

**Professional Disc Golf Association (PDGA)
Approved Minutes for Board of Directors' Meeting for August 25, 2003**

7:30 EST The meeting was convened by Commissioner Theo Pozzy

Present: Theo Pozzy, Steve Wertz, Marty Hapner, Terry Calhoun, Jon Lyksett, Pete May,
Brian Hoeniger (HQ staff), Lorrie Gibson (HQ staff), Dan Roddick (staff) Not Present: Dave Nesbitt

Introduction

Theo introduced the new Regional Director, Jon Lyksett, to the Board.

Motion

Moved by Theo, seconded by Steve that the Board approve the minutes of the previous teleconference of July 31/03.

Motion passed For: Theo, Steve, Marty, Terry, Pete Abstained: Jon

HQ Update

Brian reported membership is on target for end of year projection of 8500 = 11% growth. The tournament schedule has been updated =489 events on the tour calendar. July books will be done tomorrow. August's books including Pro Worlds will be undertaken next week. Upon completion of this task we will have a better idea of our financial position. Priorities: design a leading events schedule for 2004.

Pro Worlds Action Items

Discraft was acknowledged for their generous support/sponsorship of the Pro Worlds. Board members shared their experiences of the Pro Worlds.

8:10 pm The Board went into Executive Session

8:35 pm Regular Session resumed

Webcast Status

Much has been learned from the initial experience.

In order to address shortcomings of the webcast, the PDGA and Alacrity Media are putting together a 90 minute webcast that can be previewed for free and viewed in high bandwidth for a month for a cost of \$2.95

Action Item:

A preview of the webcast will be sent to each Board member (Theo)

Membership Survey

An on-line member survey will be conducted at year-end.

Terry emphasized the need to clarify the goal(s) of the survey i.e. what does the Board want to get out of it?

Action Item:

Forward the survey documents to Jon for review (Terry)

DGWN Articles

Terry requested all Board members submit to him asap items for the PDGA pages in the upcoming Fall issue.

Board Elections

Terry has examined the nomination process and identified the need for a “vetting process” whereby those who get on the ballot are qualified to sit on the Board. A Nomination Committee might serve such a purpose.

In preparation for the elections, work will be done to secure the technology for online voting.

Action Item:

Investigate a nomination process within the framework of the constitution. (Terry)

PDGastore.com

With assistance from Todd Breiner, pdgastore.com was launched very successfully. The promotion of a complimentary '04 Ace membership to one of the first store purchasers proved to be very popular. Within the first month there have been 74 orders equaling a value of \$3600.

Sportsloop Update

Pete May & Nez met with Roy Kessel, president of Sportsloop, at Pro Worlds. Roy was given a “list of [PDGA] disappointments”: no sponsorship funding, no significant pre and post event publicity, paying a Sr rep fee but receiving the services of a Jr rep. Sportsloop was informed if they don't “step up” the PDGA will consider not renewing the contract. Pete confirmed the PDGA does not have an exclusive contract with Sportsloop. Roy stated he would have a strategic plan ready to present in Oct'03 at the Board Summit in Augusta, GA.

Pete did not receive the impression that Sportsloop has anything “hot in the cradle” for the PDGA at this time.

Pete reminded the Board that there are two parts to the Sportsloop contract: raising sponsorship dollars and creating the NT Tour by means of news releases, a player handbook etc.

He ended by saying Sportsloop's performance has been disappointing but there has been no breach of contract.

The Board was reminded the PDGA can get out of the Sportsloop contract as of Feb 2/04 without penalty.

Action Item:

Keep an eye on the calendar. (Board)

Morris Communications (MCC) Proposal

Pete announced that Morris Communications (MCC), a sports marketing company, has provided a contract at no risk to the PDGA, retaining MCC on a commission basis only ; they plan to hire staff to attend each major event.

Motion

Moved by Terry and seconded by Theo: building on the experience of Sportsloop and based on what we have learned from that experience, the Board authorizes Theo and Brian to move ahead with the implementation of this relationship with MCC.

Motion passed For: Theo, Steve, Marty, Terry, Jon Abstained: Pete

Action Items:

MCC will call Brian (Tommy Watson of MCC)

Provide MCC with a list of PDGA approved sponsors (Board)

Any account obtained by MCC must first be vetted by the PDGA (Board)

Sportsloop will be informed of MCC's involvement. (Pete)

National Tour Planning Update

There is a lack of inclusion of the NW i.e. Norcal, Oregon, Washington etc.

Stork recommended the PDGA examine the specific goals for the NT tour.

Action Items:

Review what happened this year, surveying each event asking how it went from a PDGA perspective and from an event perspective. (Pat/Board)

Keep Pat Govang involved, reshape NT Committee (Pat/Board/NT Committee)

Pare down the number of events, set the 2004 NT schedule culminating in the US Championships (Brian/Nez)

Augusta Meeting

Pete May offered to the Board the use of the meeting/conference rooms located in the headquarters of Morris Communications. He will lead a tour of the premises during the Summit.

Budget/planning Process

Steve says he is ready to begin building the 2004 budget. He feels better prepared now that he has had some "big budget item" questions answered during tonight's meeting. He will present the budget at the Summit in Oct.

Steve thanked everyone involved in resolving our tax liability issue with the IRS.

Rules Committee Priorities

Dave Nesbitt was pursuing the creation of a Rules Interpretation Handbook. It was suggested that this be extended to include a list of frequently asked questions and/or situations and make them available in the online look up. This will have the added advantage of attracting more people to the PDGA website.

Action Item:

Look for Q & A items for rules and situations of play and see if there may be additions without duplicating already existing resources.

Historically the Rules of Play are updated approximately every 5 years e.g. 1997 and 2002. The Amateur divisions as described in the current rulebook are outdated.

It was agreed that there is a need to separate rules of play from organizational policies, to this end the Board will work closely with the Rules Committee.

Disciplinary Actions

Theo reported that during his final days as Commissioner, Pat Govang placed Steve Rico on probation for the remainder of 2003 and will follow up by writing Steve a letter.

USDGC Update

Theo relayed that Nez had sent a revised agreement to Harold Duvall, but that Harold preferred something less formal. It was agreed that Theo, serving as the PDGA representative, would work with Brian Graham on the Steering Committee. Stork encouraged everyone to work together focusing on the needs of the players.

Action Item:

Follow up with Harold and seek to resolve remaining issues. (Theo)

Other Business

NT Video

The Board agreed to take advantage of the footage we have available to make a promotional 3-5 min piece of NT highlights for Sportsloop to show to potential sponsors. As well, offer a DVD with this clip at the beginning followed by 90 minutes of event coverage for sale. We will buy copies from Blair who owns the tape, but share profits on reorders.

Motion

Moved by Pete seconded by Terry that the Board move ahead with Alacrity Media producing an NT DVD and/or VHS with a budget of \$12000 ready for Sept/Oct'03.

Passed without dissent.

Action Item:

Work with Blair to get this out asap, and before the 2003 Pro Worlds video. (Theo)

NDGC

Theo requested all Board members examine the NDGC contract and our lawyer's comments. The deadline for our response is Aug 29/03

Meeting adjourned 8/25/03 10:45 pm EST

Submitted by Lorrie Gibson