



**Professional Association for SQL Server
Board of Directors Meeting**

Teleconference – February 9, 2012
2:00 pm Pacific Time

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

Not in attendance: Mark Souza, Thomas LaRock, Rushabh Mehta, Rick Bolesta, Raoul Illyés,

Agenda for Discussion:

1. January 2012 Meeting Minutes
2. Budget Exceptions

Meeting Minutes

1. January 2012 Meeting Minutes

Motion A motion was made to approve version 3 of the minutes from the in-face Board of Directors meeting, held January 25 & 26, 2012

Motion: Douglas McDowell
Second: Denise McInerney

Adam Jorgensen	Yes
Allen Kinsel	Yes
James Rowland-Jones	Yes
Kendal Van Dyke	Yes
Rob Farley	Yes
Rick Bolesta	Did Not Vote
Neil Buchwalter	Yes
Jennifer Moser	Yes
Lara Rubbelke	Yes
Thomas LaRock	Did Not Vote
Bill Graziano	Yes
Rushabh Mehta	Did Not Vote

Motion passed (11 yes, 0 no, 0 abstain, 3 did not vote).

2. Budget Exceptions

Douglas McDowell emailed the Board version 3 of the requested budget exceptions. When Sandy Cherry, PASS HQ Finance, returns from vacation Douglas will email the board a detailed analysis of the current reserves.

Bill Graziano spoke about the challenge of increasing the reserves while avoiding tax penalties. He suggested the Board look at budget exceptions ranging from \$100,000 to \$200,000 then putting the remainder of the available funds into reserves. He requested the Board focus on time sensitive items.

The Board walked through the detailed requests documents. Bill spoke to the items requested by Rushabh Mehta and himself.

Board Travel to Smaller or International Events

Bill requested funding for the Board to travel to more community events. He would like a Board presence at events they usually do not attend such as smaller SQLSaturday. There are also a variety of international events coming up the Board would like to support such as SQLBits. Rushabh had requested funding for an additional ExecCo meeting however Bill did not support the idea.

SQL Rally Dallas

Bill had requested additional resources for the SQLRally Dallas team however after reviewing the list of requests he is moving this item down in priority.

Global Governance/International Events

Bill spoke to Rushabh's request to fund meetings of the Global Governance subcommittee and the International Events subcommittee at SQLBits.

Global Governance Consultant

There will be a request for a budget exception for a global governance consultant. James Rowland-Jones clarified the team had recently begun discussions with consultants and pricing for this was yet to be determined. He was expecting numbers shortly from Judy Christianson. The amount will include legal advice.

Board Discretionary Fund

Rushabh had requested a discretionary fund to cover one-off items. Douglas noted this fund was removed from the previous budget and the request was to have it returned. Bill had spoken with Kendal about this idea previously as a Board discretionary fund rather than a presidential discretionary fund. It would cover items such as Board members dining with community members while representing PASS.

Chapter Kit

Allen Kinsel requested funds to ship The Best of Summit DVDs and other items to all PASS Chapters. The items to be shipped should not pose an issue at customs and the amount requested included shipping fees. Bill noted that we have previously had problems with customs and would like further details on why we wouldn't have problems now.

Second Community Evangelist Position

The second community evangelist position was discussed at the January Board meeting. Allen put in a budget request for the position with input from other Directors. The role was designed to be US-based to allow the person to work closely with Karla Landrum. The international position will be considered in time when there is more structure in place.

Bill spoke to issues with adding a salary as a budget exception. He requested more time before voting on this exception but noted that HQ resources are stretched. Judy spoke to how budget exceptions for salaries have been handled previously for contract roles and full time employees. She noted that the role will be requested as part of the 2013 budget.

JRJ asked if funds from reserves could be used to guarantee the finances for this salary beyond the budget exception. Bill said he was not inclined to use reserves for salary and wanted the decision on this role to be made in the new fiscal year budget. Allen said he did not expect a decision immediately however he requested a decision prior to the budget planning for next year.

JRJ suggested thinking internationally and hiring locally. He said if PASS wanted to expand in Latin America then hiring a local Spanish speaker would be a step towards international relevancy. Denise McInerney felt knowing which regions PASS was going to focus on would help in the hiring of this role. Jennifer Moser voiced her support for hiring another community evangelist as she saw a need for the role. She asked if volunteers could be used in the interim.

DNN Chapter Skins

Allen requested a budget exception for additional skins to be purchased for Chapter DNN sites.

Regional Mentors Travel Reimbursement

Allen requested funding for approximately 42 regional mentors to travel to SQLSaturday events in the coming 6 months. Rob requested targeting active regional mentors for the suggested travel program. Allen agreed that the details of the program needed to be worked out however he was requesting support for the idea.

Chapter Leader Comp Trade In

JRJ suggested a program where Chapter Leaders could exchange their Summit comp for comps to other events such as SQLBits. This would be a trial program. He also spoke about PASS presence and sponsorship at SQLBits.

Summit Online Evaluation System

Adam Jorgensen spoke about his requested budget exception to have all Summit evaluations done digitally. He said the requested funds could be used to find a new method or expand the current guidebook application's abilities. Lara Rubbelke wanted to know if online evaluations could be used for other event, beyond Summit, and be incorporated into a speaker bureau.

Allen suggested Adam speak with IT about what's already in place for this. Rob suggested using the systems other events such as Tech Ed utilize. Bill noted those systems were expensive.

SQLSaturday Sponsorship Funds

Kendal Van Dyke requested a budget exception for SQLSaturday sponsorship. He requested funds for 25 additional events to cover the shortfall expected prior to the start of the next fiscal year.

Kendal briefly outlined his requests for SQLSaturday Road Signs, Laptop Stickers, DVD Raffle Giveaway, Lanyards and Sleeves, Table skirts/Signs, and The Best of Summit DVDs which would all be used as giveaways or items at the PASS booth for upcoming SQLSaturday events.

Closed Captioning of 24 Hours of PASS

Alison requested funding for live closed captioning for 24 Hours of PASS. In the new 24HOP platform this feature can be used to translate the presentations into 14 different languages.

Sponsorship Funds

Alison has little budget remaining to sponsors international events however there are still requests being submitted. This sponsorship is similar to the community connection program and that model needs to be reassessed.

PASS Promotional Videos

There were PASS promotional videos created at Summit which have been reused. The budget exception would be for the creation of new videos to feature different events. They can increase exposure online. Kendal suggested they be utilized at SQLSaturday events.

The remaining marketing requests were for Summit including deposits for Keynote speakers, video recordings and live streaming. Tom LaRock had previously suggested having a community commentary for keynotes to describe the room reaction, what they see during the keynotes and the general mood of the event. Judy clarified budget exceptions could not be used for Summit this year.

Rob Farley said he'd prefer funding for closed captioning of the keynote to the community commentary idea.

Bill suggested the Board not make decisions on the items during the meeting unless the items were time sensitive. Lara requested one week to prioritize the requests and decide before going to a vote. Rob noted there was an upcoming 24 Hours of PASS announcement and therefore the request for closed captioning needed to be decided upon sooner than one week.

Motion A motion was made for a budget exception of \$7,200 for live closed captioning of 24 Hours of PASS to allow for translation into 14 different languages.

Motion: Rob Farley
Second: Denise McInerney

Adam Jorgensen	Yes
Allen Kinsel	Yes
James Rowland-Jones	Yes
Kendal Van Dyke	Yes
Rick Bolesta	Did Not Vote
Neil Buchwalter	Yes
Jennifer Moser	Yes
Lara Rubbelke	Yes
Thomas LaRock	Did Not Vote
Douglas McDowell	Yes
Bill Graziano	Yes
Rushabh Mehta	Did Not Vote

Motion passed (11 yes, 0 no, 0 abstain, 3 did not vote).

3. Next Meeting

Teleconference at 2:00 pm Pacific Time on February 16, 2012.

The meeting was adjourned at 3:07 pm pacific time.