



Board of Directors Meeting

Teleconference

March 12, 2020

Attendees: Wendy Pastrick, Tim Ford, John Martin, Chris Yates, Roberto Fonseca, Lori Edwards, Mindy Curnutt, Melody Zacharias, Hamish Watson

Absent: Grant Fritchey, Asad Khan, Ramnik Gulati

PASSHQ Attendees: Judy Christianson, Sandy Cherry, Craig Ellis, Elizabeth Jeffs, Anika Polisenno, Janice Simpson, Vicki Van Damme, Sonya Waitman, Avalon Bourne, Lisa Harding, Amanda Martin, Marcella McKeown, Marcia Mendonca, Terence O'Shea

Agenda for Discussion:

1. Roll Call
2. COVID-19 Update
3. Vote on February Meeting Minutes
4. Board Activities
5. Diversity and Inclusion
6. Microsoft Update
7. Revenue Diversification Update
8. Working Group Updates
 - a. Community Working Group
 - b. Research and Engagement Working Group
 - c. Content Working Group
 - d. Governance Working Group

1. Roll Call

Quorum was achieved.

2. COVID-19 Update

Elizabeth Jeffs, PASSHQ provided an update on precautions and plans in place regarding COVID-19. PASSHQ will continue to monitor the situation and provide appropriate updates to the Board and to the Community.

3. Vote to Approve February Board Meeting Minutes

Tim Ford confirmed that the Board was ready to vote on the February Board meeting minutes.

Motion: I move to approve the February Board meeting minutes that were sent to the Board on March 11, 2020.

Motion: Tim Ford
Second: Melody Zacharias

Wendy Pastrick	Yes
John Martin	Yes
Grant Fritchey	Absent
Chris Yates	Yes
Roberto Fonseca	Yes
Lori Edwards	Yes
Mindy Curnutt	Yes
Hamish Watson	Yes
Asad Khan	Absent
Ramnik Gulati	Absent

Motion Passed (9 yes, 0 no, 0 abstain, 3 absent)

4. Board Activities

Tim asked if there were any Board members with upcoming paid speaking opportunities. Hamish Watson let the Board know that the SQLSaturday in Spokane had been cancelled.

No activities were declared.

5. Diversity and Inclusion

Amanda Martin, PASSHQ, provided an update on the approach and next steps to expand PASS' diversity and inclusion messaging and presence. A PASS Community Code of Conduct has been finalized and will be added to the About page on pass.org and further communicated out to Community leaders and the Community as a whole. Next steps will be to consider how further to support the Community in terms of resources.

6. Microsoft Update

Sonya Waitman, PASSHQ, provided an update on Microsoft sponsorship activities. Discussions are ongoing for the limitless data campaign, which is a larger sponsorship opportunity for Microsoft. Sonya thanked Microsoft for their increased support, and the Board echoed these sentiments.

Vicki Van Damme, PASSHQ, provided an overview of technical content-related activities with Microsoft. PASS' statement of work has been submitted and sponsorship revenue is forthcoming.

7. Revenue Diversification Update

Vicki provided an update on the revenue diversification project, which has been a top priority for PASSHQ. Vicki stated that the goal of this meeting's update is to ensure alignment with the Board to enable PASSHQ to move forward and deliver on timelines.

Vicki presented on the background and the research and analysis conducted on the project thus far. Vicki also presented on PASS' current priorities and demonstrated how this project would fit into PASS's current landscape and what would be required to implement.

Vicki provided a detailed overview of the planned target market based on findings from focus groups and PASS' membership survey, as well as the tools researched to meet the needs of the target market.

The Board discussed the different tools and platforms that PASSHQ investigated.

Vicki presented timeline options to implement, as well as estimated pricing and revenue.

The Board discussed the initial planned offering.

Vicki provided an overview of next steps, which will include discussing the options, determining additional information required, and then confirming the path forward with a vote to take place by March 26, 2020.

8. Working Group Update

The Working Group updates were tabled for the April 9, 2020 Board meeting due to time constraints.

The meeting adjourned at 1:05pm Pacific Time.

Next Board meeting

The next Board meeting will be by teleconference on April 9, 2020 at 12:00pm Pacific Time.