



Professional Association for SQL Server Board of Directors Meeting

Teleconference – February 16, 2012
2:00 pm Pacific Time

Attendees: Adam Jorgensen, Allen Kinsel, Denise McInerney, James Rowland-Jones, Rob Farley, Kendal Van Dyke, Thomas LaRock, Douglas McDowell, Bill Graziano, Rushabh Mehta, Rick Bolesta, Neil Buchwalter, Jennifer Moser, Lara Rubbelke, Judy Christianson, Craig Ellis, Alison MacDonald

Not in attendance: Raoul Illyés, Mark Souza

Agenda for Discussion:

1. Budget Exceptions

Meeting Minutes

1. Budget Exceptions

Bill Graziano and Douglas McDowell had put forward recommendations for budget exceptions on the Board of Directors Yammer group. A live spreadsheet of the proposed budget exceptions was made available to the Board during the meeting.

Global Growth Travel and Consultant

Bill noted the Global Growth governance consultant request was back in the budget exceptions list. Douglas clarified it was the item Bill had agreed upon during the Global Growth call on February 15. Bill said he had agreed to the number but wanted to know more about the deliverables of the consultant. Judy Christianson noted the timeline to have a proposal from the consultant was very tight and it would be prepared shortly. Douglas suggested providing some funding in this budget exception vote for initial funding and returning to the item as details become available.

Rick Bolesta requested more information on the funds requested for Global Growth committee travel to SQLBits. Douglas and Bill have requested funds for travel to SQLBits in another budget item, leaving the Global Growth request for travel funds for Rushabh Mehta, Judy Christianson, Craig Ellis and Alison McDonald. James Rowland-Jones outlined the expected costs of flying to London for the event and the cost of the hotel.

Jennifer Moser proposed considering the travel amounts requested for these items as “not-to-exceed” amounts. She suggested ranking the remaining unfunded items so that should the “not-to-exceed” amounts not be fully used, the board could then use the remaining funds cover some of the unfunded items based on their rank and cost.

Denise McInerney stated she understood the need of in-person meeting for the Global Growth team and requested more information on the Global Growth request for a consultant. Judy is working on getting details and that the number requested is a ballpark figure. It was decided the amount would be used as a place holder to keep in mind for a future spend.

Rick requested the Board be better informed of the activities of the Global Growth committee. He reiterated the request for the research on the Global Growth consultant/proposed model that was presented at the January Board meetings and were not yet produced. He said it appeared as short cuts were being taken in informing the Board of activities due to time constraints. JRJ said the information will be distributed as soon as it is ready.

Denise asked for clarity if the money requested was the first payment for a consultant and if money was to be requested in the future as well. JRJ responded the request was for work done from now until June. It did not include expected legal costs.

Action Judy will send the entire Board information on the Global Governance consultant request for budget exception when the details are ready.

Second Community Evangelist

There was discussion about the budget exception for a second community evangelist role that Allen Kinsel had submitted. Douglas outlined how a salaried position would be better as an item for the FY2013 budget than a budget exception. Allen suggested the role be hired as a consultant to fit the budget exception framework. There were still issues about continuing the role. Bill also requested more discussion about having the role based in the US or internationally. Allen felt there was not enough structure internationally to be able to hire someone. Denise clarified the reason the role is being requested is due to limited bandwidth and demand on time already experienced by that role.

International Sponsorship

Allen requested more information about what PASS gains from sponsoring international events rather than asking them to take on an existing PASS model for an event. Alison MacDonald said it was to support all areas of the community and create good will that can be leveraged into future PASS events as many teams approaching PASS for sponsorship are not ready to take on the PASS models for events. Allen was concerned that more funding was going to these international events in the budget exceptions than the existing PASS event models.

Action Alison will send the entire Board information on the events sponsored previously and the events on the wait list for funding.

Global Growth Travel

The Board briefly touched about who would be traveling for the Global Growth meeting again. Rushabh, Judy, Craig Ellis and Alison were expected to travel for Global Growth meetings.

Marketing Videos

Thomas LaRock spoke about the request for marketing videos. There would be one made for Summit and one made for PASS in general. The videos would be distributed via the PASS Website, SQLTube, and other methods. The videos could also be shown a promotional material prior to newly ungated content on the PASS site.

Motion A motion was made to approve \$20,000 for Board travel to PASS Event, to approve \$10,000 for a Global Growth meeting at SQLBits, to approve \$40,000 for increased support of Chapters, to approve \$30,000 to increase support of SQLSaturday, to approve \$10,000 for promotional videos to support PASS, and to approve \$30,000 for sponsorship of international events for a total budget exception of \$140,000.

Motion: Bill Graziano
Second: Douglas McDowell

Adam Jorgensen	Yes
Allen Kinsel	Yes
Denise McInerney	Yes
James Rowland-Jones	Yes
Kendal Van Dyke	Yes
Rob Farley	Yes
Rick Bolesta	Yes
Neil Buchwalter	Yes
Jennifer Moser	Yes
Lara Rubbelke	Yes
Thomas LaRock	Yes
Rushabh Mehta	Yes

Motion passed (14 yes, 0 no, 0 abstain).

Rick requested for future meetings and budget exception requests that the Board is given more substantial information on the requests prior to the meetings and discussions. Bill will aim at improving the process for next year by having budget exceptions looked at in December, in time for discussions at the in-face meeting in January.

2. Next Meeting

Teleconference at 2:00 pm Pacific Time on March 8, 2012.

The meeting was adjourned at 3:02 pm pacific time.