASS’ efforts with respect to the developer audience and is working in multiple cross-portfolio initiatives.

Special Projects – Jen Stirrup gave an update regarding the business analytics community and presentation content involved. Jen also discussed with the board feedback received within the BA community.

Partnerships – Allen White stated PASS HQ is working on finalizing the FY17 sales as well as creating the FY18 budgets. Allen added that Marketing is currently working with the Sales team to improve the demand generation for FY18. Allen concluded by reviewing the identified key measurables and partnership opportunities.

4. FY 2018 Goal Setting

Grant reviewed with the Board PASS’ mission statement and FY 2018 priorities. Grant encouraged the Board to reference the priorities and missions statement when setting goals for FY 2018. Grant reminded the board of the deadline to submit their FY 2018 goals as well as any accompanying descriptions.

5. Overview of Developer Audience

Tim Ford began by illustrating PASS' targeted Developer audience, highlighting their skills and needs within the workplace. Tim continued to define the Developer audience by outlining key differences within the Developer community. Tim reviewed with the Board what PASS has to offer the developer community, outlining the approach for growing this subset of our community for FY 2018.

The Board discussed the Developer audience as well as the development strategy for FY 2018.

6. Motion to appoint chair of Developer Audience Committee

Grant began by ensuring the Board was prepared to vote on the creation of a Developer Audience Committee.

Motion: I move to approve a 1-year term Developer Audience Advisory Committee co-chaired by Tim Ford & Chris Woodruff as of May 11, 2017.

Motion:	Grant Fritchey
Second:	Jen Stirrup

Adam Jorgensen	Absent
Denise McInerney	Yes
Thomas LaRock	Absent
Tim Ford	Yes
Wendy Pastrick	Yes
Allen White	Yes
Chris Woodruff	Absent
Eduardo Castro	Absent
Jennifer Moser	Yes
Tim Mallalieu	Absent

Motion Passed (7 yes, 0 no, 0 abstain, and 5 did not vote)

7. Discussion to Participate in SQL Service Live

Grant stated that this agenda item will be carried over for when Thomas La Rock is present.

The meeting adjourned at 2:45 pm Pacific Time.

Next Board meeting

The next Board meeting will be in-person in Vancouver, BC from June 27 – 28, 2017.