



Board of Directors Meeting

Teleconference

July 16, 2020

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

Not in Attendance: Asad Khan, Ramnik Gulati

PASSHQ Attendees: Judy Christianson, Sandy Cherry, Elizabeth Jeffs, Anika Polisenio, Janice Simpson, Vicki Van Damme, Marie Fryman-Kunert, Marcella McKeown, Marcia Mendonca, Terence O'Shea

Agenda for Discussion:

1. Roll Call
2. Approval of June Meeting Minutes
3. Board Activities
4. Budget Update / Vote
5. Communications Update
6. PASS Summit Update
7. Revenue Diversification Update
8. Microsoft Update
9. Working Group Updates

1. **Roll Call**

Quorum was achieved.

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

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

Motion: I move to approve the April Board meeting minutes that were sent to the Board on July 9, 2020.

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

Motion Passed 10 yes, 0 no, 0 abstain, 2 absent)

3. Board Activities

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

No activities were declared.

4. Budget Update and Vote

Sandy Cherry, PASS HQ reminded the Board the FY2021 budget was sent on Friday, July 10, 2020 for Board review and feedback. Sandy stated there had been no further questions or feedback and handed it over to Tim for the Board to vote.

Tim confirmed that the Board was ready to vote.

Motion: I move to approve the FY2021 budget as presented to the Board on July 10, 2020.

Motion: Tim Ford
Second: John Martin

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	Absent

Motion Passed (10 yes, 0 no, 0 abstain, 2 absent)

5. Communications Update

Terence O'Shea PASS HQ reviewed the upcoming blog on the direction that came from the PASS Executive and Board to highlight the importance of C&C's (PASS HQ) part in the transition to and launch of PASS Virtual Summit. Terence reminded the Board that the last two blogs that went out from Tim and Wendy included messaging on how C&C has contributed to support PASS Virtual Summit, the revenue goals of the PASS organization, and some details on the work that C&C does. There is another blog in progress that will need Board review which is more of a deep dive on what C&C does for the PASS organization. Terence added there is also a PASS Pro Membership pre-announcement blog with Wendy outlining the steps it took to get us to launch this offering, and how the community was consulted.

Judy Christianson, PASSHQ, spoke to the C&C blog and how important it is for the Boards review in advance of publication, and are aligned on the message. John added that the blog will also be shared with some community members in advance for feedback. Tim added the perception of PASSHQ within the community is vital.

6. PASS Summit Update

Marie Fryman-Kunert, PASS HQ gave an update on PASS Virtual Summit registration noting the three-day bundles are up overall and while targets are not being met, we are seeing increases in the percentage to goal. Marie outlined that about 150 leader codes were sent out Friday, July 10, 2020, with the Microsoft codes scheduled to go soon. Marie updated the Board on the demand gen that is planned to drive registration, noting that Director influence through their social media channels is going well specifically twitter.

7. Revenue Diversification Update

Vicki Van Damme, PASS HQ gave an update on the community leader meetings that outlined information on the PASS Pro Membership plans, stating that turnout was impressive, with very supportive feedback. Vicki added that today is the last round of focus groups which targets the new to PASS audience. Both sets of meetings have continued to validate the value of the offering. Vicki stated that the goal is to launch this offering in early August 2020. This initiative remains under NDA until launch. Chris Yates and Roberto Fonseca added that the community leader meetings went well with positive feedback from those who reached out afterwards.

8. Microsoft Update

Vicki presented an overview on the Microsoft sponsorship initiatives that are currently in progress or complete adding that we are seeing unprecedented demand gen support. Wendy Pastrick added that this is the kind of support that we are excited about and are thrilled to hear that everything is coming through. Tim added that the relationship between PASS and Microsoft couldn't be better. Vicki further presented that PASS Virtual Summit 2020 is on the SQL 2019 homepage in the United States and will be added to all the SQL 2019 pages globally in the coming weeks. Vicki added that PASS Virtual Summit is also on the Microsoft SQL server blog page with more blogs to come along with weekly social updates.

Vicki thanked Microsoft for being a true partner with the investment in every facet of the PASS organization and added how wonderful it is to have their support.

9. Working Group Updates

Community Working Group

Elizabeth Jeffs, PASS HQ reminded that Board that the Community working group is going through a transition with the handoff from Amanda Martin to Leeza Andrewsky. Both Leeza and Elizabeth will be reengaging with the group in the weeks to come with the Volunteer Policy review as a priority. Elizabeth stated that Leeza has reached out on the community connects to get feedback on speakers for PASS Pro membership. Elizabeth added that there are a lot of Diversity & Inclusion initiatives kicking off with more details to come, including and around both a WIT and D&I keynote.

Research and Engagement Working Group

Vicki outlined that the research working group has been supporting PASS Pro Membership with continued focus until launch and thereafter. All 6 Directors at Large are participating in this initiative.

Educational Content Working Group

Marcella updated the Board that the program abstract review is complete, and the community program has been selected with 148 sessions being released on July 21, 2020. All speakers will be receiving results notification emails on July 20, 2020. Marcella stated that out of the selection group there are 131 total speakers and she gave a breakdown of the diversity in the speaker lineup. Marcella outlined the 30 Microsoft and 20 Partner & Vendor sessions are still being formalized along with panel and lightening talks, and diversity and inclusion sessions. Marcella added that program is working on options for session captioning and language accessibility. The working group is also currently looking at additional diversity and inclusion topics including speakers, session scheduling, and working with speakers on what will be expected of them and how the platform works. The group is also supporting the diversity panel that is proposed to run at the end of July depending on speaker availability. Chris asked if the breakdown of the speaker lineup could be sent to the Board which Marcella will send after the meeting.

Governance Working Group

There was no update from the Governance Working Group.

Tim thanked the Board and HQ for all the work that is being done and asked everyone to be sure to take some time for themselves.

The meeting adjourned at 12:41pm Pacific Time.

Next Board meeting

The next Board meeting will be by teleconference on August 13, 2020 at 12:00am Pacific Time.