



Board of Directors Meeting

Teleconference

August 8, 2019

Attendees: Grant Fritchey, Tim Ford, John Martin, Diego Nogare, Roberto Fonseca, Lori Edwards, Jennifer Moser, Chris Yates, Asad Khan, Ramnik Gulati

Not in Attendance: Wendy Pastrick, Adam Jorgensen, Judy Christianson, Chris Woodruff

PASSHQ Attendees: Sandy Cherry, Elizabeth Jeffs, Anika Polisenio, Janice Simpson, Sonya Waitman, Avalon Bourne, Jennifer Brandon, Terence O'Shea

Quorum was achieved.

Agenda for Discussion:

Day One

1. Approval of June Board Meeting Minutes – Grant
2. Board Activities – Grant
3. Elections Update – John
4. Summit Update – Sonya/Jennifer
5. Finance Update – Sandy
6. Summary of Working Groups – Elizabeth/Sonya

1. Vote to Approve June Board Meeting Minutes

Grant Fritchey confirmed that everyone was ready to vote on the June Board meeting minutes.

Motion: I move to approve the June Board meeting minutes that were sent to the Board on July 31, 2019.

Motion: Grant Fritchey
Second: Roberto Fonseca

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

Motion Passed (6 yes, 0 no, 1 abstain, 5 absent)

2. Board Activities

Grant asked if there were any Board members with upcoming paid speaking opportunities. No activities were declared.

3. Elections Update

John Martin gave an update on the upcoming PASS Board election and spoke to the formation of the Nomination Committee and selection process.

John then spoke about recruitment of Board members for the upcoming PASS Board election and asked the Board to help build a pipeline of qualified candidates by reaching out to community members who may be interested in serving on the Board. John also mentioned the need for candidates with business skills, and he reminded the Board that with the new approved bylaws, once the community election cycle is over, the Board has the opportunity to appoint Board members if there is a need. John added that Board member appointments can be from within and outside of the community.

Janice Simpson, PASS HQ added that the Governance Working Group is creating a PASS Board job description and a recruitment support document to support interested candidates and Board recruitment efforts. These documents will be sent to the Board once the committee has completed them.

4. Summit Update

Jennifer Brandon, PASSHQ, gave an overview of current PASS Summit marketing efforts.

Jennifer presented data across several key areas, including group registrations, email and website conversion rates, and targeted projections. She also provided an overview of the marketing email campaign schedule for the next four months.

Tim Ford thanked Jennifer for her hard work and efforts in driving towards targets, and praised the data driven approach being taken. Tim also encouraged the Board to use their influence and social platforms to help drive targets. Jennifer also reminded the Board to utilize their registration codes.

Asad Khan echoed Tim and stated that he's impressed to see the data driven approach and encouraged everyone to work together to meet targets. If there's additional support that Microsoft can provide to drive numbers, let him know.

5. Finance Update

Sandy Cherry, PASSHQ, gave a status update on fiscal year-end financials. Sandy let the Board know that net income is higher than what was projected at the June Board meeting.

Sandy gave an update on the status of the audit to the Board. Engagement letter has been signed and will be circulated to the Board. The audit is due to be completed by the end of September/beginning of October.

Sandy concluded with giving the Board an update on PASS's investment account and the plan to reinvest those funds. Sandy is working with Merrill Lynch to look at options.

6. Summary of Working Groups

Sponsorship Working Group

No update for the Sponsorship Working Group.

Community Working Group

Elizabeth Jeffs, PASSHQ, gave an update on recent activities of the Community Working Group.

The working group has provided input on the PASS Summit attendee gift, finalized the SQLSaturday definition, and revised the PASSion award guidelines. Additionally, the SQLSaturday and Microsoft sponsorship for FY20 has been announced to great feedback thus far, and Hamish Watson has been confirmed as the community host for Speaker Idol for Summit.

Program Working Group

Elizabeth gave an update on recent activities of the Program Working Group.

The working group has provided comments and feedback on the PASS Summit program schedule, which has gone out this week. The working group, along with community thought leaders, is also helping to provide a gap analysis and identify topics to fill the remaining session spots. Once the Microsoft sessions are announced, we'll have a better idea of any remaining gaps.

Governance Working Group

No update for the Governance Working Group.

The meeting adjourned at 12:34pm Pacific Time.

Next Board meeting

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