

**Teleconference Minutes**  
**Professional Disc Golf Association (PDGA)**  
September 18, 2009

**Board Members:**

*Present:* Todd Andrews, Chris Bellinger, Dave Feldberg, Bob Decker, Juliana Korver and Rick Rothstein  
*Quorum present?* Yes

*Others Present:*

Executive Director: Brian Graham

Other: Todd Briner – fulfillment, David Gentry – Tour manager, Chuck Kennedy, Brian Hoeniger, Laurie Hoeniger, Dan “Stork” Roddick – Director Special Projects (joined us on Skype), Shawn Sinclair – Competition Committee Chair.

**Proceedings:**

*Meeting called to order* at 8:44 am by Chair, Todd Andrews

***NT Tour***

**MOTION** (Decker/Bellinger)

Remove KC from the potential NT tour schedule, possibly including Des Moines and see if Mike Barnett is or is not interested in running an NT and leaving all other tournaments the same.

Approved: Bellinger, Decker, Rothstein, Korver, Andrews

Abstain: Feldberg, Gillis

**MOTION** (Bellinger/Feldberg)

Move that all pros be given the option to take a rules knowledge assessment test free of charge. Passing the test is required prior to playing in an NT event. This would be in effect for 2010.

Passes Unanimously.

- Addie suggested that pros who are already certified officials take the retest.
- There isn't a rule book or test in Japanese so do we hold foreign players to the same standards.
- This would be an annual test.
- Test with NT's and then include the Majors in 2011
- Subcommittee to figure out the details: Gentry, Bellinger, Feldberg

**MOTION** (Feldberg/Bellinger)

Move that all NT's be required 40% of the field.

**MOTION** (Decker/Feldberg)

Table this discussion until the next board meeting until Dave can gather appropriate data.

Passes unanimously.

## **2010 PDGA Budget**

- The 2010 budget was detailed and discussed.
- One unknown for 2010 is the military division as it is in its first year.
- Currently paying \$7000 for elections. We could create a voting module to decrease this cost, but then we lose the appearance of legitimacy because it is no longer administered by an outside party.

## **Tech Standards** *by Kennedy & Roddick*

- The committee wants to know how aggressive we want to take this turn.
- Proposal: If it is determined by the Technical Standards Committee that a manufacturer has violated the PDGA technical standards or procedures, the following penalties will be assessed:

A first offense requires a \$100 contribution to the Disc Golf Foundation and the manufacturer must submit an explanation to the technical standards committee as to how and why this violation occurred and how it will be rectified in the future.

A second offense requires a \$300 (or \$500) contribution to the Disc Golf Foundation and the manufacturer must submit an explanation to the Technical Standards Committee and the PDGA Board as to how and why this violation occurred and how it will be rectified in the future.

A third or greater offense requires a \$600 (or \$1000) contribution to the Disc Golf Foundation and requires discussion with the TOC and BOD about the pattern of violation and possible suspension of the manufacturer from the PDGA approval process.

- A primary benefit of the PDGA equipment approval process is to allow players, tournament directors, disc sellers and others to easily identify approved equipment. In the past, identification of approved discs has been unregulated. While some discs have been clearly identified, others have carried no approval or model information, which has created confusion. By ramping up to these identification regulations over time, we hope to make identifications of discs more clear in the future.

- A concern regarding current discs that do not meet the standards.
- A timeframe should be attached to the policy so that offenses eventually fall off the backend and a manufacturer would start over with a first offense if they have not had any offenses in 3 year period.
- The PDGA store would begin spot checking discs to assure compliance.
- We can revisit this on a bi-annual basis to review any violations
- Graham suggested that the first offense be simply a warning.
- What really is required for the system to work better is to change the understanding of the whole group. We need to collectively commit to playing with equipment that fits our standards.
- We may need to have some articles in our media that speak to this issue.
- The rules are already in place, this is simply a detail of the consequences.
- Possibly change the first offense to a \$0 contribution which in effect makes this a warning.
- Giving a warning will still result in financial penalty due to the fact that they will need to replace the offending discs.
- Is this a violation per mold or for all molds? Typically this will be per mold and even a particular run.

- What is the tolerance? In theory, the tolerance is 0.
- Would there be an appeals process?
- What if a manufacturer refuses to comply?
- The committee will adjust the proposed policy based on today's discussions and bring it back to the board shortly.

**Marking of discs** *by Stork*

- This coming January 1, we want all PDGA approved discs to carry the mark either in the mold or in the hotstamp.

**Motion** (Decker/Bellinger)

Move that we accept the following proposal:

As of January 1, 2010, all newly-approved discs must carry the words "PDGA Approved" and the approved model name either engraved in the mold and/or as part of the disc art. Manufacturers are also encouraged to add this identification to all approved discs when it is feasible do so. All approved discs manufactured after January 1, 2012 must carry this identification information.

- Note, a good number of discs are already in compliance with this.

**Motion** (Decker/Feldberg)

Move that we table this motion until the ED can communicate with the manufacturers to get their opinions on the ramifications of such a requirement.

Passes unanimously.

**Online Tournament Registration** *by Andrews*

- Discussion on the direction we should go regarding the online tournament registration. Should we improve our automated process in house?
- 2 main requests right now: update registered players list automatically, speed up the process of setting this up.
- Ciphent estimated the costs for bringing this in house \$12,000-\$13,000 to get it going without a revenue sharing model.
- From the PDGA's standpoint as a business, it is much better for us to have all of these features in house.
- The BOD wants to improve the current system while doing some more research on bringing the system in house.
- It was suggested that we potentially buy Briners system instead of hiring another company to rewrite the system.

**Update on Worlds 2010** *by Kennedy*

Am Worlds 2010

- Preliminary schedule draft completed for 5 courses that can handle up to 720 players
- A 6<sup>th</sup> course might be added using the leverage of hosting Worlds and Innova CFR \$\$s to help complete it.

- Fundraising and Website plans underway
- Cement pads getting completed on all courses except rubber on 9 holes.
- Visited OSU- Marion campus to determine sites for field events, Player meeting, Fly Mart and Final Awards.

#### Pro Worlds 2010

- Latest course review during Super Class nationals visit end of August.
- A few more cement tees remain to be poured on the Gold/Silver course.
- The final 9 layout has been roughed out.
- Preliminary schedule draft completed.
- Fundraising and Website plans underway.

#### **MOTION** (Feldberg/Korver)

Move that the PDGA create a world's course review committee. The committee would be made up of a member of the course design committee, the tour manager, a board member, and a local club representative.

#### **MOTION** (Feldberg/Decker)

Move to table this motion

Motion Passes.

- Attempting to establish a template for future standalone Pro Worlds
- Capping field size at 304 plus legends
- Max of 3 primary courses needed plus one course suitable for Legends
- Ideally one gold course for tee times
- Pools can contain any mix of divisions
- 6 rounds before semis

#### **Strategic Planning Session**

- We need to think about the direction of the PDGA in the long term.
- Our growth is happening locally, how do we empower the local people and clubs.
- Aren't we more than just a collection of tournaments?
- How do we bring the Global community together and guide that community?
- We have 2 distinct groups Ams and Pros that almost have competing needs.
- Globalization
- Make the masses understand that they are the PDGA that the PDGA is not outside them.
- Have we completed everything on Pat Govan's transformation model? If not, then we should complete that before moving forward.
- Competition summit. Is competition truly broken? If so, do we fix that first before moving this forward?
- PDGAS – professional disc golf associations. With all the other groups underneath
- Changing Pro dga to Players dga.

- Managing pro disc golf. 25% of the membership is pro and the pros take up much more of the time.
- Instead of competing, combine with this idea of a pro tour that is still part of the PDGA and we work together.
- College level edge program
- Start by transitioning from saying Professional Disc Golf Association to using PDGA.
- Decker presented a potential structure for PDGA, Inc incorporating PDGA Global, Pros, Ams, Military.
- PDGA needs to separate the pros and ams.
- go to the constituents and ask them what the organization that is serving them should provide for them. Find out what the hot buttons are. Do they want to set the schedule? Do they want to set the rules?
- we are too small to be a splintered group, we need to be unified.
- The PDGA needs to keep it's relevancy throughout any transitions that we may go through.
- Before we can move forward with any of this, we need to figure out the financial aspect of it.
- Is there some type of consulting that we can look to. Our organization is doing something that has been done over and over for other sporting organizations. There must be consultants that can analyze our size/demographics... and can help us through this critical tipping point.
- Do we spend too much time chasing things that aren't that important? Maybe we should prioritize better.
- Create a subcommittee to further explore this option

**MOTION** (Decker/Feldberg)

Move to create a new committee to consider the transformation model.

Motion passes unanimously.

Feldberg, Bellinger, Decker all volunteered to be on the committee. Bellinger has been chosen to be the chair of this committee.

**National public relations Campaign** *By Dave Feldberg*

- Objectives: Raise overall awareness of PDGA among a key audience
- Raise the profile of select players on and off the course
- Brand PDGA tournaments as entertainment for sports enthusiasts
- Position PDGA Executives as authoritative experts
- Ask Feldberg to send the presentation to me and include it in here.

The board instructs Graham to contact this media person and see where it goes.

**Supporting Member Registration** *by Gentry/Isbell*

- A demonstration of the supporting membership page. Any member who pays the \$10 nonmember fee will be directed to this page.
- They will find an explanation of the supporting membership as well as encourage them to become a full member with a link to the online membership document. Otherwise, they are taken to a data capture form to gather their name, address, contact information, date of birth, division.

- When they do this, they are sent a rule book and a mini.
- The only thing left to do is to contact the TD's to make them aware of this.
- Roughly 10% were upgrading to a full membership right away.
- We need to start an education program for our TD's.
- Could have a TD conference/seminar.
- Use the state coordinators to help with such a TD school.
  
- The board viewed some of the new website pages that are in the works.

### **Marketing/communications Report** *by Duesler*

- Laying the groundwork...

Communications Overview:

- eNewsletter it is a lot of work, but an extremely valuable tool for the PDGA which has been used to report news within the PDGA.
- PDGA Media – theme issues (the most powerful \_\_\_ in disc golf)
- Could have magazine overflow stories and content on the website. “For more information on this go to the website...”
- pdga.com analytics
  - o 14 videos were created by PDGA Media. They generated almost 14,000 views.
  - o Use the website for moderated interaction between the membership and the BOD during the summit.
  - o Have a press conference with a live video stream from the summit or from the events.

Google analytics for the month of August: 134,643 unique visitors with 7.03 average number of pages and are staying on the site for over 6 minutes.

### Marketing Overview

- Sponsorships

Established Relationships

Woodchuck Cider

Disc Golf Industry

New Relationships

Brazilian Springs (bring product to DGers)

Keen (bring DGers to product)

Lenovo (bring IMAGE/DEMOGRAPHIC to brand)

Marketing Partners

Todocast tv & EPlanet Media

TVA Productions, BrightCove, EA Sports, Cyphant

- Feldberg: why was there so much inconsistency between NT's with regard to coverage?
- Create a template for TD's to give out to spectators at events. Filled with player profiles to let the spectators know who people are and where they stand.
- When you do a preview of the event, it would be nice if you could also do a preview of the payout.

Discgolfplanet.tv – online tv that will be used for the USDGC. It will include the dot technology, video streaming.

**MOTION** (Decker/Bellinger)

Do not allow Bobby Gardner to renew his PDGA membership.

Bob will withdraw the motion and will fill out a disciplinary form with regard to Bobby Gardner.

**MOTION** (Bellinger/Feldberg)

To adjourn.

Passed unanimously

- Meeting adjourned at 4:34pm
- Minutes submitted by Secretary, Juliana Korver

**Action Items**

Graham: add 2008 actuals as a column in the 2010 budget

Gentry: pull data from 2009 NT events regarding pay tables