



## **Board of Directors Meeting**

**In-Person Meeting – Seattle, WA**

**November 4, 2019**

**Attendees:** Grant Fritchey, Wendy Pastrick, Tim Ford, Adam Jorgensen, John Martin, Chris Yates, Diego Nogare, Roberto Fonseca, Lori Edwards, Ramnik Gulati

**Board Advisor:** Chris Woodruff

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

**Remote Attendance:** Judy Christianson

**PASSHQ Attendees:** Sandy Cherry, Elizabeth Jeffs, Anika Polisenio, Janice Simpson, Vicki Van Damme, Sonya Waitman, Avalon Bourne, Jennifer Brandon, Amanda Martin, Terence O'Shea

Quorum was achieved.

### **Agenda for Discussion:**

1. President's Welcome
2. Vote on October Board Meeting Minutes
3. Board Activities
4. Summit Update
5. Finance Update
6. January/February 2020 Meeting Dates
7. Elections Update
8. PASS & Microsoft
9. Anti-Harassment Policy
10. Board Q&A Brief
11. WSCC and Visit Seattle Visit
12. Summit 2023, 2024, 2025 Location Discussion
13. Farewell to IPP
14. Working Groups

#### **1. President's Welcome**

Grant Fritchey welcomed the Board and PASSHQ and thanked everyone for their participation and involvement. Grant commended the Board on their ongoing engagement with the community and challenged them to think about how to drive the organization forward within the shifting landscape.

## 2. Vote to Approve October Board Meeting Minutes

Wendy Pastrick confirmed that everyone was ready to vote on the October 10, 2019 Board meeting minutes.

**Motion:** I move to approve the October 10, 2019 Board meeting minutes that were sent to the Board on October 31, 2019.

Motion: Wendy Pastrick  
Second: John Martin

Grant Fritchey	Abstain
Tim Ford	Yes
Adam Jorgensen	Abstain
Chris Yates	Yes
Diego Nogare	Abstain
Roberto Fonseca	Yes
Lori Edwards	Yes
Jennifer Moser	Absent
Asad Khan	Absent
Ramnik Gulati	Absent

**Motion Passed (6 yes, 0 no, 3 abstain, 3 absent)**

Wendy confirmed that everyone was ready to vote on the October 24, 2019 Board meeting minutes.

**Motion:** I move to approve the October 24, 2019 Board meeting minutes that were sent to the Board on October 31, 2019.

Motion: Wendy Pastrick  
Second: Roberto Fonseca

Grant Fritchey	Abstain
Tim Ford	Yes
Adam Jorgensen	Abstain
John Martin	Yes
Chris Yates	Abstain
Diego Nogare	Abstain
Lori Edwards	Yes
Jennifer Moser	Absent
Asad Khan	Absent
Ramnik Gulati	Absent

**Motion Passed (5 yes, 0 no, 4 abstain, 3 absent)**

### **3. Board Activities**

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

No activities were declared.

### **4. Summit Update**

Jennifer Brandon, PASSHQ, reviewed the primary goals, objectives, and revenue for PASS Summit 2019, detailing registration numbers.

The Board discussed the number of first-timers attending PASS Summit and reviewed stats on new vs. returning PASS Summit attendees.

John Martin asked about identifying new markets and gaps in current PASS Summit programming. Jennifer informed the Board about the membership survey being sent out. John also spoke to the need to identify new markets on a larger scale by researching growth in similar international events to gain insight.

Jennifer reviewed the updated marketing conversion funnel and key attendee statistics. Jennifer spoke to the continued shift in company budgets.

The Board discussed the decrease in developer attendance and potential obstacles preventing them from attending PASS Summit. Chris Woodruff spoke to the need to have more inclusive branding to attract developers and other job streams outside of SQL server.

Jennifer gave an overview of plans for future PASS Summits. Adam Jorgensen added that PASS' focus for the future should include multiple streams and gaining a better understanding of training priorities from companies. Adam also recommended having a goal around creating an avenue for engagement of every member of the PASS community, not just those at PASS Summit.

Craig Ellis, PASSHQ, gave an update on sponsorship revenue, vendor details, and overall sponsorship stats for PASS Summit. In terms of revenue, this has been the best year to date for sponsorship sales that PASS has ever had with 114% to goal. Craig also gave an update on the vendors by tier year over year.

The Board discussed the decrease in exhibitors, which was mitigated with sponsors signing on with increased tiers. The Board asked for data into which vendors are attending Ignite vs. PASS Summit. Craig also detailed the review of value overall for each sponsorship tier.

Craig provided an update on AMO sales, noting that sales were down this year. The Board discussed this year's sponsorship challenges with having three similar conferences within the same week.

Craig reviewed this year's sponsorship highlights including 15 new vendors, increases in sponsorship levels, sold out vendor sessions, sold out lunch and learns, and a bookstore sponsor. Craig also reviewed plans for next year in Houston. The Board recommended focusing on this year's sponsorship successes and applying them to 365 sales.

Sonya Waitman, PASSHQ, gave an overview of the focus groups taking place this year at PASS Summit. The feedback and insights gathered from the focus groups will be presented at the February in-person meeting.

## **5. Finance Update**

Sandy Cherry, PASSHQ, reviewed the final for FY2019, including revenue and expenses against projections and budget. Sandy gave a detailed financial summary including the tax deferred asset, additional savings, and shortfalls.

Grant left the meeting at 10:31am.

Sandy provided a summary of income and expenses for PASS Summit 2018 and Sales 365. The Board discussed the SQL Saturday revenue. Sandy also gave an overview of PASS' investment portfolios, as well as year over year revenue, expenses, and profit margins.

Sandy detailed the projected finals for FY2020, which are based on the projected finals for PASS Summit 2019. The Board discussed focusing efforts on areas of financial upswing to increase revenue and the details of budgeted vs. projected final numbers.

Sandy provided an overview of next steps regarding PASS financials, including completing the final PASS Summit 2019 reconciliation, reviewing annual budgets for cost savings, and researching additional revenue sources. Wendy spoke to the need to focus on additional revenue sources as opposed to focusing on budget cuts.

Sandy gave an update on the PASS commercial credit card program, which currently could return dividends of \$5,000 to \$10,000.

Wendy provided an update on key messaging and speaking notes for her keynote taking place on Day 2 of PASS Summit. John asked about providing information in advance to the bloggers' table with regard to key messages and to look to them as community advocates. The Board discussed the approach for involving the bloggers.

## **6. January/February 2020 Meeting Dates**

Elizabeth Jeffs, PASS HQ, went over date options for the next in-person Board meeting in 2020. The recommendation would be to have the meeting in either the first or second week of February 2020. The Board discussed the date options and onboarding of new Board members. Elizabeth asked the Board to send in their availability for the first two weeks of February.

## **7. Elections Update**

John Martin gave an update on key election dates and on-site activities at PASS Summit. Balloting will open on November 6, 2019 and will close on November 12<sup>th</sup> at 12:00pm PST. The successful candidates will be announced to the community on November 13<sup>th</sup>.

## **8. PASS & Microsoft**

Sonya and Vicki Van Damme, PASSHQ, gave an overview of Microsoft's presence at PASS Summit this year, and the partnership between PASS and Microsoft.

Roberto Fonseca mentioned the positive feedback received from the community regarding the Microsoft book giveaways.

Sonya gave an overview of changes with Microsoft at PASS Summit this year, as well as an update on the Microsoft clinics and bootcamps.

Sonya spoke to the future of the PASS and Microsoft partnership with a focus on expansion to other Microsoft data teams, expanded integration with the PASS community outside of PASS Summit, and building relationships across Microsoft to expand PASS visibility.

Vicki Van Damme, PASSHQ, gave a high-level overview of the financial details of the PASS/Microsoft partnership, as well as the approach for the PASS Executive and Microsoft meeting.

#### **9. Anti-Harassment Policy**

Wendy gave an overview of the PASS Summit anti-harassment policy and the changes to the process this year. The Board discussed the process and provided feedback for next year. Wendy also provided the Board with a step-by-step process for addressing any incidents.

#### **10. Board Q&A Brief**

Terence O'Shea, PASSHQ provided an overview of the Board briefing document and detailed the logistics and structure for the Board Q&A taking place on Thursday, November 7 in the Community Zone at PASS Summit. There will be a question box on site in the Community Zone for attendees to submit questions in advance.

#### **11. WSCC and Visit Seattle Thank You**

Representatives from the WSCC and Visit Seattle joined the Board to thank PASS for its patronage with PASS Summit in Seattle.

Grant Fritchey returned to the meeting at 12:04pm.

Ramnik Gulati arrived at the meeting at 12:42pm.

#### **12. Summit 2023, 2024, 2025 Location Discussion**

Elizabeth and Sonya led a discussion on future locations for PASS Summit for 2023, 2024, and 2025. The Board discussed the options presented.

#### **13. IPP Farewell**

Grant Fritchey spoke to Adam Jorgensen's tenure on the Board and thanked him for all his contributions.

The minuted portion of the meeting adjourned at 1:45pm Pacific Time.

#### **14. Working Groups**

The Board broke off into working group meetings for the duration of the meeting.

#### **Next Board meeting**

The next Board meeting will be by teleconference on December 12, 2019 at 12:00pm Pacific Time.