



Board of Directors Meeting

Teleconference – August 10, 2017

Attendees: Adam Jorgensen, Grant Fritchey, Denise McInerney, Jen Stirrup, Allen White, Eduardo Castro, Chris Woodruff, Jennifer Moser

Not in Attendance: Thomas LaRock, Wendy Pastrick, Tim Ford

PASSHQ Attendees: Judy Christianson, Sandy Cherry, Elizabeth Jeffs, Jason Kwong, Anika Polisenio, Janice Simpson, Sonya Waitman

Agenda for Discussion:

1. Vote on June Board Meeting Minutes
2. Vote on July Board meeting minutes
3. Board Activities
4. Board Q&A at Summit
5. Summit Update
6. Portfolio Updates

Meeting Minutes

1. Vote on June Board meeting minutes

Motion: I move to approve the June Board meeting minutes that were sent to the Board on August 3, 2017

Motion: Grant Fritchey
Second: Chris Woodruff

Adam Jorgensen	Yes
Denise McInerney	Yes
Thomas LaRock	Absent
Wendy Pastrick	Absent
Tim Ford	Absent
Jen Stirrup	Yes
Allen White	Yes
Eduardo Castro	Yes
Jennifer Moser	Yes

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

2. Vote on July Board meeting minutes

Motion: I move to approve the June Board meeting minutes that were sent to the Board on August 3, 2017

Motion: Grant Fritchey
Second: Allen White

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

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

3. Board Activities

Grant Fritchey opened discussion with the Board of Directors to declare any upcoming Board activities. No Board activities were declared.

4. Board Q&A at Summit

The Board discussed the location of the Q&A at PASS Summit 2017 and unanimously agreed that they will be holding the Board Q&A in the Community Zone. Date and time to be determined.

5. Summit Update

Sonya Waitman of PASSHQ reviewed the status of Summit 2017 registrations. Sonya outlined the marketing strategies that are in place to reach the target audiences to increase registration, highlighting the activities with the GAP partners.

6. Portfolio Updates

Eduardo Castro updated the Board on the status of the Local Events portfolio. Eduardo highlighted the progress of BA Day in San Diego and notified the Board they will commence looking ahead towards the next iteration.

Chris Woodruff reviewed with the Board the launch of a new Local Group site skin. Chris notified the Board of the few changes that occurred to the Virtual Groups. The Board discussed the opportunities around the Virtual Group changes.

Allen White notified the Board of the status of the Partnership portfolio. Allen highlighted the strong lead generation activity from recent campaigns.

Sonya Waitman provided an update on behalf of Tim Ford's portfolio, Audience Development. Sonya updated the Board on the development of the Developer Committee and its immediate impact.

The meeting adjourned at 2:25pm Pacific Time.

Next Board meeting

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