



## Board of Directors Meeting

Teleconference – March 15, 2018

**Attendees:** Grant Fritchey, Wendy Pastrick, Tim Ford, Allen White, Eduardo Castro, Chris Woodruff, John Martin, Chris Yates, Diego Nogare, Cormac Foster

**Not in Attendance:** Adam Jorgensen, Lindsey Allen

**PASSHQ Attendees:** Judy Christianson, Sandy Cherry, Lisa Harding, Elizabeth Jeffs, Anika Polisen, Vicki Van Damme, Sonya Waitman

### Agenda for Discussion:

1. Vote on January Board Meeting Minutes
2. Board Activities
3. Board Engagement
4. FY 2019 PASS Strategic Roadmap/Timeline Update
5. PASS Summit Dashboard Review
6. Update on Expense Reduction for FY 2019 Budget

Wendy Pastrick opened the meeting by welcoming the Board and confirming all were ready to vote on the January Board meeting minutes.

### Meeting Minutes

#### 1. Vote on January Board meeting minutes

**Motion:** I move to approve the minutes from the January Board meeting that were sent to the Board on March 9, 2018.

Motion: Wendy Pastrick

Second: Tim Ford

Grant Fritchey	Yes
Adam Jorgensen	Absent
Allen White	Yes
Eduardo Castro	Absent
Chris Woodruff	Yes
John Martin	Yes
Chris Yates	Yes
Diego Nogare	Yes
Lindsey Allen	Absent
Cormac Foster	Yes

***Motion Passed (9 yes, 0 no, 0 abstain, and 3 did not vote)***

**2. Board Activities**

Wendy explained that this is a standing agenda item that allows Board members to disclose any paid speaking opportunities. Declared speaking opportunities are minuted to ensure transparency to the community.

Grant Fritchey reported that he will be delivering precons at SQLSaturday Richmond, Philadelphia, New York and Oslo.

**3. Board Engagement**

Wendy provided an update to the Board on how useful the Board advisory groups have been since starting them in January at the Board meeting. Wendy thanked the Board for their engagement and reminded those who are part of an advisory group to provide feedback when requested so each Director can support PASS. Wendy reminded everyone that this valuable feedback ensures PASS is going in the right direction. Wendy encouraged the Board to collaborate with HQ as regularly as they can.

**4. FY 2019 PASS Strategic Roadmap/Timeline Update**

Vicki Van Damme, PASSHQ, reminded the Board of the aggressive plan in place that was presented and discussed in January. Vicki added that everyone is working agilely to meet the timeline. The three big bets presented in January are being fit in around everything else that is done on a day to day basis, driving revenue as a priority. PASS HQ will update the Gantt chart quarterly with the next full update in June. Vicki explained that if there are any major departures to the plan before June, HQ will inform the Board. Vicki outlined the current focus of each advisory group and thanked the Board for their invaluable contributions via these groups.

**5. PASS Summit Dashboard Review**

Sonya Waitman, PASS HQ, shared the Summit 2018 registration dashboard with the Board showing them how they can stay informed week over week. Sonya explained that registration is a little behind but indicated that a shift in our price periods seems to have impacted registrations. Sonya went on to inform the Board that the team is driving hard to promote registrations and ensure the community is aware of the price bumps.

Tim Ford added that the team is conducting regular testing to ensure the most effective messaging possible. Tim and Sonya reminded the Board of the importance of supporting the messaging for PASS Summit and to leverage their communication channels.

The Board discussed the challenges around increased competition and the increased pressure to expose conference content to drive demand.

**6. Update on expense reduction for FY 2019 budget**

Vicki outlined the proposed adjustments to PASS Summit Food & Beverage with a view to bring Summit Food and Beverage more in line with what other conferences offer while reducing expenses.

The Board discussed the need to be sure messaging to any change is well thought out. John Martin added that what is being proposed remains a great value for our attendees.

The meeting adjourned at 2:43 pm Pacific Time.

**Next Board meeting**

The next Board meeting will be via teleconference on April 12, 2018.