



## **Board of Directors Meeting**

### **Teleconference**

**January 22, 2019**

**Attendees:** Grant Fritchey, Wendy Pastrick, Tim Ford, Adam Jorgensen, John Martin, Diego Nogare, Roberto Fonseca, Lori Edwards, Debbi Lyons

**Not in Attendance:** Chris Yates, Jennifer Moser, Asad Khan

**PASSHQ Attendees:** Judy Christianson, Sandy Cherry, Lisa Harding, Jennifer Brandon, Elizabeth Jeffs, Anika Polisenio, Janice Simpson, Vicki Van Damme, Sonya Waitman

### **Agenda for Discussion:**

1. Welcome New Board Members
2. Vote on December Board Meeting Minutes
3. Board Activities
4. Summit Registration Update
5. Data Expert Series
6. Working Groups Update
7. February Board Meeting Update
8. Bylaw Update
9. Microsoft Update

### **Meeting Minutes**

#### **1. Welcome New Board Members**

Wendy Pastrick welcomed the new Directors, Roberto Fonseca, Lori Edwards, Jennifer Moser, and Asad Khan to the first Board meeting of the year.

#### **2. Vote to Approve December Board Meeting Minutes**

Wendy confirmed there would not be a majority present to pass the December Board meeting minutes. Wendy asked if there were any corrections to the December Board meetings minutes that were sent out to the Board on January 10<sup>th</sup>, 2019. No corrections were declared. Wendy stated that the December Board meeting minutes as sent to the Board on January 10, 2019 passed by unanimous consent.

#### **3. Board Activities**

Wendy explained to the new Board members that this is a standing agenda item that gives Board members an opportunity to announce upcoming paid speaking opportunities. Wendy asked if there were any Board members with upcoming paid speaking opportunities. None were declared.

#### **4. Summit Registration Update**

Jennifer Brandon, PASS HQ, introduced herself to the Board as the Marketing Demand Gen manager at PASS HQ. Jennifer provided an update to the Board on the registration launch for PASS Summit 2019, which opens on January 24. Jennifer shared some details outlining the updated messaging and branding for PASS Summit 2019 and mentioned that there will be a new registration platform this year (Aventri).

Wendy asked about when we are publishing the price bumps. Jennifer noted the timing is forthcoming.

The Board had a discussion around pricing, bundles and the timing of price bumps.

## **5. Data Expert Series**

Elizabeth Jeffs, PASS HQ, reminded the Board that the Data Expert Series will be taking place on February 7, 2019. She added that the top 15 sessions from PASS Summit 2018 will be presented and have been divided into the three streams: Architecture, Data Management, and Analytics. Elizabeth explained that the idea behind the Data Expert Series is to help validate the streams to ensure our members identify with them so that we can implement them as a way to organize PASS content for our target audiences.

Elizabeth outlined that currently there are over 10,000 registrations for the event and that registrations for each stream accurately represents the current breakdown of PASS membership. The sessions will be posted on PASSstuff.com for purchase after the event on February 7, 2019.

Elizabeth added that all speakers were invited to answer questions live during the day, which adds an interactive element. Wendy asked how the response was from the speakers who were selected. Elizabeth responded that everyone is very positive and enthusiastic.

## **6. Working Groups Update**

Elizabeth reviewed the composition of the four working groups with the Board. Elizabeth updated the Board on who to reach out to at PASSHQ for each working group.

## **7. February Board Meeting Update**

Elizabeth reminded the Board that everyone will meet in February at the in-person Board meeting on February 11 & 12, 2019 in Kirkland Washington. She let the Board know the goal is to have the full agenda out to the Board no later than February 4, 2019 and asked the Board to submit any agenda items to Janice Simpson, PASS HQ, and copy Wendy.

John Martin reminded the Board he would have to leave early on day two and wanted it noted for the purposes of the agenda.

Elizabeth added that there will be a deep dive into the roadmap and updated the Board on the current state of the roadmap.

Sonya Waitman, PASS HQ, reminded the Board that we are refreshing PASS.org. Elizabeth confirmed the timeline as Feb 7, 2019.

Wendy reiterated that during the in-person meetings there is a lot of work to be done and asked that the Board be prepared.

## **8. Bylaw Update**

Wendy reminded the Board that the Bylaw amendments are in progress and that there are no specific updates to share at this time. For the purposes of the new Directors, Janice added that the main goal for the amendments are to increase flexibility in Board seats enabling appointments, update the role of the Nominations Committee, and to address quorum if the proposed changes are accepted.

## **9. Microsoft Update**

Sonya updated the Board on the upcoming Microsoft meeting dates. There will be a meeting taking place this Thursday, January 24, 2019 at Microsoft in which Tim, Sonya, Elizabeth and Vicki Van Damme will attend in person. Sonya updated the Board on some of the things they intend to address which are the PASS Summit 2019 and Microsoft Ignite overlap, and how we partner in the future to continue to get the most benefit for both PASS and Microsoft. Sonya noted that there will be an update to the Board after that meeting takes place. Sonya added that the outcome of the meeting will support preparation for the in-person meeting that will take place on February 13, following the Board meetings.

The meeting adjourned at 12:37pm Pacific Time.

## **Next Board meeting**

The next Board meeting will be in-person on February 11 & 12, 2019 in Kirkland Washington.