



## Board of Directors Meeting

### Teleconference

September 10, 2020

**Attendees:** Wendy Pastrick, Grant Fritchey, Chris Yates, Roberto Fonseca, Lori Edwards, Mindy Curnutt, Melody Zacharias, Hamish Watson, Ramnik Gulati

**Not in Attendance:** Tim Ford, Asad Khan

**PASSHQ Attendees:** Judy Christianson, Sandy Cherry, Craig Ellis, Elizabeth Jeffs, Janice Simpson, Vicki Van Damme, Terence O'Shea

### Agenda for Discussion:

1. Roll Call
2. Approval of August Meeting Minutes
3. Board Activities
4. NomCom Composition Vote
5. Election Update
6. Finance Update
7. PASS Virtual Summit Update
8. Communications Update
9. PASS Pro Membership
10. Microsoft Update
11. Working groups Update

#### 1. Roll Call

Quorum was achieved.

#### 2. Vote to Approve August Board Meeting Minutes

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

**Motion:** I move to approve the August Board meeting minutes that were sent to the Board on September 4, 2020.

Motion: Wendy Pastrick  
Second: Roberto Fonseca

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

Asad Khan	Absent
Ramnik Gulati	Yes

***Motion Passed (8 yes, 0 no, 1 abstain, 2 absent)***

### **3. Board Activities**

Wendy asked if there were any Board members with upcoming paid speaking opportunities.

No activities were declared.

### **4. Nominations Committee Composition Vote**

Wendy reminded the Board about the email that was sent out by Janice Simpson, PASSHQ, on behalf of Erin Stellato, with the recommendation for this year's Nominations Committee composition and confirmed that everyone was ready to vote.

***Motion:*** I move to approve the composition of the 2020/2021 Nominations Committee as recommended to the Board with Erin Stellato, as Chair, Lisa Bohm, Joshua Higginbotham, Randolph West, Allen White, and Kevin Wilkie

Motion:	Wendy Pastrick
Second:	Chris Yates

Tim Ford	Absent
Grant Fritchey	Yes
Roberto Fonseca	Yes
Lori Edwards	Yes
Mindy Curnutt	Yes
Melody Zacharias	Yes
Hamish Watson	Yes
Asad Khan	Absent
Ramnik Gulati	Yes

***Motion Passed (9 yes, 0 no, 0 abstain, 2 absent)***

### **5. Election Update**

Wendy announced with the NomCom now in place the 2020 election will officially start and stated that the NomCom will meet over the next couple of weeks to review the processes. Wendy reminded the Board to promote the election and encourage qualified candidates to apply, adding that everything a potential candidate may need for guidance is posted on the NomCom page. Wendy reminded the Board that applications will be accepted starting September 28 to October 9 and Janice will be sending a reminder to the Board with the election timeline and Board recruitment support documents.

### **6. Finance Update**

Sandy Cherry, PASSHQ presented a finance update outlining C&C contribution to PASS for FY 2020 and into FY2021. Sandy also updated the Board on the current PASS reserves, cash flow from September 1, 2020 to June 30, 2021, and revenues from PASS Virtual Summit registration. The Board had a discussion on the PASS financials.

## **7. PASS Virtual Summit Update**

Terrence O'Shea, PASSHQ, recapped the current marketing challenges that PASS is faced with due to the current global climate. Terrence added that the shift to a virtual event also presents new opportunities including engaging with the broader global audience that may not have been able to attend an in-person conference. Terrence reviewed the opportunities that are being utilized to drive registration to PASS Virtual Summit and asked the Board to continue to use their social media channels to support registration and keep the connection with the community. Chris Yates reminded the Board to reach out to him or Terrence for any additional information.

## **8. Communications Update**

Terrence presented the objectives for communications leading up to PASS Virtual Summit 2020 with a focus on increasing registration. Terrence thanked the Board for their support and engagement on promoting the event. The Board had a discussion on the activities around engagement and advertising leading up to PASS Virtual Summit. Vicki Van Damme, PASSHQ, added that Ramnik Gulati and his team at Microsoft have promoted demand gen through Microsoft newsletters that offer a huge reach of 3.5 million and the other with about 600 thousand. Additionally, PASS has a permanent presence on the SQL Server 2019 home page globally, with a few more things on the horizon including a blog, and weekly social from Microsoft.

Craig Ellis, PASSHQ, presented the financials for 365 Sponsorship sales and outlined the lineup of Sponsors in the pipeline. Craig listed out the Global Alliance Partners that will be present at PASS Virtual Summit. He recapped that sales are going well with good response to the presentation around the virtual platform and the networking opportunities the conference will offer. Craig added that more international sponsors are desired and asked the Board to send any contacts they may know outside of North America over to him. Craig recapped that overall Sponsorship sales look good.

## **9. PASS Pro Membership**

Vicki presented an update on how PASS Pro Membership is going outlining that the reaction from the community was positive overall. Vicki added that there are approximately 200 memberships to date. The expectation is to see more memberships as the October price increase approaches. Vicki outlined the ongoing messaging but reminded the Board that PASS Virtual Summit is the priority right now and more focus will be back on PASS Pro Membership once the conference is over. Vicki thanked the Board and HQ for their support during this challenging time to get the PASS Pro Membership launched and gave a specific shout out to Elizabeth Jeffs and the IT team at HQ.

## **10. Microsoft Update**

Vicki presented the Microsoft Sponsorship budget showing that the budget amount for FY21 has already been achieved. Vicki highlighted the speedy success to close these funds, which is a testament of the Microsoft partnership with PASS. Vicki thanked Ramnik for his support to make this possible.

## **11. Working Group Updates**

### **Community Working Group**

Elizabeth Jeffs, PASSHQ outlined that the community working group continues to focus on the PASS Volunteer Policy and a Conflict of Interest Policy. Elizabeth added that the community team's focus right now is on PASS Virtual Summit engagement all up. The team will be engaging with the working group on the community meetings that take place at PASS Virtual Summit and how they will look this year being virtual.

### **Research and Engagement Working Group**

Vicki outlined that the group is looking at a potential PASS Virtual Summit price bump which is proving challenging without the data that is typically relied on. Vicki summarized that while price bumps typically increase registrations, there is a lot of uncertainty on the impact for a virtual conference. The Board has also expressed concerns in having any price increase. HQ is regrouping on this and will update the full Board shortly on recommended next steps.

### **Educational Content Working Group**

Elizabeth outlined that the content working group has been reviewing the session schedule for PASS Virtual Summit with a goal of posting it for September 15. The target for the platform for PASS Virtual Summit to go live is early October and attendees can start building their schedules at that time. Communications to speakers will go out in the coming week on what they can expect. The schedule will be adjusted as needed as is done every year leading up to PASS Virtual Summit. Elizabeth added that the majority of Microsoft sessions are in and will be posted at the conclusion of Ignite, after September 24. The Board had a discussion on pre-recording sessions for the speakers.

### **Governance Working Group**

Janice updated the Board that the governance working group has been working on strengthening the community code of conduct. Three bullets will be added to the current code that reflect the expected standards of behaviour from the community. The code of conduct is posted on the PASS home page and the updates will be added by the end of next week. On the horizon for the working group is candidate recruitment for the PASS Board election which is fast approaching.

Wendy reminded the Board to think about potential candidates for the current vacant seat and to submit any names to Janice. Wendy wished the Board health and safety through the upcoming months ahead.

The meeting adjourned at 1:02pm Pacific Time.

### **Next Board meeting**

The next Board meeting will be by teleconference on October 8, 2020 at 12:00am Pacific Time.