Professional Association for SQL Server

Board of Directors Meeting

Teleconference – February 25, 2010

12:00 PM Pacific Standard Time

Agenda/For Discussion:

1. Summary of SQLSaturday
2. PASS HQ Staff Requirements – discussion & potential approval

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

Absent: Thomas LaRock, Kristina Kerr, Roni Karassik, Christoph Stotz,

Summary of SQL Saturday

- Rushabh Mehta - Allowing event leaders to manage funds places legal responsibility on both PASS and its volunteers. If we allow the volunteers to put on events in PASS's name, we are responsible to the IRS for all monies managed by volunteer event leaders. It will also take a considerable amount of PASS HQ time to manage the events in terms of finance, logistics, and community engagement
- Brian Moran – is there a way we can support these events where volunteers don't need to handle money?
- Judy Christianson – That is option one in the SQL Saturday document (*Addendum 1*) where the volunteers will not touch the money, and all funds will be managed by PASS
- Andy Warren - We want event leaders to find local sponsors, negotiate sponsor levels, and handle events funds. It's an important motivation for them to run events and provides professional development training
- Lynda Rab – It would be a great benefit to being a PASS chapter if we took some of the liability off chapter leaders
- Judy – We have consulted our legal advisors about taking on chapter liability. At this point, the insurance and liability costs would be too large for PASS
- Brian – If we advertise that SQL Saturday operates under the PASS event banner and someone got hurt at an event, PASS could be sued no matter what contracts or legal structure we put in place

- Andy Warren – In terms of tax liability, we shouldn't give event leaders money until they give everything needed to fulfill tax requirements. Each event will average 10 transactions and should take about one hour of execution time from PASS HQ
- Andy – Is the issue here due to the method of fund collection? Can we brainstorm different ways of handling that?
- Rick Bolesta – For future reference, it is important the Board votes for projects such as this on a conference call. Email votes do not give this Board enough opportunity for collaboration and discussion
- Rushabh – The caveat to option one is that it will take a lot of staff time to manage the account
- Judy – The Board needs to decide how much liability the PASS organization should take on. That will help us decide between the two options
- Bill Graziano– Either option will fundamentally changing the way SQL Saturday will run
- Judy – If individuals are on their own and liable, PASS needs to communicate the process of tax fulfillment and financial responsibility clearly. Having mentorship in this respect will be extremely important
- Bill – Which option is better for the volunteer putting on the event?
- Jeremiah Peschka – Can we incorporate SQL Saturday as a separate non profit?
- Judy - We could incorporate it, but someone would have to sit on that Board and take the liability
- Andy – Not happy with either of the two options put forward. PASS should not be keeping the extra funds the events earn. Most events break even, but the goal should be to grow the members and sometimes use any extra money to filter back into the chapter
- Brian - The sponsors get value by buying access to the event and to the mailing list. Most of them don't care where the money goes and are ok with using the money for other things in the chapter

PASS HQ Staff Requirements – discussion & potential approval

- Bill Graziano – The Board has already spent three months discussing hiring new staff, and the Executive would like to put this proposal to a vote
- Rick Bolesta – This is a matter of voting for a budget exception, and should not be treated lightly. Will PASS need to dip into the emergency reserves? If this is being looked at by individuals instead of a bulk budget exception, we should treat it differently
- Bill – We will not go into reserve funds, and if we don't bring on more staff, we will need to stop taking on projects
- Rick B– Every time we add something that costs us money out of our budget, the Board needs to know there is a plan to generate revenue and cover the costs
- Bill – Community projects will not be revenue generating, but with more resources PASS can focus better on revenue-driving projects
- Rick B– I don't see how we have tied projects into expanding our brand, engaging sponsors and ultimately growing our revenue streams
- Judy Christianson – PASS has always been about growing the SQL Server community. It is necessary to the success of our organization, including the growth of our revenue streams

- Judy – Christianson & Company is still sitting at 900K per year to run the PASS organization while Smith Bucklin was charging 1.5M. Three years later PASS is a much larger organization but is still working with 1/3 of the staff
- Rushabh Mehta – There is potential cost saving in the future – The new IT resource would allow us to implement the speaker management project which would save 20K directly plus a huge amount of staff time. That can be a complete saving of over 50K per year. Moreover, chapter management implementation will help streamline community programs, thus directly cutting staff hours
- Andy Warren – We need to think about efficiencies. I don't have a good understanding of how much time we put into the projects we currently run
- Rick B – The best time to review projects and efficiencies is when we build the budget. Board members review what we have done over the past year, decide if it's fiscally and logistically possible, then determine if it's worth continuing. This conversation should be happening in May
- Bill – We need to improve the way staff time is reported into portfolios. If we want to improve efficiencies, we will need to task that as another project for HQ
- Andy – Would like to know the top three or four projects each staff person is working on
- Rick B– Instead of HQ reporting what they are doing, Board members need to have a sit down with their PASS HQ counterparts to find out what they do. If you need to schedule a meeting once a week for a few weeks, then you need to realize that it may take time
- **Rushabh moved to approve the budget exception to hire the three new PASS HQ staff: a governance coordinator, a community coordinator and IT support**
- **Rick Heiges Seconded**
- **Votes were cast and the motion was approved 6:4**