



**Professional Association for SQL Server
Board of Directors Meeting**
Teleconference – March 10, 2011
9:30am Pacific Time

Attendees: Rushabh Mehta, Bill Graziano, Wayne Snyder, Allen Kinsel, Geoff Hiten, Douglas McDowell, Andy Warren, Thomas LaRock, Mark Ginnebaugh, Neil Buchwalter, Mark Souza, Jennifer Moser, Judy Christianson, Craig Ellis, Anika Polisen

Absent: Rick Bolesta, Rick Heiges

Agenda for Discussion

1. Review Proposals for the PASS Summit 2013 City Selection

Meeting Minutes

Bill Graziano gave an introduction and spoke about the email that was sent to the Board which included a ranking spreadsheet with the PASSHQ analysis and criteria, as well as floor plans of all 5 proposed conference locations. The Board will vote next week on their top 2 cities out of the 5 selected. PASS HQ will perform site visits for the 2 cities selected and will also begin negotiation with these locations. April 11th is the tentative date for the Board to register their vote for either one of these final two cities we select.

Judy Christianson explained that this is the proposed time line and that once the top two cities are selected PASS HQ will try to get the date extended.

Bill asked the Board if they had any comments, questions or thoughts.

Douglas McDowell stated that he was surprised at the overall costs of the Orlando option.

Andy Warren asked if the ranking on the after-hours activities was based on abilities for a group party, and on the ability for people to break out and do things in smaller groups or on their own.

Anika Polisen stated that the information on the spread sheets was based on her research on outside events at each individual location. On the chart, it is based on volunteer events for everybody to attend. She also stated that she is able to look into further events in the city for groups that want to break out and go to events or activities on their own or in smaller groups.

Action Anika Polisen will look into other options and events located near the locations and update the spread sheet.

Jennifer Moser asked how the categories were arrived at for ranking the locations.

Judy responded that because the PASS Summit has been in Seattle for a number of years, there is plenty of talk in the community to change locations. Judy also pointed out that when we pick a new venue in a different location we want strong attributes in the city selected.

Jennifer acknowledged that the board is being responsive to the PASS Community. She added that PASS has been growing at a solid rate and responding to the community will increase growth and community satisfaction.

Bill said that the hope is to move the Summit around on an irregular schedule so that more people from around the country will get to attend, and at a lower personal expense. He added that a lot of growth came to the PASS Summit when we switched to C&C and wonders if it is the Seattle location or the higher quality conference being delivered by C&C that draws attendees.

Jennifer asked if we are looking to secure a multi-year event?

Bill responded that we get benefits for a multi-year event and we should have one outside of Seattle to see how people respond to a small Microsoft presence and make our decision. He added that the aim is to be in Seattle for launch years and not in Seattle for non-launch years.

Judy added that the thought pattern is if we are in Seattle for two years and go out for one then we can negotiate for a multi-year deal and be back in Seattle for 2016.

Geoff Hiten stated that his user group average attendance is 70 and he has 500 people on the mailing list and usually only 4 or 5 people from this list attend the Summit in Seattle. He added, that logistically most of the people can't make it and moving the Summit would make it easier.

Craig Ellis confirmed that the cities being researched are: Seattle, WA; Charlotte, NC; New Orleans, LA; and Dallas, TX.

Bill confirmed that the vote will be completed in 2-3 days and each Board member is asked to list their top 2 cities. The top two cities out of the five that get the most votes will be the cities that we consider.

Action Judy Christianson stated that PASS HQ will get the updated spreadsheet out to the Board.

Action PASS HQ to send an email to the Board regarding voting for the two cities they think should be considered, for Summit 2013. And, PASS HQ will do site visits on the two cities that get the most votes.

New Business

Judy Christianson gave a SQLRally Orlando update and said the hotel property is close to being sold out but PASS HQ is working diligently to solve the problem and will report to the Board soon with a further update.

Meeting adjourned at 10:20am.