



Board of Directors Meeting
In-person Vancouver, British Columbia
June 14, 2018

Attendees: Grant Fritchey, Wendy Pastrick, Tim Ford, Cormac Foster

Guests: Joe Sack

Not in Attendance: Eduardo Castro, Lindsey Allen

Attended by Audio/Video: Adam Jorgensen, Allen White, Chris Woodruff, John Martin, Chris Yates, Diego Nogare

PASSHQ Attendees: Judy Christianson, Sandy Cherry, Craig Ellis, Lisa Harding, Elizabeth Jeffs, Amanda Martin, Terence O'Shea, Anika Polisenio, Janice Simpson, Sonya Waitman

Agenda for Discussion:

1. Presidents Welcome
2. Update on FY 2019 Strategy & Roadmap
3. Vote on May Minutes
4. Finance Update
5. Election Update
6. PR/Comms Overview
7. Summit Update
8. Sales Update
9. Microsoft Update

Meeting Minutes

Wendy opened the meeting with a quick round of introductions and asked the Board if anyone had any upcoming speaking opportunities. Grant Fritchey announced that he will be speaking at SQLSaturday Boston. No other activities were declared.

1. Presidents Welcome

Grant Fritchey opened the meeting by welcoming everyone and thanking them for joining the meeting.

2. Update on FY 2019 Strategy & Roadmap

Elizabeth Jeffs, PASS HQ, presented a recap of the PASS FY 2019 three big bets. Elizabeth displayed the roadmap that was reviewed during the January Board meeting and showed how PASS is in a good position going into FY 2019.

Elizabeth reiterated the focus for FY19 three big bets is to expand and target educational content across all audiences, drive accessibility of educational content, and amplify engagement of our membership.

The Board had a discussion on what each team is working on to support the big bets.

Elizabeth gave an update on virtual events and noted that there is fresh content on an ongoing basis. This will support engagement for the PASS membership, both new and seasoned members.

Elizabeth gave an update on how the marketing team will support the big bets for 2019 outlining the newsletters, search engine optimization, and plans for community engagement.

Elizabeth reminded the Board of the ongoing Directors at Large advisory working groups which have enabled a broadened perspective. Elizabeth thanked the Directors for participating in these working groups as they are invaluable.

The Board reviewed the FY 2018 highlights for each team, which included 117 SQLSaturday events, and a 49 percent increase in the PASS Summit call for speaker's submissions over FY 2017. There was a discussion around the membership lifecycle. Elizabeth noted that on the membership side, developer and analyst numbers are up. Database administrators are up and remain as our core membership base. The Board discussed the membership numbers.

Sonya Waitman PASS HQ, gave a shout out to the marketing team for increased engagement over the year on social media.

3. Vote on May Minutes

Wendy confirmed quorum and announced that she would be making a motion to pass the minutes from the May Board meeting.

Motion: I move to approve the May Board Meeting minutes that were sent to the Board on June 6, 2018.

Motion: Wendy Pastrick
Second: Cormac Foster

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|----------------|---------|
| Grant Fritchey | Yes |
| Tim Ford | Yes |
| Adam Jorgensen | Abstain |
| Allen White | Yes |
| Eduardo Castro | Absent |
| Chris Woodruff | Yes |
| John Martin | Yes |
| Chris Yates | Yes |
| Diego Nogare | Yes |
| Lindsey Allen | Absent |

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

4. Finance Update

Wendy reviewed the Projected Final vs Budget Summary for FY 2018. Wendy pointed out that we did not hit our targeted registration numbers for Summit 2017 which is why there is a deviation of the numbers.

Cormac Foster inquired what the loss on the Local Events budget line Item was. Wendy explained that the decision was made not to move forward with the Business Analytics Days (BA Days) which were being run as local events and there was a financial loss from cancelling the event and staff costs.

Wendy reviewed the projected final budget for June vs what was reviewed in January and reminded everyone to submit any outstanding expense reports immediately.

Wendy reviewed the cash and investments of PASS and thanked the Board for approving the Budget for FY 2019.

There was a request for PASS to publish a budget summary to the public once the budget has been approved, in addition to the more detailed budget published. The summary would allow the community to see where the money comes in and where it is spent with more clarity. A discussion was held concerning the details on what would be included in the report and how this would be presented to the community.

5. Election Update

Allen White provided updated details of the reduced election timeline and reminded everyone that the goal is for the Board to attract diverse, educated and qualified candidates. Changing the timeline and having the election occur at Summit should provide a greater voting turnout. Members do not need to attend PASS Summit to vote as the on-line voting structure will remain the same.

Grant reminded the Board members that they are to continue to recruit and mentor potential candidates.

6. PR/Comms Overview

Elizabeth provided an update to the Board regarding best practices for communicating with the Community through official PASS channels. Terence O'Shea will be reaching out to the Board members to provide training sessions. PASS is always working towards being transparent with communications and will continue to do so through the various channels.

Elizabeth updated the Board that the Q&A during PASS Summit will be changing in order to better support questions being answered on site during the Q&A.

7. Summit Update

Sonya Waitman, PASS HQ, provided a demand generation update for PASS Summit including goals, actuals, revenue and paid registrations.

Sonya outlined that all efforts are focused on the upcoming price bump. Other activities for re-balancing efforts and driving up registration on specific precons were discussed.

Sonya reviewed the timeline for discounts, offerings and program. She reviewed the YOY email performance numbers including content and traffic to the website. Sonya added that the digital remarking campaign has shown benefits this year. There was a discussion on upcoming Summit onsite activities were discussed.

Sonya provided an update on the Summit Sponsorship priorities.

8. Sales Update

Sonya provided an overview of Sales and the current Revenue to Budget numbers and outlined the numbers remaining to hit the 365 goals

Discussion was held on the new Knowledge Partner Program for the Global Alliance Partners that has just been launched. This was part of the FY18 Achievements.

Sonya shared that the Sponsorship Products have changed since the beginning of the year and are now on par with the industry standard for click-thru rates and website traffic.

The Board discussed the Global Alliance Program and the FY19 Strategy, to increase Content, Accessibility and Engagement.

9. Microsoft Update

Sonya outlined the relationship over the past few months highlighting the addition of Cormac Foster and Joe Sack from Microsoft.

The current Microsoft direction and potential Spring activities were discussed as well as the proposed FY19 Calendar of Events and the budget for these.

Wendy thanked everyone for attending and for all the hard work that went into preparing for this meeting.

Next Board meeting

The next Board meeting will be via Teleconference on Thursday, July 12, 2018.

Meeting adjourned at 2:16 pm