Professional Association for SQL Server

Board of Directors Meeting

Teleconference – June 10, 2010

9:30 AM Pacific Standard Time

Agenda/For Discussion:

1. Confirmation of August In-Face Board Meeting
2. Review of FY2011 Budget
3. Spring Event – Review of Updated Budget

Attendees: Rushabh Mehta, Bill Graziano, Rick Heiges, Wayne Snyder, Douglas McDowell, Andy Warren, Jeremiah Peschka, Lynda Rab, Brian Moran , Roni Karassik, Neil Buchwalter, Judy Christianson, Craig Ellis, Blythe Morrow

Absent: Thomas LaRock, Christoph Stotz, Rick Bolesta, Kristina Kerr

Confirmation of August In-Face Board Meeting

- Judy Christianson – The Board has expressed interest for an August in-face meeting in Nashville prior to the SQLSaturday
- Both Roni and Bill will be unable to attend
- Andy Warren – The Nashville speaker dinner is on Friday night, so the Board will want to conclude the meetings early to attend
- Rushabh Mehta – Roni mentioned that if we have a July Board meeting in Seattle, the PASS Board will be able to meet the new Microsoft Executive
- Discussion ensued and the Board is not available in July; the PASS Executive will instead go to Seattle in the Board's place to make introductions

Review of FY2011 Budget

- Rushabh – We will continue to look at revenue and sponsorship opportunities for the Spring event, but the PASS budget needs to be approved without this piece complete
- Andy – Without a clear revenue projection of the Spring event, we shouldn't be projecting that the event will be revenue positive or neutral on sponsorships; the Board needs to agree to do the event with both outcomes
- Rushabh – We are looking at different options for the expo space so we can adjust the revenue projections

- Bill Graziano – We want to project that the event will be revenue neutral, and then build budget numbers around that; in order to make revenue we will need to pick a targeted attendee number and drive towards it
- Andy asked the Board if they are ready to agree that PASS will fund the Spring Conference as revenue neutral model for 2011
- Rushabh – We are aware the community is asking for an East Coast conference, and there is a lot of potential to make this a revenue-driving event
- Judy – PASS HQ fully supports the model of pulling together the East Coast event; if the Board agrees, we can start the marketing teams and volunteers on the event
- Andy – We should be getting information out to the Community soon; the election cycle is starting, and we need to give people time to digest the idea of the Spring event before they are distracted by another project
- Judy – We have been discussing with the Marketing team and will come to the Board with options and timelines of messaging
- Rushabh – If it looks like it will be revenue positive for the Spring event, we should be structuring the budget accordingly; we should be basing our costs on the risks
- Andy – We should be conservative; trying to find a way to put money back in the budget may be difficult
- Rushabh – In the proposed budget we have projected 96K profit from the event; I think we can reach 50K but would like to work closer with Andy and PASS HQ to determine realistic numbers
- Bill – If we end up losing money, we should cut PASS items that haven't happened yet, like Board meetings
- Andy – Can we have a tiered budget with revenue levels and budget numbers broken up accordingly? Then when we have the hard numbers in front of us, we can use the corresponding revenue tier
- Lynda Rab – There are also negative connotations of budget exceptions, so this alleviates the need throughout the year
- Bill – We will have a specific budget but can create outlines of increased spending if we exceed revenue projections
- Bill – The Summit Expo will be close to projected; in terms of registrations, we projected the numbers will be the same as last year – we are on target to meeting and exceeding those numbers
    - The European Conference also looks like it will make a profit; we are waiting on final numbers
    - With the projected revenue streams, we predict 75K – 150K in net profit; once we know the outcome, then all cuts done in the first round of the budget draft will be put back into the budget.
- **Andy moved that the Board approve an event yet to be named in the spring of 2011, to be held in Orlando at the end of April, that will be revenue neutral and is not to exceed $400 per person for attendees**
- **Second: Lynda Rab**
- Rick Heiges – Before we firm up the dates of the event, we need to make sure we have no competing events in the spring of 2011
- Judy confirmed that Dev Connections is scheduled for March of 2011, and she will reach out for more details
- **Votes were cast and the motion was carried**

Review of FY2011 budget

- Bill to work with Board members who did not request budget allotment
- Andy – Can we make allotment in funding Special Projects throughout the year? If we can get it on the tiered budget in terms of dollars and staff time, then overseeing Directors will have more support
- Bill – HQ staff time is fixed for the year, but we need to divide the time on all projects, including Special Projects
- Andy – If Board members do not have a set portfolio but still need complete project work, they need access to resources or it's difficult to complete anything
- Rushabh – Can each Board member get an estimate of time they will be allotted from HQ?
- Andy – There is a large difference in cost under Admin – how does that process work?
- Rushabh – Worried about the exclusion of regional funds in the Chapter budget; the tiered budget should allot some of the international development back
- Andy – We should not be cutting the Board meetings – the time the Board meets is invaluable
- **Bill – Scheduled another call on June 24th at 9:30am for more discussion around the FY2011 budget**