



Board of Directors Meeting

Teleconference

April 9, 2020

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

Absent: Asad Khan

PASSHQ Attendees: Judy Christianson, Sandy Cherry, Craig Ellis, Elizabeth Jeffs, Anika Polisenio, Vicki Van Damme, Sonya Waitman, Avalon Bourne, Marie Fryman-Kunert, Amanda Martin, Marcella McKeown, Marcia Mendonca, Terence O'Shea

Agenda for Discussion:

1. Roll Call
2. Approval of March Meeting Minutes
3. Board Activities
4. COVID-19 Update
5. PASS Summit
 - o Revised Summit Projections and Contingency Planning
 - o Ongoing Initiatives
6. PASS Community Support
7. Microsoft Update
8. Plans Going Forward
 - o Revenue Diversification Update
9. Working Group updates
 - o Community Working Group
 - o Research Working Group
 - o Content Working Group
 - o Governance Working Group

1. Roll Call

Quorum was achieved.

2. Vote to Approve March Board Meeting Minutes

Tim Ford confirmed that the Board was ready to vote on the March Board meeting minutes.

Motion: I move to approve the March Board meeting minutes that were sent to the Board on April 8, 2020.

Motion:	Tim Ford
Second:	Roberto Fonseca

Wendy Pastrick	Yes
John Martin	Yes

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

Motion Passed (9 yes, 0 no, 2 abstain, 1 absent)

3. Board Activities

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

John Martin stated that he would be speaking at a SQLSaturday in Oslo in August.

No other activities were declared.

4. COVID-19 Update

Judy Christianson, PASSHQ, provided an update on PASS’s approach to addressing the challenges that COVID-19 has presented. Judy thanked PASSHQ for their dedication and effort during this challenging time. Contingency planning for PASS Summit is underway and financial projections are being updated to address a variety of possible scenarios. Judy requested that the Board continue to build confidence and support within the Community.

Judy thanked the Board for their continued support and positivity to both the Community and to PASSHQ. Judy also thanked the Executive for their support and collaboration.

Wendy Pastrick thanked Judy and PASSHQ for all their efforts and spoke to the Board’s role as a conduit between PASSHQ and the Community.

Tim echoed Judy and Wendy’s comments and asked the Board to approach the Executive with any questions.

5. PASS Summit

Sonya Waitman, PASSHQ, summarized the upcoming presentation and introduced Marie Fryman-Kunert, Marketing Manager at PASSHQ.

Marie provided an overview of the revised and updated projections for PASS Summit. Marie also updated the Board on the revised schedule for pricing periods.

Sonya updated the Board on contingency planning for PASS Summit adding that PASS Summit will occur either in-person or as a virtual event. Elizabeth Jeffs, PASSHQ, provided an overview of planning for both an in-person and a virtual event, noting that this will allow PASS to be prepared for when decisions can be made as to what kind of an event will move forward.

Elizabeth provided an overview of options to hold a virtual PASS Summit. Vendor RFPs have been sent out and all options being pursued will have a virtual expo hall. Projections and baseline pricing for a virtual PASS Summit are in development.

Sonya and Marie updated the Board on current and future demand generation activities for PASS Summit. Marie explained the readjustment of messaging based on the current global climate. PASS is focusing on continued virtual learning for the Community by offering complimentary content from the most popular sessions from PASS Summit 2019. Additionally, paid ads are now focused on PASS itself and building awareness. Marie provided a summary of engagement based on complimentary content and paid ads, including new users vs. existing users and new memberships. Marie also provided an overview of next steps in regard to PASS Summit demand generation. Sonya noted that this is a high-level plan and is subject to change.

Marcella McKeown, PASSHQ, provided an overview of the PASS Summit program thus far. The call for speakers is currently open and has been expanded by one week due to the current public health crisis.

Sonya gave an update on sponsorship for PASS Summit. There continues to be interest from sponsors as they are looking for ways to connect with their customers.

6. Community Support

Amanda Martin, PASSHQ, gave an update on current initiatives in place to support the PASS Community. Local Groups have been provided with temporary Go-To Meeting accounts to run meetings virtually. SQLSaturday organizers will be provided a temporary virtual option through Go-To Webinar to host events. At this time, this plan applies for SQLSaturdays originally scheduled up until late May/early June. PASS will continue to monitor the situation and adapt accordingly to support events past that point. A new initiative is being developed to host weekly PASS Community Connects in which up to 20 members join in on a 30-minute session to connect with other PASS Community members. A topic would be assigned to each session, along with a pair of moderators, with the goal of having a casual, online discussion. Board members would be the moderators for the first few sessions, which would initially happen weekly and then increase based on interest. There will be additional planning on this initiative with more information to come.

Tim stated that this was a great idea and recommended that PASS host multiple sessions and move to have them be Community-led after the trial period. The goal will be to increase based on Community response.

Tim asked about attendance rates for Virtual Groups. Amanda will look into attendance numbers.

7. Microsoft

Sonya provided the Board with an update on the partnership with Microsoft and current and upcoming initiatives, including finalizing the fall activities series.

Vicki Van Damme, PASSHQ, gave an update on the technical content partnership. Focus is on executing the terms of the statement of work (SOW) and looking at how to leverage content for next fiscal and how to support revenue diversification. Vicki also informed the Board that this fiscal year has seen the largest 365 investment from Microsoft in several years, which is due to the value that Microsoft sees in PASS.

Vicki and Sonya thanked Asad Khan and Ramnik Gulati for their support and engagement.

8. Plans Going Forward

Elizabeth gave an update on current and upcoming priorities. The timeline for revenue diversification has been extended with plans being revisited to see what could quickly be put into execution. PASS' main focus is looking at opportunities to increase revenue. Frequent updates will be provided to the Board on this.

Terence O'Shea, PASSHQ, provided an overview of communication plans and the Board's role in communication to the PASS Community.

John Martin spoke to PASS being a source of stability for the Community, and thanked PASSHQ and the Board for all their hard work and effort. Tim echoed John's comments and encouraged the Board to continue to engage and reach out on social media and to be the human face for PASS.

9. Working Group Updates

Community Working Group

No further update.

Research and Engagement Working Group

No further update.

Educational Content Working Group

No further update.

Governance Working Group

Avalon Bourne, PASSHQ, provided an update on the current activities of the Governance Working Group. The feedback generated at the February Board meeting is being incorporated into the 2020 Board election strategy and a more robust update will be provided at the May Board meeting.

The meeting adjourned at 12:59pm Pacific Time.

Next Board meeting

The next Board meeting will be by teleconference on May 14, 2020 at 12:00pm Pacific Time.