

**MINUTES OF THE
BOARD OF DIRECTORS MEETING
OF
ROCKY MOUNTAIN ORACLE USERS GROUP**

A regular meeting of the Board of Directors of the above corporation was held on August 21st, 2014 at 6 p.m. via conference call.

I. QUORUM

A quorum was declared present based on the presence of the following Directors:

John Peterson	Vincent Giasolli
Ron Bich	Dan Hotka
Chris Ostrowski	

Also in attendance:

Peggy King	Andreas Katsaris
Tim Gorman	John Jeunnette
Heidi Kuhn	Kellyn Pot'vin
Bobby Curtis	Art Marshall

The following corporate actions were taken by appropriate motions duly made, seconded, and adopted by the majority vote of the Directors entitled to vote (unless a higher voting approval is stated).

II. REPORTS

A. Report by Dan Hotka.

- Elich's event last month: went very well
- Date reserved for 8/7/15
- Income from event: \$4k in sponsorships + Oracle's donation - are we expected to break even?
- \$2k from Oracle, \$1k Dell, \$1 from Rolta
- Income from meeting: \$6800
- Normally, it costs RMOUG \$1k-\$2k; will focus on 8/7/15 meeting after 1/1/15
- Good turnout - people attentive - appreciated Oracle topics - went off without a hitch
- As a group, RMOUG needs better headcount management - Elich's wanted a headcount - lots of people sign up @ last minute; hard to get attendees to register early enough to get Elich's a headcount - they usually register the Monday before and Elich wants numbers 2-3 weeks in advance
- Heidi: it averages to \$55-60/person before food; Dan: how do we allow for food? - needs to be addressed in Jan/Feb - can we encourage people to sign up sooner? We needed more

tickets on the day of the event - can't add food that late - can we talk to YCC to figure out how they do it?

- John: we went down to the last minute in getting speakers to commit - is that the norm w/Oracle? Dan: no - we need to be more involved in the list of speakers and the topics - we don't have to depend on Oracle - John: didn't we used to put a call out? Dan: would rather approach specific speakers with specific topics
- Fall meeting - can we buy ticket for Rich? As long as he's cost-conscious (<\$499) - we don't need a vote; Tim/Delphi - 1st speaker
- 3rd topic: Sponsorships at the fall meeting - Ann is OK with selling tabletops - Rolta wanted a table & banner - \$1k/table? Heidi - last year we spent \$500-\$800 (avg: \$700) on food);
- John: marketing plan from Kellyn? Dan: need Kellyn to send info again; vendors need to pony-up - if were in the black, can we roll surplus over to Elitch's? \$2k for a double-length table?
- We have venue - food not ordered yet

B. Report by Vincent Giasolli

- Still a bit shy for quantity for the newsletter - Kellyn stepping in to write an article - maybe a little thinner than what we've normally had
- Sponsorships - need to work on getting sponsors to participate
- Deadline for next newsletter has passed (8/15) - still leaves room for editing & getting responses back
- Focus member information? No - Tim is still working on it
- Still needs letter from the president
- Pat is doing formatting - sooner she gets them, the better
- Andreas: who does the newsletter go out to? Vince: all registered members - extra printed copies handed out @ training events; Andreas: electronic version? Vince: electronic version on website Andreas: should we send electronic version to non-members to entice them? Vince: where we get email addresses? Andreas: we need to start building up addresses - pdfs aren't effective - post it on RMOUG web site - can we turn it to an electronic version where we could get some metrics and maybe embed RMOUG hashtags in "Share This Article" links?

C. Report by Kellyn Pot'vin

- Marketing: 3 documents
 1. QEW budget - basic requirements (travel, food, venue costs, etc.) easier to go ahead with future initiatives
 2. Flyer - global on what we provide to anyone involved with RMOUG - tells people why they want to be part of RMOUG - wants to include a mock up of the newsletter - wants to get package info from Heidi to include also
 3. Marketing Initiative - goal: what we need to do - IOUG comes to our events - we're all fishing from the same barrel - same vendors/same people - we need to shake things up - new members/new companies - links to sites (startups in Boulder, external offices (work from home), meet/greet events, etc.) - get message out: why they want to be involved in RMOUG

- Veronica - team YCC - they will contact people and propose people becoming exhibitors - can Andreas help out? Will the concept work?
- Training days contacts, QEW contacts - don't want to contact them multiple times and overwhelm them - can Dan/Bobby help?
- Andreas: can we target better by determining Oracle footprint in organization? Kellyn: yes - targeted by orgs looking for Oracle/Big Data DBAs Andreas: can we target smaller companies?
- Will Veronica use list to market to just RMOUG or others? Kellyn: we need to lock that down - RMOUG only - we may need to amend contract
- Training days - abstracts open - 20 volunteers to review abstracts; software needs testing - volunteers to help?
- IOUG email approved yesterday
- 2 new vendors signed yesterday

D. Report by John Jeunette

- Training days testing - Kellyn going thru it
- Design issues resolved? Yes - primary id will be email address
- Trying to get people to respond to renewal emails; direct mail? Send out "Update information" email?
- What about corporate memberships? Corp memberships have different cost structures
- Web Link - individual self-service membership application - link should be changed to it says individual and corporate; should pricing structure be changed? Link takes you to individual or student renewal option - corporate option is not on the main page - flag needs to be set for membership type - being changed right now

E. Report by Art Marshall

- QEW presentations are on the site
- Sponsors on the site

F. Report by Ron Bich

- Looked @ RMOUG reports last night - everything looks good
- We have some cash in the bank

III. NEXT MEETING

The next meeting of the Board of Directors will be held on Wednesday, September 17th at 6PM Mountain Time at a location to be determined.

There being no further business, the meeting was duly adjourned at 706p

Motion to adjourn

Chris Ostrowski
Secretary