



## Board of Directors Meeting

Teleconference – December 14, 2017

**Attendees:** Denise McInerney, Wendy Pastrick, Tim Ford, Jen Stirrup, Allen White

**Not in Attendance:** Adam Jorgensen, Grant Fritchey, Thomas LaRock, Eduardo Castro, Chris Woodruff

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

### Agenda for Discussion:

1. Vote on October Board meeting minutes
2. Board Activities
3. Update from PASS Executive meeting in Vancouver
4. Portfolio Updates
5. New Microsoft Board Appointment

Denise McInerney opened the meeting by confirming everyone was prepared to vote on the minutes.

### Meeting Minutes

#### 1. Vote on October Board meeting minutes

**Motion:** I move to approve the October Board meeting minutes that were sent to the Board on December 1, 2017.

Motion:	Denise McInerney
Second:	Tim Ford
Adam Jorgensen	Absent
Grant Fritchey	Absent
Thomas LaRock	Absent
Wendy Pastrick	Yes
Jen Stirrup	Yes
Allen White	Yes
Eduardo Castro	Absent
Chris Woodruff	Absent
Lindsey Allen	Absent

***Motion Passed (5 yes, 0 no, 0 abstain, and 6 did not vote)***

#### 2. Board Activities

Denise asked the Board if there were any paid speaking engagements on the horizon for anyone. No Board activates were declared.

### **3. Update from PASS Executive Meeting in Vancouver**

Denise gave a high-level update from the meetings that took place in Vancouver the week of December 4<sup>th</sup>, 2017. The incoming and outgoing PASS Executive met to discuss the upcoming year and the transition of roles. The focus of the discussions were around increasing PASS revenue. Denise reiterated that we need to focus on growing revenue to close the deficit. She noted that PASS' value is providing content and opportunities for the community to engage. If we do this well we will grow revenue. Denise summarized that the Executive tasked the leadership team at HQ to build a plan based on the conversations and strategic thinking from the meetings. That plan will be shared with the Board prior to the January Board in order to engage in a discussion during the meetings. Part of that plan will be how to best leverage the Board to drive the plan. Denise asked the Board to anticipate a new structure from the portfolios that the PASS Board has had for so many years. The Board had a discussion on the update from Denise.

### **4. Portfolio Updates**

Denise gave an update on the Marketing portfolio noting that the PASS Executive discussed the projections HQ pulled together for PASS Summit 2018 while in Vancouver. Denise announced everything within the plan is on track and far ahead of previous years.

Allen White gave an update on sales figures noting a positive position in the pipeline.

Vicki Van Damme, PASSHQ, gave an update for the community team in Chris Woodruff's absence. Vicki noted that Catherine Wilhelmsen's last day with PASS was December 8, 2017 and the team is currently covering her responsibilities while HQ recruits for a replacement.

Vicki added that a new feature was launched on the Virtual Group page allowing users to filter the Virtual Groups by content type and language. Vicki also added that the community team is in the process of writing a community feature article to highlight community contributions to the Linux marathon. Lastly, Vicki shared that Chris wanted her to thank the Board and that he has enjoyed the last year and the experience of the PASS Board appointment.

Wendy Pastrick inquired as to some reported concerns that had come up recently in regard to the SQLSaturday website. Elizabeth Jeffs, PASSHQ, noted that there were some minor bugs that were rectified in a very short period of time, noting none of the bugs were critical. She also noted that some reported issues were user errors.

Wendy gave an update on Educational Content noting that the focus is currently on speaker recruitment and hours of content. The initial feedback has been good.

Jen Stirrup updated the Board stating she had met with John Martin, the incoming EMEA Director to support in his transition. She noted that she wishes him much success.

Allen White thanked Jen Stirrup for her service and all she has done for the Board over the past 4 years.

Tim Ford thanked Jen Stirrup for her service noting her contributions to the BA initiatives.

Tim also thanked Denise for her service noting the huge contributions and impact she has made to PASS.

Wendy noted thanks to Thomas LaRock recognizing his contributions to the Board and PASS over the years.

Wendy also noted thanks to Chris Woodruff for his contributions over the past year.

**5. New Microsoft Board Appointment**

Sonya Waitman, PASSHQ, announced that Microsoft has appointed a new Board member to replace Jennifer Moser. Cormac Foster will be joining the PASS Board immediately and will be attending the meeting in January. A bio and photo will go up on the website by the end of the week.

**6. January Board Meeting**

Denise reminded the Board to book their travel plans for the January Board meeting.

Denise thanked the Board for all their support.

**The meeting adjourned at 2:40pm Pacific Time.**

**Next Board meeting**

The next Board meeting will be in-person on January 30 & 31, 2018 in Woodinville Washington.