

**Professional Disc Golf Association  
Board of Directors Summit, Scottsdale, AZ 2/24-26/04 – Approved Minutes**

**The Summit was convened by Commissioner Theo Pozzy**

Present: T. Pozzy, J. Lyksett, D. Nesbitt, T. Calhoun, P. May, M. Hapner, B. Hoeniger (ED), L. Gibson (Admin), D. Roddick (Dir of Spec Projects) Not Present: S. Wertz

**Introduction**

Theo welcomed everyone to Scottsdale.

Based on P. Govang's Transformation Model, he outlined goals and priorities for 2004. Items requiring attention include:

- Outsourcing Tournament Registration
- Affiliated Clubs Program
- Amateur Tour Regional Events
- Constitutional Revision

Priorities for 2004

- Monitoring membership and tournament growth
- Track revenue
- NDGC
- Sponsorship and Media Opportunities
- Stability in the face of growth

He urged the Board to keep future changes to the Tour structure to a minimum. Focus on stability by striving for consistency.

**Action Item** (Theo, Brian)

Outsource tournament registration, develop Request For Proposal (RFP)

**State of Disc Golf**

Pete created a matrix comparing disc golf with ball golf, bowling, darts and pool. He outlined the current status of the PDGA:

- 8000+ active members
- 1500+ course listings
- top states are TX, CA, MI and FL
- paid HQ staff offers continuity
- an elite tournament series with 10 good TDs
- 500 tour events
- a very popular Pro & Am World Championships
- a fledgling Jr World Championships
- a fledgling Women's Championships
- the beginning of a National Center (ball golf and bowling have no center, tennis has a center)
- a balanced budget
- an enthusiastic and passionate Board of Directors
- an attractive periodic magazine

Pete suggests a paradigm shift. Focus on:

1. Am memberships.
  - league play
  - coaching
  - Jr program

2. A major awareness campaign
  - putt-a-thon
  - show off big arms at baseball games
  - posters to be used in every city with a disc golf course
  - a "TAB type" (small newspaper) highlighting top players in each category and top TDs
  
3. Collegiate Team Golf
  - Club sport (not NCAA)
  - 3 males, 2 females make up a team
  - very short 9 hole course with defined standards i.e. length, obstacles
  
4. Name is confusing. The Professional Disc Golf Association sounds too elitist.  
Possible Names:  
USA Disc Golf  
ADGA – Ams  
PDGA – Pros  
JDGA - Jrs  
LPDGA – Ladies
  
5. Who is an Am?  
- anyone who has earned less than \$1000 in any given year, that was reported to the PDGA
  
6. Rating System for Pros only
  
7. Courses need to be shorter, with more difficult pin placements, making the upshot much more important.
  
8. Identify a local club model that is successful. Document it, make a manual for others to use.
  
9. Local Districts are "key," establish a minimum of 300 with a maximum of 1 1/2hrs driving time between each District.
  
10. Have a defined season for Leagues  
- 4 segments in a season: Mar-Apr, May-June, July-Aug, Sept-Oct
  
11. One must play in a League to play in the World Championships
  
12. Use the 3D Format:
  - 300 Districts, 15 qualifiers from each
  - 4500 qualifiers
  - 2100 entries
  - 6 courses @ 90 = 540 players
  - 4 weekends = 4/2160 players

#### **Office and Financial Report**

Brian reviewed the 2003 and early 2004 membership, tour events and financials. Memberships are lagging but he believes they will pick up. The membership survey has spiked renewals.

#### **Action Item? (Suggestion)**

For sale at pdgastore.com bagtags indicating year of initial membership.

#### **Preliminary Membership Survey Results**

Terry reported that while the survey was too long, the results suggest the PDGA is moving in the right direction and that the Board of Directors has the support of the membership. Terry will organize the narrative responses in a .pdf file.

Two more survey tools are being prepared:

- for those who have never been members
- for those who have allowed their membership to lapse

The responses from these two surveys are needed to balance the information.

A question not asked which should be included next time:

“If two products were equal and one was sponsored by the PDGA would you buy it?”

**Action Item** (Office/ Breiner)

Distribute PDGA brochures (new) with merchandise purchased online. This may provide the means of attracting potential members since according to Todd Breiner the vast majority of people buying discs online are not PDGA members.

**National Tour Update**

Dave reported the signage is now consistent amongst all the NT events. To help increase the level of professionalism of the sport this service will eventually be extended to A and B tier events. Financial support is being provided to each event using 1:1 matching funding. A merchandising agreement is in place with the local host regarding sales of NT polos and hats. Thanks go to the Queensboro Shirt Co. for providing excellent embroidery detailing on PDGA & NT merchandise.

**Action Item** (IT team/Office/Dave)

Create a link on pdga.com to Queensboro Shirt Co. (With each minimum order of 6 shirts, Queensboro will set a club logo for free.)

Geographical gaps exist on the Tour schedule e.g. the Northeast and Northwest.

11-12 events are the maximum that can be accommodated at present.

Originally, the plan was to rotate the events. This may be subject to change as Tournament Directors indicate they are not interested in cycling out.

Although the TDs are supportive of the Marshals Program, it is expensive and the Marshals are being asked to do a great deal.

**Action Item** (All)

Develop:

- an evaluation component for NT events and TDs including quality of courses
- criteria for successful events

The question remains: how to attract more spectators and participants to these events. The focus for the Tour needs to be clarified, this will influence which events participate in the Tour. Originally the focus was media and publicity, is this still applicable?

**Action Item? (Suggestion)**

Sell PDGA flags (identical to those atop the baskets) which would discourage theft and generate income.

**PDGA Constitution and Responsibility/Authority**

Marty reviewed the organizational structure of the association i.e. the Board of Directors.

**Action Item** (All)

Article 5 Section 8 part II needs to be clarified and made appropriate

Article 5 Section 10 generated much discussion.

Weaknesses in the constitution:

- lack of policies outlining the Executive Director position
- need policies governing how to write contracts
- need policy defining who has check signing authority
- no policies or rules governing who does what

#### Suggestions

- develop process and procedures manual for the Executive Director position
- add Publicity, Sponsorship and Membership Committees to Marty's list
- keep Standing Committees to a minimum
- use a Task Force for short term projects or decisions
- consider changing Board of Directors descriptions to basic Board of Trustees titles
- need for clearly written policies and procedures

#### **Board Motion** (Theo/Terry) Constitution Rewrite

To establish an ad hoc Policy Committee, to be chaired by Marty, the purposes of which are to perform a constitutional rewrite and produce a set of organizational policies, to be presented to the membership following Board approval.

For: Marty, Dave, Jon, Terry, Pete, Theo     **Motion Passed**

#### **Media Rights and Agreements**

Stork reported that there exist significant differences between Board members on where we want to go with legal agreements. He believes himself to be an inappropriate person for the job of researching media rights and agreements. He is committed to following through with the contract with Brian Sullivan but suggests the Board find someone else to assume this task.

#### Brian Sullivan Proposal – PDGA Radio News

Stork reported that Brian S. has agreed to all the Board proposed changes to the contract. The outstanding issue remains the formality of the language i.e. “contract” vs “agreement”. Brian Murphy, the PDGA lawyer, concurred the agreement is appropriate for a short term contract (10 weeks) but an amendment would be necessary for a longer term project.

#### **Board Motion** (Theo/Jon) Brian Sullivan Proposal

That the agreement with Brian Sullivan shall be approved subject to the removal of the Partnering Clause, restricting mention of PDGA sponsorship to the duration of the contract which is 10 weeks.

For: Pete, Jon, Dave, Theo     Abstain: Terry, Marty     **Motion Passed**

Stork spoke briefly on the progress of the Course Evaluation project. A task force may be appropriate here. The #1 criteria is “appeal” answering the question: is this course worth travelling to? The ultimate goal is for courses to appear at the website each bearing a mark out of 5 Basket score. State Coordinators would be responsible for publicizing the courses. Top courses in the country could be selected for publicity. Eventually this program would be transferred to the Course Committee.

Stork argued that a current challenge to the Board is the blend of volunteers with the need for an increase in paid staff in order to keep things cooking. He cautioned that though not everyone can be paid, not everyone can be a volunteer.

#### **Joe Wander**

No report at this time. Like Stork, Terry does not feel competent to negotiate a proposal and therefore asks that the task be taken on by someone else.

2/25/04     Not present: D. Roddick, S. Wertz

#### **NDGC Update**

Pete reported that a spectacular entranceway to the Center was to be constructed in keeping with the same flagstone style as that of the Park. Brian Graham has been given the go ahead to erect signs for the course

complex. Designs for the 3 courses are in place. The next key step will be gaining the approval for tree cutting from the Corps of Engineers.  
Brian H. provided an Immigration update.

### **Licensing Issues**

Theo reported no progress to date on the licensing of the Course Directory.  
Work is being performed on proposals for licensing of the Ratings System. A royalty based proposal has been submitted by Chuck Kennedy and Roger Smith.

### **Action Item** (Theo/Dave)

Research legal opinion regarding algorithm patent protection for the Ratings System.

### **Board Motion** (Dave/Terry) Confidentiality

That all negotiations for contracts signed by the PDGA, including release of related information that affect the negotiations, be considered confidential in the context of the constitution until such time that said contracts are executed; contract negotiation details shall remain confidential forever per Article 5 Section 10 of the PDGA Constitution.

For: Dave, Jon, Marty, Terry, Pete, Theo   **Motion Passed**

### **Ratings Nationals**

Chuck Kennedy presented a proposal for a Ratings National Championship to be held in June 2005 at Highbridge Hills Sports Center in northern Wisconsin. This event would crown national champions in each rating bracket below Open . A qualified TD would need to be identified. Chuck volunteered to co-ordinate scoring, scheduling and course layout. He asked that the PDGA consider providing a Marshal and handle registration.

### **Board Motion** (Dave/Theo) Ratings Nationals

That the PDGA form a conceptual Major event subject to negotiations with the host for a PDGA Ratings National event to be first hosted in 2005 at the Highbridge Hills Sports Center in Highbridge, WI.

For: Dave, Jon, Marty, Terry, Pete, Theo   **Motion Passed**

### **PDGA ProAmJr World Championships Update**

Worlds TD Becky Zallek provided a progress report and budget review.

### **Action Item** (Becky)

Provide disc designs to the manufacturer asap, so that discs may be sold on line to generate income for the Worlds.

### **Action Item** (Board)

Board members to decide if they are playing or working at the Worlds in 2005, they may not do both.

### **IT Report**

#### **Web Site pdga.com**

Theo thanked Jason Haas and Steve Ganz for the huge amount of work performed involving web design and database infrastructure. The PDGA Tour section now integrates historical results and current schedule.

#### **Real Time Scoring**

Used for scoring, registration and player lists, posting tee times, and members' status with links to player stats. Originally created to serve National Tour events, it is now available to all tournaments.

#### **New Message Board**

Traffic to this site has doubled in 1 year. It houses official PDGA announcements, and provides a forum for Affiliated Clubs.

## **pdgatour.com**

2003 tournament results are now available with Doubles and some X-tiers to follow. 2004 events are being added. A content management system is required.

## **'03 Summit Brainstorming Session Follow Up**

Jon reviewed the results of last year's Summit Brainstorming session. He organized the ideas into groups:

- those that have been acted upon and/or are in progress
- feasible possibilities
- inappropriate

## **Action Item (T. Breiner)**

To start a donation "Link" on pdgastore.com

## **Action Item (All)**

Manufacture commemorative plaques thanking Corporate Supporters e.g. Innova, Discraft.

## **MCC Events/Sponsorship**

Pete reported that a 3 person team has been assembled and is motivated to work on this project. He cautioned that it takes time to build relationships with potential National Sponsors, therefore while this is evolving the focus will be on promoting local sponsorship. Each person on the team has been assigned a group of Tournament Directors to work with. The TDs will be asked to provide a phone book of the local area and a list of protected sponsors. Each team member will pre-approve the Sponsor List with each TD before making a call.

## **Action Item (Pete)**

Take a photo of the completed entrance to the NDGC for use on brochures.

## **PDGA Publicity**

Andi Lehmann introduced herself to the Board and thanked everyone for providing her with the opportunity to serve the sport of disc golf and the PDGA. Her main goal is to "hook up spectators with events." One way she intends to achieve this is by sending out Press Releases for all National Tour and some A-tier tournaments.

She outlined two more proposals:

- a ball golf/disc golf Charity Challenge for 2005
- a PDGA scholarship program. She intends to contact EDGE re: this idea

## **2005 Pro Worlds Bid**

Proposed dates: July 23-30, 2005 in Lehigh Valley, Allentown, PA

Dr. John Duesler's presentation included a proposed schedule, organizational structure, courses, pools, capacity and purse/payout specs, community/sponsor support, host hotel, and volunteer base.

John will attend the '04 Worlds in Des Moines as part of his orientation.

## **Board Motion (Dave/Jon) 2005 Pro Worlds**

That the Board accept the proposal as presented by Dr John Duesler to award the 2005 PDGA Professional World Championships to The Lehigh Valley Sports Commission & The Lehigh Valley Convention and Visitors Bureau.

For: Dave, Jon, Marty, Terry, Pete, Theo **Motion Passed**

## **EDGE**

Jon reported that there are a total of 42 schools/partners involved in the program with 4 Junior High Schools from Fargo, ND coming on board in March '04. An EDGE team is presently attending a Secondary Schools Principals conference in FL.

## **Connecting With Course Owners**

Terry expressed a need for the PDGA to reach out and “make things happen at local courses.” At present there is no connection between the PDGA and course owners e.g. Parks & Rec Depts., private owners.

#### **Action Items (Terry)**

Find out who the course owners are:

- develop a line of communication with them,
- bring them into the PDGA camp
- identify a volunteer to co-ordinate this program

2/26/04 Not Present: S. Wertz, P. May, D. Roddick

#### **Charity Support**

Theo has been asked by Chris Himing that the PDGA consider providing assistance to his 24 Hour Charity Marathon which supports the Lance Armstrong Foundation. Even though this is a non-sanctioned event Chris requests:

- the PDGA announce the event in the E-news letter
- creates a link from pdga.com to discgolferforcancer.com
- State Coordinators to publicize the event

#### **Board Motion (Theo/Terry) Charity Support**

That the PDGA as an organization provide marketing support for the 24 Hour Charity Marathon in the manner requested by Chris Himing for 2004. Furthermore, we shall explore additional means of support for other charity events.

For: Dave, Jon, Marty, Terry, Theo **Motion Passed**

#### **Action Items**

- PDGA brochure be added to each player package of the Charity Marathon
- Request from Chris Himing player names/addresses/email addresses

#### **Board Motion (Dave/Theo) DGF**

That in 2004 the PDGA support the Disc Golf Foundation (DGF) in the following manner:

- that space, within the PDGA pages of the Disc Golf World News, be allocated to the DGF
- that the PDGA provide a mechanism to distribute DGF literature through PDGA events where practical
- that donations incoming to the PDGA outside of the Ace/Birdie/Eagle Clubs be earmarked for the DGF
- that we release a budgeted \$2000 stipend to the DGF to assist in start up costs

For: Dave, Jon, Marty, Terry, Theo **Motion Passed**

#### **Action Items**

- Terry to include in next e-newsletter a call to those disc golfers working in charitable organizations/foundations who could assist with the DGF.
- Create a link on the website to the DGF.

#### **Technical Standards**

Jeff Homburg reported he had approved 20 discs and 2 targets within the last year.

Jeff requested that the Technical Standards posted on the website be updated annually.

Improved policing of target requirements was suggested. This could be incorporated into part of the sanctioning process. Marshals could aid in enforcing the standards.

**Action Item (Board/Tech Stand Comm/Manuf)**

A Technical Standards Summit be held at the 2004 Worlds attended by representatives from the PDGA Board, Technical Standards Committee and the Manufacturers.

**Board Motion** (Dave/Terry) Jeff Homburg

That the PDGA recognize Jeff Homburg's long service to the PDGA Board by awarding him with a lifetime Eagle Club membership.

For: Dave, Jon, Terry, Marty, Theo **Motion Passed**

**2005 Am Worlds Bid**

The PDGA has received bids from two parties interested in hosting the '05 Am Worlds

- HB Clark from Bowling Green, KY
- D. Ginnelly from AZDGC to be held in Flagstaff, AZ

Two tournament styles or models were discussed. The non-traditional i.e. US Amateur DGC model (flatter payout, increased benefits, improved players packs) was the unanimous choice.

The Board pre-approved Flagstaff, AZ as the site of the 2005 Am Worlds provided Dan Ginnelly meets certain conditions:

- proposal with a budget be received by the office by April 30/04
- Snowbowl be included in the schedule

**Action Item** (Brian)

Dan Ginnelly be informed of terms of agreement.

**International Proposal**

Brian reported that responses had been received from several countries.

**Finland:** on board with 6 premier events

**Japan:** not that much of a transition for this country

**Sweden:** committed in principle

**Holland:** divided

**Switzerland:** divided, half the members support the proposal, the other half prefer to go their own way.

**Belgium:** entire Belgian tour on board

**England/UK:** no response

**Germany:** response in the works

**Taiwan:** no response in years

**New Zealand:** no response

**Australia** young stage of development, premature

**South Africa:** one course only – same as Australia

Brian concluded in 6-8 weeks we will have a commitment from enough countries for this proposal to be successful. With the support of the PDGA, international cooperation and coordination can increase dramatically. The International scene is an untapped resource.

**WFDF**

Board Motion (Dave/Marty) WFDF

That the PDGA withhold payment of the 2004 dues to WFDF until such time that meaningful ongoing communication regarding the game of disc golf in WFDF is initiated between the head of WFDF and the head of the PDGA.

For: Dave, Jon, Marty, Terry, Theo **Motion Passed**

Recreational Disc Golf was deferred until the next Board meeting.

**Putt-a-thon**

Board Motion (Dave/Terry) Putt-a-thon

That the PDGA form a 2004 PDGA Putt-a-thon for charity, details to be determined. Jon will work with State Coordinators to make this happen.

For: Dave, Jon, Marty, Terry, Theo **Motion Passed**

**2004 Worlds Video Project**

The Board supports establishing a mechanism whereby HQ staff send out RFPs in order to select the best candidates and then approach the Board for approval.

**Relationship With Major Disc Golf Vendors**

Enlightening discussion was held between Board members and vendor representatives.

**Action Item** (Office)

An RFQ process be developed for PDGA new player discs, minis and Ace/Birdie/Eagle Club discs.

Closing Remarks (Theo)

Meeting Adjourned 2/26/04 12:45 pm