



Board of Directors Meeting

Teleconference

October 8, 2020

Attendees: Wendy Pastrick, Tim Ford, Chris Yates, Grant Fritchey, Roberto Fonseca, Lori Edwards, Mindy Curnutt, Melody Zacharias, Hamish Watson

Not in Attendance: Asad Khan, Ramnik Gulati

PASSHQ Attendees: Judy Christianson, Craig Ellis, Elizabeth Jeffs, Anika Polisenio, Vicki Van Damme, Marcella McKeown, Terence O'Shea

Agenda for Discussion:

1. Roll Call
2. Approval of September Meeting Minutes
3. Board Activities
4. Vacant Director Seat - Vote
5. Election Update
6. PASS Summit Update
7. Sales 365 Update
8. PASS Pro Membership
9. Microsoft Update
10. Working groups Update

1. Roll Call

Quorum was achieved.

2. Vote to Approve September Board Meeting Minutes

Wendy Pastrick confirmed that the Board was ready to vote on the September Board meeting minutes.

Motion: I move to approve the September Board meeting minutes that were sent to the Board on September 25th, 2020.

Motion: Wendy Pastrick
Second: Roberto Fonseca

Tim Ford	Abstain
Chris Yates	Yes
Grant Fritchey	Yes
Lori Edwards	Yes
Mindy Curnutt	Yes
Melody Zacharias	Yes
Hamish Watson	Yes
Asad Khan	Absent

6. PASS Summit Update

Terence O'Shea informed the Board that there was an uptick in registrations over the past week and there are currently over 1000 paid registrations with good engagement through all communications. Terence added that the Microsoft sessions were announced as well as a sample of the virtual platform being released, giving the community some insight as to what the virtual conference will look like. Chris Yates thanked everyone for their engagement to drive traffic to the site. Tim echoed Chris and added that engaging to drive registration is a Board commitment and to keep up the great work.

Marcella McKeown reiterated the Microsoft sessions were released and noted they can be found on the Microsoft at Summit page as well as within the conference sessions page. Marcella added that the speaker portal was also launched with an ask to speakers to get their profiles, recordings, and slides in by the deadline dates. Marcella outlined that all prerecorded sessions will have closed captioning added to all videos. Marcella added that feedback from speakers has been positive overall. Lastly, Marcella added that program is working on setting up the process for technical checks for the live stream speakers and the virtual platform technicians.

Craig Ellis gave an update to the Board on PASS Virtual Summit sales noting that the team has only been selling for 8 weeks and are above target for the short sales cycle with a few weeks to go to fully hit targets. Craig outlined sales to date, what's in the pipeline, AMO's, and outlined the predicted shortfall to budget which will be around 18%. Craig added that while there is only a week left to sell, if there are any known leads to please send them to the Sales team.

7. Sales 365 Update

Craig gave an update on Sales 365 noting that this has been a lower priority due to the focus on Summit. Craig added that although this has not been the top priority, the team is just short of target by about 11% for this time of year, adding this will pick up post Summit and the team is on track and are confident to hit target.

8. PASS Pro Membership

Elizabeth Jeffs informed the Board that the PASS Pro price bump was on October 7th, 2020 with an uptick in registration just before the price bump adding about 60 new memberships. The educational series was released with the price bump and there has been engagement with the membership to start their journey. Elizabeth went on to explain that the next step for PASS Pro is the Microsoft Learn initiative which will begin being promoted just before PASS Virtual Summit and throughout PASS Virtual Summit in order to propel the engagement for post Summit as most of the activity will be taking place after the conference. The training record will be released by the end of the year, which will allow members to have a record of all live interactions with PASS. Elizabeth added that there has been a lot of great feedback on this next evolution of PASS.

Terence added how important the messaging will be regarding corporations purchasing the PASS Pro Membership packages to entice employees for their career path. Terence updated the Board on the current marketing activities in relation to promoting registration for the PASS Pro membership promotion

and what new members receive upon registration. Terence added that there will be ongoing promotion and communications of the PASS Pro Membership throughout the year.

9. Microsoft Update

Vicki presented the Microsoft Sponsorship goals, reiterating FY21 has already been achieved for 365 and Summit. Next steps are to look at the H2 spend which is January to June 2021. Vicki added that Microsoft has been offering demand gen support where Virtual Summit is being promoted on the Microsoft SQL Server 2019 page and has recently been added to the downloads page, which is the most visited page, so it's great to have the exposure. Vicki added that there was also some informal exposure at the Ignite conference, where data sessions or Azure SQL sessions added to the attendee chat about learning more on how to register for PASS Virtual Summit. There will also be another blog coming that will be posted on Microsoft's website with ongoing social. Vicki added the other big focus is the Azure SQL championship and the information on that was sent out to the Board in an email yesterday. Vicki urged the Board to promote this and register themselves for the Azure SQL Championship. Lastly, Vicki reiterated that the Microsoft Learn partnership with PASS Pro is on the horizon, which will be exciting.

10. Working Group Updates

Community Working Group

Elizabeth outlined that the working group has had discussions around the Regional Mentor program communications going out to the community. The main focus has been on Summit and tidying up the engagement pieces, specifically determining the best path forward for the community meetings.

Research and Engagement Working Group

Vicki outlined that the working group is focused on Summit execution and since the price bump discussion the group has not been leveraged. The HQ team is charging forward to drive registration.

Educational Content Working Group

Marcella outlined that the group is focused on Summit with no other updates.

Governance Working Group

Vicki noted that there is no update from the Governance working group.

The meeting adjourned at 12:40pm Pacific Time.

Next Board meeting

The next Board meeting will be by teleconference on October 29, 2020 at 12:00am Pacific Time.