

**NANOG Board of Directors**  
August 19, 2023/Board Conference Call  
1:00 p.m. EDT

Leslie Daigle, Chair	Edward McNair, Executive Director
Vincent Celindro, Vice Chair	Darrieux Harvey, NANOG Staff
Steven Feldman, Member	Claudia Bristol, NANOG Staff
Tina Morris, Member	Valerie Wittkop, NANOG Staff
Michael Costello, Member	
David Siegel, Treasurer	
Catherine Gurinsky, Secretary, PC Chair	

**Start time:** 1:47 p.m. EDT

**Roll Call / Call to order:**

All voting members were present as well as staff members Darrieux, Claudia and Valerie.

**Agenda Review**

Leslie reviewed the agenda and no additions were requested.

**Review/Approve Minutes**

- June 11th, 2023 Public Minutes
- July 14th, 2023 Public Minutes

Cat presented the June 11th and July 14th public meeting minutes to the board for review and approval.

**MOTION:** Leslie moved to approve the June 11th and July 14th, 2023 public minutes for posting on the website. Michael seconded. All approved and the motion passed unanimously.

**Staff Report**

**Meetings**

- NANOG 89 registration current registration numbers were reviewed.
- Registration data for week 4 is similar to the Hollywood meeting last October.
- The shoulder nights are sold out. Rooms are being held for the board and invited committee guests who will be attending the board meeting.
- Initial sponsor packets have gone out (how to register, order AV, etc). Codes for premium sponsors have gone out, individual sponsor codes will be sent out next week.

**Future Meetings**

- N94 (June) Agreements are in the early process of being negotiated
- No additional site visits are scheduled for the remainder of the year.

Sponsorship Sales numbers were reviewed

## **Financials**

- NANOG 88 registration revenues fell short of anticipated amounts and created a cash deficit of \$264K
- The meeting was profitable but fell short of budget by \$308K
- After strong attendance in Hollywood N86, the softer attendance in Atlanta N87 was considered more indicative of location than a trend. No need was seen to adjust Seattle expectations.
- Staff is exploring options to reduce N89 expenses, but meaningful changes won't occur until 2024.
- Operations team starting 2024 budget process and will explore ways to keep expenses in line with the current marketplace.
- Discussion on how the registration revenues were achieved.
  - Staff to provide a breakdown of registration dollars at what levels and number of codes utilized for N88 and comparison to previous events.
- A cash infusion of \$320K is needed to meet our obligations and operating expenses up to N89. **MOTION:** Edward moved to pull \$320K from reserves to cover cash shortfall up to the next meeting. David seconded the motion. A roll call vote was taken and the motion passed unanimously.

## **Marketing**

- Google Ad Campaign
  - Launched a campaign to boost registrations for NANOG 89.
  - Focusing on the San Diego market due to companies having travel restrictions.
  - NANOG is using a budget covered by our Google Ad Grant.
- LinkedIn Event Ad Campaign
  - LinkedIn has a promotional mechanism focused on events.
  - Plan is to mirror Google campaigns with a reduced budget.
  - Edward will invite David to the weekly marketing call to help with LinkedIn.
  - Discussion surrounding mail chimp to be linked to LinkedIn.
- Sponsor Campaigns
  - LinkedIn posts promoting the value and opportunities associated with NANOG sponsorship.
  - Another post will focus on the Hackathon.
  - Language and approach will vary every couple of weeks.
- Sales Outreach to Local Companies
  - Shawn has identified local organizations that match the demographics of our existing customers.
  - A sales email has been drafted to go out next week.
  - Roblox was a company suggested by the Board to contact.
- Patron Program
  - Has been reworked creating 3 distinct tiers.
  - A web page will be published upon Board approval of tiers, options and pricing.
  - Will seek Board support for leads through their executive-level contacts.

- Three levels:
  - Premier Patrons - \$100,000 per year
    - Five minute speaking opportunity at a conference
    - Promotional video on the website
    - Logo prominently displayed on our website
    - Company listed on a dedicated web page of our website
  - Executive Patrons - \$75,000 per year
    - Promotional video on our website and YouTube Channel
    - Logo displayed on our website
    - Company listed on a dedicated web page on our website
  - Key Patrons - \$50,000 per year
    - Logo displayed on our website
    - Company listed on a dedicated web page on our website
- Call for Technical Content Authors
  - A request was made via newsletter to our community to create technical articles of interest.
  - First article was written by Geoff Huston.
  - Additional articles are in the works.
- NANOG Stories:
  - The Source of Time, According to a Technologist - Article by Geoff Huston
  - NANOG 88 Recap - video
  - NANOG 89 to Take Place in Historic + Iconic Coronado
  - NANOG Talks to Seattle Community Network about Connecting the Underserved Locally - Video with Esther Jang
- LinkedIn Poll: Does your company currently have restrictions on event and business travel:
  - No, I am free to travel (46.78%)
  - Yes, business only, not events (13.76%)
  - Yes, tight restrictions (39.44%)
 (Total respondents: 109)

### **Social Media Stats**

- A link to the July HootSuite Report was provided
- YouTube (July 2023)
  - Views: 22.9K
  - Hours of watch time: 3.1K
  - New subscribers: 205
  - Top Three Viewed Videos
    - Dive Deep on AWS Networking Infrastructure - 5,332 views since published 20 June 2023
    - BGP Techniques for Network Operators - 2,083 views since published 20 June 2023
    - Tutorial: Everything you always wanted to know about optical - 12,535 views since published 21 March 2022

### **Online Tools**

- Postings on community.nanog.org are now accessible without an account.
- Users can read postings, but are prompted to log in or create an account to reply.
- Edward shared a link for a proposal for migration from Mailman to Discourse and requested feedback from the Board.
- The 1.0 release of the Appointment tool is still on schedule, however the Sponsor tool has been delayed to accommodate the development of the Statistics Tool.
- New Meeting Statistics Tool
  - Provides real time progress on our events.
  - Three separate versions for staff, Board and members.
  - Data is restricted by role.
  - Allows comparisons between two events and it will expand to four in the future.
  - Edward demonstrated where the tool is located via your profile icon on the website.

### **Approval of Public Statement of 2023 Goals**

In the workshop portion, the Board had discussed and edited the draft public statement of 2023 Goals. **MOTION:** Leslie made the motion to approve the public statement of 2023 Goals as edited. Seconded by Edward. The motion was unanimously approved.

### **Audit Report Status Update:** (David)

David had not completed the previous meeting's action item He emailed the audit committee as the meeting continued.

### **Financial Discussion:** (Edward and Claudia)

Edward and Claudia had shared a spreadsheet to better explain the current cash shortfall.

- Cash on Hand
  - NANOG began 2023 with \$800K less on hand than in Jan 2020 before the pandemic.
  - Sponsors who had paid for future meetings elected to defer their sponsorship dollars when we began having face to face meetings again.
  - Those deferred dollars were used during the pandemic time to offset operational expenses.
  - The deferred revenues are now being recognized but without accompanying cash which creates the current cash deficit.
- Meeting Cash Projections
  - The actual sponsorships for N87 and N88 plus projected for N89 results in a \$200K shortfall of budget.
  - The actual registration dollars for N87,N88 and projected for N89 results in a \$667K shortfall of budget.
  - Between the deferred revenue and decreased registrations, the cash income from meetings does not meet the needed operational expenses between meetings of \$470K. This results in over \$300K cash shortfall per meeting.
- Future Hotel Deposits
  - Over \$116K has been paid as deposits to hotels for future meetings.

- This has added to the cash deficit now but the effect will be felt in the future.
- Projected 2023 Profit/Loss
  - If no cuts to services for N89, the projected financial statement loss for 2023 would be -\$141K.
- N88 Registration Breakdown
  - Projected number of registrants was down 254 or 25.43%
  - The registration dollars were divided into Early Bird, Regular, Late, On-site and also those utilizing pass codes.
  - Pass codes accounted for \$204K. They are provided to staff, board members, program committee, speakers and sponsors.

David still questions the number of registrations and how it equates to meeting income as he recalls from the past.

**ACTION:** Claudia is to update the Meeting Data to include N88 to be able to view how and/or why that has changed over the years.

- There was some discussion of possible cuts for N89 but the Board was not prepared to make any decisions at this time. **ACTION:** Edward will post these options in the Board slack channel for discussion.
- Darrieux requested that decisions be made by Friday, August 25 to allow her to complete necessary contracts.

Due to time constraints, the following agenda items were tabled:

- **Mailman to Discourse Migration Plan**
- **Committee Updates**

**MOTION:** Leslie moved to adjourn the meeting, seconded by Edward.

**End time:** 3:14 p.m. EDT