Board of Directors Meeting

Teleconference

August 13, 2020

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

Not in Attendance: Asad Khan

PASSHQ Attendees: Judy Christianson, Sandy Cherry, Craig Ellis, Elizabeth Jeffs, Anika Poliseno

Agenda for Discussion:

1. Roll Call
2. Approval of July Meeting Minutes
3. Board Activities
4. Appointment of Chris Yates to VP Marketing
5. NomCom Chair Vote
6. NomCom Benchmarks Vote
7. Vacant Director at Large Seat
8. Revenue Diversification Update
9. Microsoft Update
10. Working groups Update

1. **Roll Call**

Quorum was achieved.

2. **Vote to Approve July Board Meeting Minutes**

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

Motion: I move to approve the July Board meeting minutes that were sent to the Board on August 7, 2020.

Motion:	Tim Ford
Second:	Lori Edwards
Wendy Pastrick	Yes
Grant Fritchey	Abstain
Chris Yates	Yes
Roberto Fonseca	Yes
Mindy Curnutt	Yes
Melody Zacharias	Yes
Hamish Watson	Yes
Asad Khan	Absent
Ramnik Gulati	Abstain

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

3. Board Activities

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

No activities were declared.

4. Appointment of Chris Yates to VP of Marketing

Tim reminded the Board that John Martin resigned from the VP of Marketing role as of July 27th, 2020 due to personal reasons and announced that today the Board will vote to appoint Chris Yates to fill the vacancy. Tim confirmed that everyone was ready to vote. Tim reminded everyone that Chris will be called and can vote for himself.

Motion: I move to appoint Chris Yates to fill the vacant VP of Marketing Officer appointment previously held by John Martin for the remainder of the term.

Motion:	Tim Ford
Second:	Wendy Pastrick
Grant Fritchey	Yes
Chris Yates	Yes
Roberto Fonseca	Yes
Lori Edwards	Yes
Mindy Curnutt	Yes
Melody Zacharias	Yes
Hamish Watson	Yes
Asad Khan	Absent
Ramnik Gulati	Yes

Motion Passed (10 yes, 0 no, 0 abstain, 1 absent)

5. NomCom Chair Vote

Tim outlined the email he sent to the Board on August 3rd, noting that he is thrilled to announce that Erin Stellato has accepted the appointment of NomCom chair for the 2020/21 term. The Board is required to vote to make this official. Tim confirmed that the Board was ready to vote.

Motion: I move to nominate Erin Stellato as Chair of the Nominations Committee for a term of one year.

Motion:	Tim Ford
Second:	Wendy Pastrick
Grant Fritchey	Yes
Chris Yates	Yes
Roberto Fonseca	Yes

Lori Edwards	Yes
Mindy Curnutt	Yes
Melody Zacharias	Yes
Hamish Watson	Yes
Asad Khan	Absent
Ramnik Gulati	Yes

Motion Passed (10 yes, 0 no, 0 abstain, 1 absent)

6. NomCom Benchmarks

Tim noted that everyone should be fully informed on the updated 2020 NomCom benchmarks. Janice Simpson, PASSHQ, had engaged with the Governance working group and further added the full Board with no reported feedback. Tim confirmed that the Board was ready to vote on the new NomCom benchmarks?

Motion: I move to approve the new NomCom benchmarks as outlined in the email sent to the Board on August 10, 2020.

Motion:	Tim Ford
Second:	Lori Edwards
Wendy Pastrick	Yes
Grant Fritchey	Yes
Chris Yates	Yes
Roberto Fonseca	Yes
Mindy Curnutt	Yes
Melody Zacharias	Yes
Hamish Watson	Yes
Asad Khan	Absent
Ramnik Gulati	Yes

Motion Passed (10 yes, 0 no, 0 abstain, 1 absent)

7. Vacant Director at Large Seat

Tim reminded the Board about the email that was sent around with considerations for filling the Director-at-Large vacancy now that Chris Yates has moved into the VP of Marketing position. Tim noted that this is an opportunity to choose and appoint a qualified candidate to fill the vacancy. He urged the Board to reach out to fellow PASS members who are leaders in the community that may fill some of the gaps that have been identified. Tim reminded the Board that they can either reach out to Governance on the process or have the interested candidate reach out directly for the process. Tim also noted that this is a reminder to the Board to start their recruitment efforts for the PASS Board election coming up at the end of September.

8. Revenue Diversification Update

Elizabeth Jeffs, PASSHQ noted that an email update was sent out last week adding that each Director-at-Large had been in conversations on the PASS Pro Membership update prior to today's meeting. Elizabeth presented a refresher on the PASS Pro Membership that outlined how the Board can support promoting PASS Pro Membership once it has launched on August 18, 2020. Elizabeth emphasized how important Board engagement is to show the community the Board's support of this initiative. Elizabeth also noted this was an accelerated launch to give the community a way to support PASS during this trying time, adding that the community had been engaged for feedback extensively throughout the duration of the project, from research to launch and was purposely consulted on this plan. . The target market was discussed, acknowledging that PASS Pro may not appeal to every PASS member, depending on where they are at in their careers, but based on the research and need in the community, PASS Pro will provide value to those at earlier stages in their careers. Elizabeth asked the Board to be prepared to reach out on social and to engage with Terence O'Shea, PASSHQ, for support. Lastly, Elizabeth outlined the UAT testing and feedback from the community members that were engaged to participate, reiterating this is the home stretch with launch and it's all ready to go.

Lori Edwards inquired if there was feedback to share with the Board from the QA testing and Elizabeth replied that the test cases provided were successfully completed and there wasn't significant feedback outside of that.

9. **Microsoft Update**

Craig Ellis, PASS HQ presented an update noting that back in June Vicki Van Damme, PASSHQ, had shared that Microsoft Summit Sponsorship had been agreed upon, both premier and title as well as a Cloud Virtual Group Sponsorship. Craig provided an overview of ongoing conversations with Microsoft related to upcoming partnerships, PASS Virtual Summit Day 2 Keynote, FY21 SQLSaturday Sponsorship and Partner webinars. Craig added that SQLSaturday Sponsorship and Partner webinars are still in progress and will be looked at in January or February 2021. There are still funds from the FY20 Microsoft agreement for SQLSaturdays to continue the support of SQLSaturdays through this year, due to the reduced number of events due to COVID-19.

Craig outlined sponsorship budget vs. actuals showing that with several items closing, PASS has already exceeded this year's target with Microsoft's investment highlighting the great relationship with Microsoft and PASS. Craig noted that there are two important things to call out, first being how happy we are with the continued support from Microsoft, not just in spend, but also in demand gen. Craig explained that the Microsoft team sought financial pre-approval so we could invoice the PASS Summit spend immediately, getting PASS additional cash flow four months sooner than we might have typically expected. This is truly a testament to the strength of our partnership. Craig thanked Microsoft. Craig went over the demand gen support in more detail showing the unprecedented support we have had from Microsoft outlining 300K from Asad Khan's team which was invested in support of content development for paid membership. From Ramnik Gulati's team there has been ongoing weekly social posts on LinkedIn and Twitter, something we have never had before; and blogs on the Keynotes and clinics.

Craig gave a big shout out and thank you to Microsoft, thanking Asad and Ramnik. Wendy added that she is very impressed with all the work Vicki and team have been doing and thanked everyone involved. Tim echoed Wendy's sentiments.

10. **Working Group Updates**

Community Working Group

Elizabeth outlined that the community working group has been engaging on updates to the volunteer policy as it relates to potential conflicts of interest. Stay tuned for the draft coming soon. Elizabeth added that the working group is also engaging on Diversity and Inclusion initiatives, with the panel webinar coming on August 20, 2020. Elizabeth asked the Board for promotions and retweets to support the panel webinar. Additionally, the group has been working on getting thought leaders from the community on the Diversity & Inclusion Keynote at PASS Virtual Summit as well as the Women in Technology Keynote. Lastly the group is engaging on virtual SQL Saturdays and how to make those more efficient for set up and execution. Elizabeth added that SQL Saturday 1000 will be virtual and will be taking place on October 20, 2020, and we will work closely with organizers as needed to ensure no conflict of content with PASS Summit considering the relative closeness of the dates.

Research and Engagement Working Group

Elizabeth explained that the focus is paid membership, which was outlined earlier in the meeting, with no additions to add.

Educational Content Working Group

Elizabeth gave an update in place of Marcella McKeown, PASSHQ, as she is deep in the Summit schedule, undertaking three, 24-hour days of sessions being no easy task. Elizabeth outlined that the content working group has been working with Hamish on a webinar panel for virtual presentation best practices and tips for speakers, with the panel being held on August 24th, 2020. Elizabeth added that the program team is also very focused on the Diversity, Equality, and Inclusion sessions for Summit.

Governance Working Group

Elizabeth noted that there are no further updates from this group outside of the items that were voted on earlier in the meeting today.

Tim thanked Elizabeth for leading the meeting today.

Tim reminded the Board to engage and amplify the ongoing initiatives.

The meeting adjourned at 12:39pm Pacific Time.

Next Board meeting

The next Board meeting will be by teleconference on September 10, 2020 at 12:00am Pacific Time.