



Board of Directors Meeting

In-Person meeting PASS Summit 2018

November 5, 2018

Attendees: Grant Fritchey, Wendy Pastrick, Tim Ford, Adam Jorgensen, Allen White, Eduardo Castro, Chris Woodruff, John Martin, Chris Yates, Diego Nogare, Joe Sack, Debbi Lyons

PASSHQ Attendees: Judy Christianson, Sandy Cherry, Lisa Harding, Elizabeth Jeffs, Janice Simpson, Vicki Van Damme, Sonya Waitman

Agenda for Discussion:

1. Presidents Welcome
2. Board Activities
3. Summit Updates
4. Finance Update
5. Anti- Harassment On-site Update
6. Board Marketing Brief
7. PASS & Microsoft Future
8. Election On-site Activities
9. Election Discussion
10. Board Only Time
11. Board Working Groups

Meeting Minutes

1. Presidents Welcome

Grant Fritchey welcomed and thanked everyone including the Board, Microsoft, and Christianson & Company to the meeting. Grant reminded everyone that PASS Summit is the big event and encouraged everyone to make it a great Summit by doing it better.

Grant welcomed Debbi Lyons as the new Marketing Microsoft appointed seat. There was a round table of introductions.

2. Board Activities

Wendy Pastrick asked the Board if there were any upcoming paid speaking events. None were declared.

3. Summit Update

Jennifer Brandon, PASS HQ reviewed the goals, actuals and revenue for Summit 2018, detailing PASS registration, with numbers to goal down slightly. Jennifer gave a review of the timing of price bumps from December to June highlighting the success of the bundle and precons in general. Jennifer went on to review the marketing efforts and displayed the

attendance by job function numbers. The Board had a discussion around thoughts and advertising for the future with Jennifer providing an update on the upcoming plans around messaging.

Sonya Waitman, PASS HQ gave a summary of revenue for Summit 2018. Sonya outlined that the sponsorship revenues were 105% to goal with 55 total exhibitors as a new record. Sonya reviewed that there were 20 new vendors that have joined Summit for the first time this year. The Board had a discussion around the Board buddy program. Sonya spoke about the bronze level sponsorship that was new this year which proved to be successful, she also outlined the lunch and learn, which will also be new this year. The Board discussed recruiting sponsorship. Sonya also updated the Board on the sponsorship marketing metrics, the challenges, changes, successes and thoughts for the future of sales.

Sonya gave an update on the PASS Summit/Microsoft Ignite overlap dates for 2019 and outlined the evaluated options that were considered regarding moving Summit 2019. Judy Christianson, Executive Director of PASS, gave an update on options that were considered with the Washington State Convention Centre & procurement with visit Seattle. The Board had a discussion around the options Judy presented and conversed about positive options to move forward with the current location and dates for Summit 2019. Sonya thanked Joe Sack and Debbi Lyons for the passion they bring to the table with Judy echoing the sentiment. Grant added that the partnership with Microsoft is valuable and the PASS organization is committed to that partnership. Everyone agreed to stay the course.

Lisa Harding, PASS HQ presented what is currently underway for Summit 2019. Lisa noted that the dates and location for Summit 2019 were announced early this year. Lisa updated the Board on the dates for the 2019 registration launch as the week of January 21, 2019.

4. Finance Update

Sandy Cherry, PASS HQ reviewed the financials that included the projected final and the final as of June 30, 2018. Sandy gave a detailed summary which included the tax deferred asset, additional savings, shortfalls, and the major cuts and budget slash. Judy spoke about the Christianson & Company contract with PASS and noted there are currently two vacant positions that were not filled therefore the budgeted money went back to PASS. Sandy went on to outline the PASS investment portfolio and updated the Board on the Bank of America money market account, summarizing the fees and that they will be increasing in January 2019. The Board had a discussion on where to move the funds that are currently invested in the money market fund. The Board agreed to move the money to the PASS general account.

Wendy Pastrick made the following motion.

Motion: I move to approve the closure and full current balance of the PASS money market account be transferred to the PASS general account.

Motion: Wendy Pastrick
 Second: Tim Ford

Grant Fritchey	Yes
Adam Jorgensen	Yes
Allen White	Yes
Eduardo Castro	Yes
Chris Woodruff	Yes
John Martin	Yes
Chris Yates	Yes
Diego Nogare	Yes
Joe Sack	Yes
Debbi Lyons	Yes

Motion Passed (12 yes, 0 no, 0 abstain, 0 absent)

5. Anti-Harassment Policy & Process On-Site

Wendy Pastrick reviewed the onsite Anti-Harassment policy and process for the Board. Wendy outlined that each attendee will receive a red card with their badge which will include the Anti-Harassment officer phone number as well as how to access a report both online and in-person at the PASS information desk. Wendy added that if people are unsure about the process on how to submit a report, the Board is here to help them understand and guide them. The Board discussed the process and how to proceed if any incidents are reported to them.

6. Board Marketing Brief

Elizabeth Jeffs, PASS HQ reminded the Board to prepare for the upcoming Board Q&A by being familiar with frequently asked questions. Elizabeth outlined the format of the Board Q&A that will take place on Thursday, November 8 at 5:00 pm Pacific Time in the community zone. She noted that this year there will be a box in the community zone where attendees can submit questions in advance. She also noted that Douglas McDowell will moderate the Board Q&A. The Board had a discussion around the format of the Board Q&A.

7. PASS & Microsoft Future

Sonya gave an overview of the upcoming meeting that will take place on Wednesday, on site at PASS Summit, with the Microsoft and PASS executive. Sonya outlined that annually PASS gets this opportunity to meet in person to review what's new within the PASS community, how the focus is shifting, and where the PASS/Microsoft partnership is evolving. She also noted that this meeting sets the stage for the in-person meeting that takes place in January where PASS and Microsoft can determine a definitive plan. Wendy thanked Sonya and the team for the hard work that went in to preparing for the meeting with the Microsoft executive. The Board discussed the intention of the meeting and agreed the course is aligned to a true partnership.

8. Election Onsite Activities

Lisa presented the onsite election activities that will be going on during Summit. Lisa reminded the Board that this is the first time in a long time that the election will run over Summit and asked that the Board encourage people to vote. The Board discussed the onsite activities.

9. Election Discussion

Allen White opened the discussion by stating his disappointment that there are only three qualified candidates remaining in this year's election but added that he had no doubt they will be great additions to the Board for the 2019/2020 term. Alan thanked the Board for their efforts in reaching out to community members to get them to run for a seat on the Board. Allen asked about how to get the community more interested in sitting on the PASS Board. The Board discussed options on how to mentor and encourage people to run and discussed the option of a less community focused Board to grow and maintain PASS as a community focused organization. The Board discussed possible Bylaw changes in order to give the Board more flexibility for Board appointments. The Board tabled the discussion with more to come for January.

Allen thanked Adam Jorgensen for allowing him to lead the NomCom this year.

In conclusion of the meeting, Grant thanked the Board members who will be leaving the Board at the end of 2018. He thanked them for their service and contributions. Allen White, Eduardo Castro and Chris Woodruff will be leaving the PASS Board as of December 31, 2018.

10. Board Only Time

The Board met in camera.

11. Board Working Groups

The Board broke into sponsorship and program working groups for the remainder of the meeting.

The meeting adjourned at 4:07 pm Pacific Time.

Next Board Meeting

The next Board meeting will be via teleconference on December 13th, 2018 at 12:00pm Pacific Time.