



**Professional Association for SQL Server
Board of Directors Meeting**
Teleconference – July 8, 2010
9:30am Pacific Standard Time

Attendees: Rushabh Mehta, Bill Graziano, Rick Heiges, Lynda Rab, Douglas McDowell, Andy Warren, Thomas LaRock, Jeremiah Peschka, Brian Moran, Rick Bolesta, Neil Buchwalter, Roni Karassik, Judy Christianson, Craig Ellis
Minutes: Nancy Nasso

Absent: Wayne Snyder, Christoph Stotz, Kristina Kerr

Agenda/For Discussion:

1. Fiscal Year 2011 Budget discussion and Vote Regarding Microsoft Sponsorship Adjustment
2. SQLServer Standard Magazine Discussion/Future
3. The SQLRally Model, Budget Discussion and Finalization
4. New Business

Meeting Notes:

1. Fiscal Year 2011 Budget Discussion and Vote Regarding Microsoft Sponsorship Adjustment

- Bill reported that Microsoft has made a \$50,000 reduction in sponsorship for PASS. Bill explained that the cuts will be reflected in expenses and revenue.
- Rushabh asked whether the cut affects the PASS bottom line.
- Bill explained the change to the bottom line is minor, but as it affects some portfolios a vote is required.
- Rushabh asked if the SQL Server Standard is affected.
- Bill explained that it does affect the SQL Server Standard – if the decision is made to keep the program, then cuts will have to be made elsewhere.
- Bill explained that the changes will mostly affect Douglas and Christoph's portfolios.
- Rushabh asked if Douglas and Christoph had reviewed the changes.
- Douglas responded that he had reviewed it and was fine with the changes. Christoph was absent from the meeting and therefore unable to provide feedback.

It was decided that a motion was required but it was necessary to incorporate the SQL Server Standard discussion first

2. SQL Server Standard Magazine Discussion/Future

- Rushabh mentioned that Andy circulated an email to the Board outlining the present status of the SQL Server Standard Magazine. Rushabh then directed the conversation around whether to eliminate or suspend the program.
- Bill said that he is comfortable eliminating or suspending the program.
- Douglas said that PASS could invest in what is already happening organically. He used the example of focussing on Virtual Chapter meeting recordings.

- Andy said that the challenge is that it took so long to get the program running and the readership is so low that to continue might not be worth the cost.
- Bill mentioned that the content of the articles are similar to that which can be found elsewhere and that it might be worth trying to incorporate content that others are not (thus encouraging blogs).
- Jeremiah suggested more research-focused content and changing it to a quarterly publication.
- Andy suggested suspending the program and communicating to the community that the reasons are based on budget cuts and low readership. Andy will mention that the focus, moving forward, will be to work on researching new ideas for the program during the suspension period. (Andy will post a message on his blog.)

Motion to revise the 2011 budget, as specified in Bill Graziano's email dated July 7, 2010, with the caveat that Bill Graziano can adjust spending cuts between Europe and Special Projects, as needed, after consulting with the Europe group.

Votes tallied - Motion passed

3. The SQLRally Model Budget Discussion/Finalization

- Andy mentioned that the idea for the event is to have it more formal than SQLSaturday but not as formal as the Summit.
- Rushabh suggested that even with a low-key registration process that the proper services are still made available.
- Andy said that as long as we deliver profit back we should spend money on registration, whether we build it or buy it.
- Judy said that PASS HQ agrees with the proposal so far. She mentioned that there is some hesitation from a PASSHQ perspective with incorporating a new registration system. The concerns are based around budget and learning curve for staff. Judy supports using the registration system already used by PASSHQ to avoid extra costs and learning a new system for this event.
- Bill reminded the Board that the marketing budget is very limited for this event and advertising the event will have to be grassroots through messaging in which the Board will be encouraged to play a big role.
- Rushabh asked if the event will be marketed as an East Coast event or a Florida event.
- Andy responded that it will be marketed as an East Coast event. He mentioned that Florida has a very big network so hosting the event in the South Florida location will be a big draw for them.
- Andy asked how much input the Board would like as the plans progress.
- Rick Bolesta asked Andy how he would like to be informed if he was in the Board's position.
- Andy responded that monthly updates would suffice leading up to November and to reach out if there is a concern that the Board will need to be involved in, and then turn it into registration updates more regularly after November.

Motion to approve the budget (SQLRally Budget_v1) for The SQLRally event as noted in Andy Warren's email dated July 2, 2010.

Votes tallied – Motion passed

4. New Business

- Bill asked that the Board consider topics for the Nashville board meetings and that if there are Powerpoint presentations to please circulate the documents before the meeting. He would like it all to be discussion-based.

- Rick Heiges suggested that Board members look to their key volunteers and ask them to apply to run for the Board.

Meeting adjourned 10:15am