



**Board of Directors Meeting**  
**In Person – June 27 and 28, 2017**  
**Vancouver, BC**

**Attendees:** Adam Jorgensen, Grant Fritchey, Denise McInerney, Thomas LaRock, Wendy Pastrick, Tim Ford, Allen White, Chris Woodruff, Jennifer Moser

**Board Attendance via remote audio/video:** Jen Stirrup, Eduardo Castro, Jordan Goldmeier

**PASSHQ Attendees:** Judy Christianson, Sandy Cherry, Teresa Cheung, Craig Ellis, Lisa Harding, Elizabeth Jeffs, Amanda Martin, Alison McDonald, Marcella McKeown, Anika Polisen, Janice Simpson, Vicki Van Damme, Sonya Waitman

**Agenda for Discussion:**

**Day One:**

1. President's Welcome
2. Vote on May Minutes
3. Vote on June 6 Special Board Meeting Minutes
4. Vote on June 13 Special Board Meeting Minutes
5. Upcoming Board Activities
6. PASS Executive Election
7. Finance
8. Global Growth
9. PASS FY 2018 Priorities
10. Portfolio Update: Audience Development
11. Portfolio Update: Educational Content
12. Elections Update
13. MS Relationship

**Day Two:**

14. Welcome

15. Portfolio Update: Partnership
16. Update: IT
17. Portfolio Update: Community
18. Portfolio Update: Marketing
19. Portfolio Update: Local Events
20. Analyst Audience Discussion
21. PASS FY 2018 Priorities
22. C&C Update
23. Board Only Time
24. PASS Executive Meeting

### **Meeting Minutes**

#### **1. President's Welcome**

Adam Jorgensen opened by welcoming everyone to the meeting. Adam reminded the Board that persistence and engagement with their HQ counterpart is needed to get the goal focused work done. He reminded the Board that they need to be responsible as leaders to support the goals that have been set. Adam celebrated the exciting accomplishments seen this fiscal year by highlighting changes such as the Summit Innovation, Local Events, and audience integration. Adam emphasized focused goal setting to succeed in the further change envisioned for PASS' future.

Grant Fritchey notified the Board that there will be three motions set for approving Meeting Minutes.

#### **2. Vote on May Minutes**

**Motion:** I move to approve the minutes for the May Board meeting that were sent to the Board on June 22, 2017

Motion: Grant Fritchey  
Second: Allen White

Adam Jorgensen	Yes
Denise McInerney	Yes
Thomas LaRock	Abstain
Wendy Pastrick	Yes
Tim Ford	Abstain
Jen Stirrup	Yes
Eduardo Castro	Yes
Chris Woodruff	Yes
Jennifer Moser	Abstain

***Motion Passed (8 yes, 0 no, 3 abstain, and 0 did not vote)***

**3. Vote on June 6 Special Board Meeting Minutes**

**Motion:** I move to approve the minutes from the June 6 special Board meeting that were sent to the Board on June 22, 2017

Motion: Grant Fritchey  
Second: Denise McInerney

Adam Jorgensen	Yes
Thomas LaRock	Abstain
Wendy Pastrick	Yes
Tim Ford	Yes
Jen Stirrup	Yes
Allen White	Yes
Eduardo Castro	Yes
Chris Woodruff	Yes
Jennifer Moser	Abstain

**Motion Passed (9 yes, 0 no, 2 abstain, and 0 did not vote)**

**4. Vote on June 13 Special Board Meeting Minutes**

**Motion:** I move to approve the minutes from the June 13 special Board meeting that were sent to the Board on June 22, 2017

Motion: Grant Fritchey  
Second: Wendy Pastrick

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

**Motion Passed (9 yes, 0 no, 2 abstain, and 0 did not vote)**

**5. Upcoming Board Activities**

Grant asked to board if there are any activates to declare. Thomas LaRock notified the Board that he will be serving as Co-Chair for SQL Server Live Orlando. Tom reassured the Board that these duties will not pose a conflict with his role on the PASS Board.

**6. PASS Executive Election**

Thomas LaRock and Janice Simpson of PASS HQ reviewed the voting procedures for the Executive Election with the rest of the Board. Tom clarified that a candidate must garner the majority of votes from the voting Board members to be elected to the ExecCo. In case of a tie, the vote of Chair of the Elections process is the deciding vote. Voting will start with the highest office, president, and then the Executive Vice President Finance (EVP), followed by the Vice President of Marketing (VP). Candidates are included in the vote and may vote for themselves.

**PASS President**

Tom called for nominations for the office of President. Adam nominated Grant Fritchey for PASS President, Tim Ford seconded the nomination. No other nominations were made for the office of President. Grant accepted the nomination and presented to the board his vision of PASS and his dedication to bettering the community. There was a 15-minute Q&A period followed by the vote.

**Positon:** President

**Candidates:** Grant Fritchey

**Vote:**

Adam Jorgensen	Grant Fritchey
Grant Fritchey	Grant Fritchey
Denise McInerney	Grant Fritchey
Thomas LaRock	Grant Fritchey
Wendy Pastrick	Grant Fritchey
Tim Ford	Grant Fritchey
Jen Stirrup	Grant Fritchey
Allen White	Grant Fritchey
Eduardo Castro	Grant Fritchey
Chris Woodruff	Grant Fritchey
Jennifer Moser	Grant Fritchey

**Elected:** Grant Fritchey, Unanimous

**Executive Vice President**

Tom called for nominations for the role of Executive Vice President. Both Wendy Pastrick and Allen White self-nominated. A randomized draw was done to select which of the candidates will present their 3-minute speech first. Each presented a 3-minute speech, followed by a 15-minute Q&A and the vote.

**Positon:** Executive Vice President, Finance

**Candidates:** Wendy Pastrick, Allen White

**Vote:**

Adam Jorgensen	Wendy Pastrick
Grant Fritchey	Wendy Pastrick
Denise McInerney	Wendy Pastrick

Thomas LaRock	Allen White
Wendy Pastrick	Wendy Pastrick
Tim Ford	Allen White
Jen Stirrup	Allen White
Allen White	Allen White
Eduardo Castro	Wendy Pastrick
Chris Woodruff	Allen White
Jennifer Moser	Wendy Pastrick

**Elected:** Wendy Pastrick, 6 Votes

### **Vice President, Marketing**

Tom called for nominations for the Vice President, Marketing. Chris Woodruff nominated Tim Ford for the role. No other nominations were made for the role of Vice President, Marketing. Tim Ford accepted the nomination and presented his 3-minute speech. There was a 15-minute Q&A followed by the vote.

**Positon:** Vice President, Marketing

**Candidates:** Tim Ford

**Vote:**

Adam Jorgensen	Tim Ford
Grant Fritchey	Tim Ford
Denise McInerney	Tim Ford
Thomas LaRock	Tim Ford
Wendy Pastrick	Tim Ford
Tim Ford	Tim Ford
Jen Stirrup	Tim Ford
Allen White	Tim Ford
Eduardo Castro	Tim Ford
Chris Woodruff	Tim Ford
Jennifer Moser	Tim Ford

**Elected:** Tim Ford, Unanimous

### 7. **Finance Update**

Grant began the financial update with a vote to approve the FY2018 budget.

**Motion:** I move to approve the FY 2018 budget as sent to the Board on June 1, 2017.

Motion:	Grant Fritchey
Second:	Allen White
Adam Jorgensen	Yes
Denise McInerney	Yes
Thomas LaRock	Absent

Wendy Pastrick	Yes
Tim Ford	Yes
Jen Stirrup	Yes
Eduardo Castro	Yes
Chris Woodruff	Yes
Jennifer Moser	Yes

**Motion Passed (10 yes, 0 no, 0 abstain, and 1 did not vote)**

The Board discussed an initial projection of the final revenues and expenses for FY 2017. The team at HQ are working on finalizing this and will have actuals to report at the Summit Board meeting after our financial reconciliation. Going into FY18, the PASS Board has approved an investment-focused budget with a deficit of \$354K (which represents 4% of budgeted revenues), allowing PASS to proceed with another investment year. This will allow PASS to continue a strong focus against priorities to ensure enhanced resources PASS provides to the membership. PASS has seen positive YoY growth. Denise referenced the Financial Dashboard the Board has access to and encouraged the Board to think critically and question the dashboard if they are unclear regarding finances. The Board had a discussion regarding revenue and growth for PASS. Vicki Van Damme thanked Sandy Cherry for all her hard work putting pulling this kind of data together to display to the Board.

**8. Global Growth**

The Board discussed the importance of the Global Growth Committee. Adam made a motion to renew the committee for another year.

**Motion: I move to approve a 1-year term Global Growth Committee chaired by Grant Fritchey as of June 27, 2017**

Motion:	Adam Jorgensen
Second:	Wendy Pastrick

Grant Fritchey	Yes
Denise McInerney	Yes
Thomas LaRock	Yes
Tim Ford	Yes
Jen Stirrup	Yes
Allen White	Yes
Eduardo Castro	Yes
Chris Woodruff	Yes
Jennifer Moser	Yes

**Motion Passed (11 yes, 0 no, 0 abstain, and 1 did not vote)**

**9. PASS FY 2018 Priorities**

Adam presented the PASS FY2018 Priorities. Adam outlined that PASS' goals for Fiscal Year 2018 will be consolidated to achieve three main objectives: financial viability, thriving membership and thought leadership. Adam walked the Board through the goals associated with each priority and encouraged the Board to reflect on future and present initiatives to ensure they are working towards the same objectives. Adam thanked the Board and their PASS HQ counterparts for their work on streamlining PASS' goals.

10. **Portfolio Update: Audience Development**

Vicki and Tim presented an update on the Audience Development portfolio. Tim outlined the audience development goals as aligned with PASS' new priorities. The Board discussed developer content topics and target audience.

11. **Portfolio Update: Educational Content**

Wendy Pastrick shared the stated FY2018 goals for the educational content portfolio. Wendy highlighted the increase in overall submissions, as well as new presenters for Summit 2017's Call for Speakers.

12. **Elections Update**

Vicki updated the Board on the upcoming PASS Elections. Vicki discussed with the Board the challenges associated with PASS' elections, highlighting the desire to increase the number of qualified candidates. The Board discussed possible avenues for recruitment and areas for improvement.

13. **MS Relationship**

Jennifer Moser gave an update to the Board regarding Microsoft's relationship. This information is classified NDA and will be announced at a later date.

The meeting adjourned at 3:55 pm Pacific Time.

**Day Two Meeting Minutes**

14. **Welcome**

Adam welcomed everyone to Day 2 of the PASS June Board Meeting.

15. **Portfolio Update: Partnership**

Allen opened the presentation by outlining the three objectives of the Partnership portfolio. The Board discussed partnership opportunities pertaining to Summit.

Sonya Waitman of PASS HQ reviewed the attainment to June 2016 Goals. Sonya outlined the expansion the partnership program has seen over the course of the year as well as the increased insight into PASS' current partners.

Sonya continued to outline the YoY Performance, highlighting the success of the Global Alliance Partnership program. Sonya discussed with the Board the obstacles the Partnership program is facing and the resolutions in place to overcome them. The Board discussed the change on the horizon and the positive impact it will have on Partnerships.

Sonya highlighted the success of the Sales team, stating benefits seen with launching the 2017 Summit Prospectus earlier, and new vendors for Summit 2017.

Sonya reviewed the sales projection for FY18 and continued with an update for Summit 2017 sales, highlighting key areas of growth in comparison to last year.

16. **Update: IT**

Vicki updated the Board on a change in leadership over HQ's IT team. Vicki announced that Elizabeth Jeffs of PASS HQ will be leading the IT team going forward, and that the change has been well received by the IT Department. Vicki continued with an update on the obstacles IT has experienced and the resolutions in place to rectify them.

Elizabeth presented to the Board the IT Roadmap, highlighting the projects near completion as well as projects on the horizon.

17. **Portfolio Update: Community**

Chris Woodruff and Amanda Martin presented the FY 2018 goals focusing on cross portfolio collaboration, improving community leader satisfaction and supporting growth of PASS membership. Chris emphasized the drive to engage the Developer audience in addition to continuing to improve the experience of our existing membership and community leaders.

18. **Portfolio Update: Marketing**

Denise updated the Board on Summit registrations, the PASS Job Board, and PASS branding. Denise reviewed with the Board the projections, improvements, and FY18 Marketing plan pertaining to PASS Summit. Lastly, Denise demonstrated to the Board the PowerBI Summit Registration Dashboard and encouraged the Board to provide feedback. The Board reviewed the dashboard's functionality together.

19. **Portfolio Update: Local Events**

Elizabeth updated the Board on the recent BA Day held in Atlanta. Elizabeth highlighted the positive attendee experience and feedback. She went on to outline the upcoming local events and the financial viability. The Board discussed the global reach of the Local Events Model. The Board discussed the Local Event Model and target audiences. Lastly Elizabeth outlined the next steps in refining the Local Event Model.

20. **Analyst Audience Discussion**



Vicki and Denise presented the PASS Audience Phases and the Board had a discussion around growth in the Analyst audience.

21. **PASS FY 2018 Priorities**

Vicki reiterated to the Board what the PASS priorities are, displayed the focused priorities and reminded the Board that PASS HQ will always be focused on these priorities. For the organization to be successful this is imperative.

22. **C&C Update**

Vicki Van Damme gave the Board an update on the current C&C org chart and outlined the changes over the past few months.

The meeting ended at 2:30pm Pacific Time

23. **Board Only Time**

The PASS Board met in camera.

24. **PASS Executive Meeting**

The PASS Executive met in camera.

**Next Board meeting**

The next Board meeting will be via Teleconference on July 14, 2017.