



Board of Directors Meeting

Teleconference

May 23, 2019

Attendees: Wendy Pastrick, Tim Ford, Adam Jorgensen, Chris Yates, Diego Nogare, Roberto Fonseca, Jennifer Moser, Asad Khan, Anshul Rampal

Not in Attendance: Grant Fritchey, Lori Edwards, John Martin, Chris Woodruff

PASSHQ Attendees: Judy Christianson, Sandy Cherry, Craig Ellis, Elizabeth Jeffs, Anika Polisenno, Vicki Van Damme, Sonya Waitman, Avalon Bourne, Jennifer Brandon, Terence O'Shea

Quorum was achieved

Agenda for Discussion

1. Vote to Approve April Board Meeting Minutes
2. Board Activities
3. FY20 Budget Vote
4. Executive Committee Election Chair Vote
5. Executive Committee Appointment Reminder
6. Election Update
7. Bylaw Amendment Update
8. FY20 Planning
9. Microsoft & Intel Spring Event
10. Summit/Registration Status Update
11. Summary of Working Groups

Meeting Minutes

1. Vote to Approve April Board Meeting Minutes

Wendy put forward a motion to approve the minutes from the April Board meeting.

Motion: I move to approve the April Board meeting minutes that were sent to the Board on April 25, 2019.

Motion:	Wendy Pastrick
Second:	Chris Yates

Grant Fritchey	Absent
Tim Ford	Absent
Adam Jorgensen	Abstain
John Martin	Absent
Diego Nogare	Yes

Roberto Fonseca	Yes
Lori Edwards	Absent
Jennifer Moser	Yes
Asad Khan	Abstain
Anshul Rampal	Yes

Motion Passed (6 yes, 0 no, 2 abstain, 4 absent)

2. Board Activities

Wendy asked the Board if anyone had any upcoming speaking opportunities.

No speaking opportunities were declared.

Tim joined the meeting at 12:06pm.

3. FY20 Budget Vote

Wendy read out a statement from Grant, as he was unable to attend the meeting. Grant’s statement encouraged the board to vote their conscience on the budget and stated his support for the budget. He noted that some tough calls have been made, and while the organization cannot cut a way to growth, he believes the cuts made are necessary and will not negatively impact the “great stuff we’re doing.” He stated his thanks to Wendy and Sandy for their hard work. The statement concluded with thanking the Board for their time and support for the organization.

Wendy confirmed that the Board was prepared to vote on the budget and asked if there were any questions or discussion needed prior to making a motion.

Motion: I move to approve the FY20 fiscal year budget as sent to the Board on May 9, 2019.

Motion:	Wendy Pastrick
Second:	Adam Jorgensen

Grant Fritchey	Absent
Tim Ford	Yes
John Martin	Absent
Chris Yates	Yes
Diego Nogare	Yes
Roberto Fonseca	Yes
Lori Edwards	Absent
Jennifer Moser	Yes
Asad Khan	Absent
Anshul Rampal	Yes

Motion Passed (8 yes, 0 no, 0 abstain, 4 absent)

Tim left the meeting at 12:11pm.

4. Executive Committee Election Chair Vote

Wendy reminded the Board that Adam would be unable to attend the June Board meeting, and thus would not be able to chair the Executive Committee election. As this is a responsibility of the IPP, a new Chair would need to be voted upon. The Executive Committee had discussed and proposed that Grant act as chair in Adam’s stead.

Wendy confirmed that the Board was prepared to vote on the chair appointment and asked if there were any questions or discussion needed prior to making a motion.

Motion: I move to appoint Grant to chair the officer appointment process during the June in-person meeting.

Motion: Wendy Pastrick
 Second: Adam Jorgensen

Grant Fritchey	Absent
Tim Ford	Absent
John Martin	Absent
Chris Yates	Yes
Diego Nogare	Yes
Roberto Fonseca	Yes
Lori Edwards	Absent
Jennifer Moser	Yes
Asad Khan	Yes
Anshul Rampal	Yes

Motion Passed (8 yes, 0 no, 0 abstain, 4 absent)

5. Executive Committee Appointment Reminder

Wendy reminded the Board that the Executive Election will take place during the June in-person Board meeting and encouraged those planning on running to let the Board know in advance. All candidates will need to prepare a three-minute statement, and slides are allowed in support. The election will take place at the beginning of the June meeting.

6. Election Update

Wendy gave an update on the general PASS Board election for the director-at-large seats and let the Board know that the cycle will begin at the end of August. Goals for this year’s election cycle are being developed. The election timeline and marketing plan are being developed with more information to come at the June Board meeting.

7. Bylaw Amendment Update

Wendy gave the Board an update on the status of the bylaw amendments. The bylaws have been available for the community to review since the beginning of May and will be available until June 1st. The Board will then vote to adopt the bylaws at the June meeting. Wendy also gave an overview of the townhalls, which took place on May 16th. The townhall panel included Wendy, John, Lori, and Roberto, as well as community members Ed Leighton-Dick, Hamish Watson, Melody Zacharias.

The results of the Bylaw vote will be announced after the June meeting.

8. FY20 Planning

Elizabeth Jeffs, PASSHQ, gave an update on the FY20 strategy. More discussion will occur at the June Board meeting.

9. Microsoft & Intel Spring Event

Elizabeth gave an overview of the recent training session that had been organized with Microsoft for all the speakers of local events taking place to support the spring migration event. There was a good turn-out at the training session, and it was well received by the speakers. A recording will be sent out to those who were unable to attend.

The first local event took place this week, and the rest will happen in June across multiple regions. There will also be marketing efforts to support and promote these events.

Sonya Waitman, PASSHQ, commented on the excellent support received from Microsoft and the strength of the partnership.

The Board discussed tracking Summit attendance of those attending these events, to evaluate the larger impact such partnership opportunities have.

Sonya encouraged the Board members to attend the events in their regions.

10. Summit/Registration Status Update

Sonya gave an overview of the Summit promotion request to the Board on social media. Jennifer Brandon, PASSHQ, provided the Board with messaging and links for the Board to use to encourage members to register for Summit and to let them know of the impending price bump. Sonya encouraged the Board to tag specific speakers to increase visibility across social media platforms.

Jennifer Brandon gave a presentation on the marketing efforts currently in place to drive registration for Summit. She went over the monthly schedule of marketing tools for the Board, including email, paid and unpaid social media campaigns, and website updates. Messaging has been focused on the pre-con videos, two waves of program announcements, learning pathways, speaker spotlights, and the price bump.

Jennifer Brandon also presented on current email metrics in comparison to last year. There has been twice the number of email opens in comparison to last year. The website traffic has also increased. Jennifer Brandon let the Board know that marketing efforts are resonating, and the focus is now on driving conversions.

Sonya let the Board know that more information will be provided at the June Board meeting and encouraged the Board to support Summit through their social media platforms.

11. Summary of Working Groups

Educational Working Group

Vicki Van Damme, PASSHQ, gave an update on recent activities of the Educational Working Group. The second wave of learning pathways for Summit has been released, and the group is asking for feedback for the innovative sessions. The group is also thinking about the best way to leverage PASS's thought leaders to do an extensive gap analysis of the program.

Community Working Group

Elizabeth gave an update on recent activities of the Community Working Group. The community webinar series started at the end of April with the next session being held on May 30th. The webinars are for community leaders and organizers to learn various tips and tricks to support their groups.

Elizabeth also let the Board know that a Governance Working Group has been formed and will meet at the June meeting. The group is composed of Lori, John, Chris Yates, and Roberto.

Sponsorship Working Group

Sonya gave an update on recent activities of the Sponsorship Working Group. Sonya let the Board know that she is putting together an overview document with all the current sponsors for Summit in comparison to last year and will be sharing it with the Board. She also let the Board know that several additional sponsors will likely sign on in July, as that is when many of their budgets are released.

The meeting adjourned at 12:35pm Pacific Time.

Next Board meeting

The next Board meeting will be in-person on June 18 and 19, 2019 in Vancouver, BC.