



PASS
Board of Directors Meeting
July 14, 2016 - Teleconference

Attendees: Grant Fritchey, Tim Ford, Wendy Pastrick, Jen Stirrup, Ryan Adams, Argenis Fernandez, Allen White

Not in Attendance: Adam Jorgensen, Denise McInerney, Thomas LaRock, Tim Mallalieu, Jennifer Moser

PASSHQ Attendees: Judy Christianson, Sandy Cherry, Georgia Dahle, Craig Ellis, Elizabeth Jeffs, Janice Simpson, Sonya Waitman

Agenda for Discussion:

- 1. Vote on minutes from June in-person meeting**
- 2. Vote on minutes from June special meeting for Budget**
- 3. Vote on Director speaking policy**
- 4. Member Engagement for community portfolio Directors**
- 5. Budget wrap up**

Meeting Minutes

Grant Fritchey opened the meeting by welcoming everyone and confirmed that all were prepared to vote on the next three agenda items.

1. Vote on minutes from June in-person meeting

Motion: I move to approve the June Board meeting minutes that were sent to the Board on July 11, 2016.

Motion: Grant Fritchey

Second: Tim Ford

Adam Jorgensen	Absent
Denise McInerney	Absent
Thomas LaRock	Absent
Wendy Pastrick	Yes
Jen Stirrup	Yes
Ryan Adams	Yes
Argenis Fernandez	Yes
Allen White	Yes
Tim Mallalieu	Absent
Jennifer Moser	Absent

Motion passed (7 yes, 0 no, 0 abstain and 5 did not vote).

2. Vote on minutes from June special meeting for Budget

Motion: I move to approve the June Special Board meeting minutes that were sent to the Board on July 11, 2016.

Motion: Grant Fritchey

Second: Tim Ford

Adam Jorgensen	Absent
Denise McInerney	Absent
Thomas LaRock	Absent
Wendy Pastrick	Yes
Jen Stirrup	Yes
Ryan Adams	Yes
Argenis Fernandez	Yes
Allen White	Abstain
Tim Mallalieu	Absent
Jennifer Moser	Absent

Motion passed (6 yes, 0 no, 1 abstain and 5 did not vote).

3. Vote on Director Speaking Policy

Grant reminded the Board that the policy was presented at the June Board meeting and some legal updates needed to be made. The updated policy was sent to the Board on June 24 for review and feedback. Grant confirmed that the Board was ready to vote on the policy.

Motion: I move to approve the PASS Director Speaking Policy that was sent to the Board on June 24, 2016.

Motion: Grant Fritchey

Second: Argenis Fernandez

Adam Jorgensen	Absent
Denise McInerney	Absent
Thomas LaRock	Absent
Tim Ford	Yes
Wendy Pastrick	Yes
Jen Stirrup	Yes
Ryan Adams	Yes
Allen White	Yes
Tim Mallalieu	Absent
Jennifer Moser	Absent

Motion passed (7 yes, 0 no, 0 abstain and 5 did not vote).

4. Member engagement for community portfolio Directors

Tim Ford thanked everyone for forwarding the information regarding goals that pertain to the next generation for the PASS membership and noted the strategies to achieve those goals are forthcoming. Tim reminded the Board of the request for each Board members top five answers to 'Why PASS'. The information collected from that feedback will be communicated to the current membership as well as the audience PASS is trying to attract. Tim reiterated the presentation from the June Board meeting around the membership drive and how this is a necessary step to grow the PASS organization. The membership personas have been distributed and he reminded everyone to review and read the handout in order to have a good understanding of what needs to be pushed through the funnel.

Georgia Dahle, PASS HQ, gave an overview of the meeting that took place with Microsoft this past week and the goals regarding numbers for membership growth. The goal is to grow the PASS membership to 600,000 members this fiscal year. All portfolios and partners will need to support driving the growth. Questions were posed by Jennifer Moser and Tim Mallalieu of Microsoft, regarding PASS's regional growth strategy including North America, EMEA, and LATAM. Georgia outlined that as the Board looks at our community portfolios one

of the elements is how growth will come to play. Each of the community portfolios goals have been shared and the Board needs to look at the conversion in regards to deepening PASS' engagement in some regions. Internal promotion is going well with external promotion being the focus going forward. An understanding of percentages of non-PASS member attendance at events is being pulled through reports. A strategy to drive growth will be developed with each community portfolio contributing to converting non-members of PASS to become members of PASS.

Tim recognized that Jen Stirrup has touched on the point to strengthen relationships with other organizations, which is an important contributor to the next generation of the PASS membership.

Next steps are to look at all feedback and information, include all portfolios to put on their best creative approach, engage partners to develop a membership drive to boost numbers to achieve the goal PASS is trying to accomplish. Georgia added the Directors should meet up with their HQ counterparts to look at the events to pull the data regarding new members and non-members.

Jen Stirrup added that competitive intelligence and a competitive calendar would be helpful to track growth and conflicting events.

Georgia outlined the next steps as collecting information from portfolio owners to get input and contribution, compile that feedback and get it out to the Board.

5. Budget wrap up

Grant Fritchey gave a finance update as follows:

- Finance is in the final stages of the FY2017 budget process.
- Portfolio owners and the PASSHQ counterparts will be receiving an email with the Budgeting Guideline document attached. They will need to update the section for FY2017 as it pertains to their portfolios and return it to Finance by July 31st.
- Portfolio owners and the PASSHQ counterparts will be receiving a summarized version of their approved budget by next week (possibly this week). The summary will include approved amounts, account names and account numbers to be used when PASSHQ counterparts or Portfolio owners are submitting revenue/expenses.
- Portfolio owners and the PASSHQ counterparts will be receiving a link to the Finance SharePoint site which will provide access to their quarterly statements for FY2017. The updated quarterly statements will include their approved FY2017 budgets.
- Note: If you haven't already received one from Simon you will also receive a link to the Monthly Financials on the Finance SharePoint site. The monthly financials include all portfolios and their budgets.
- Finance is working with Marketing and the EVP of Finance to provide an update for the PASS Governance site which will be posted with the approved "clean/simplified" version of the FY2017 budget.

Sonya Waitman, PASS HQ, announced that Vicki Van Damme gave birth to a healthy baby girl on July 5.

The meeting adjourned at 2:21pm Pacific Time.

Next Board meeting

The next Board meeting will be on August 11, 2016 at 2:00pm Pacific Time.