

**Professional Disc Golf Association
Board of Directors Summit, Tempe, AZ 3/01-03/05 – Approved Minutes**

The Summit was convened by Commissioner Theo Pozzy

Present: T. Pozzy, J. Lyksett, J. Chapman, T. Calhoun, B. Decker (3/1/05 only), P. May (arr'd 3/2/05), B. Hoeniger (ED), L. Gibson (Staff), D. Gentry (Staff), D. Roddick (Dir of Spec Projects, present 3/1,2/05 only) Oversight Director: Position Vacant

Introduction and Opening Remarks

Theo welcomed everyone to the Summit.

PDGA Office Review - Brian Hoeniger

State of the Association

The steady growth of the sport and the association are thanks to everyone in attendance and thousands of other PDGA members. The greatest indicator of disc golf and the PDGA's evolution is the establishment of the National Disc Golf Center (NDGC). Brian and Lorrie have recently received their visas and will be moving to the NDGC in approximately one month's time. The integration of the new PDGA staff proceeds apace.

2004 Highlights

There was a jump from 500 events in '03 to 603 in '04. The number of participants has nearly doubled in 7 years, exceeding 44000 in 2004.

The Pro purse was \$1.317 million last year.

The ProAmJr Worlds in Des Moines, IA was enjoyed by 911 players, with nearly flawless execution.

The USDGC has emerged as the pre-eminent competition of the sport.

The growth of PDGA International has grown from 1 overseas event to 30 with individual memberships topping 215, up from 150.

Overall PDGA memberships grew at a rate of 3.3%, down from the previous year. This may be attributed to a depressed economy and to increases in membership, sanctioning and player fees. To date in 2005 memberships are up 17%. The goal for 2005 is to maintain this momentum and have a year end growth rate of 10-11%.

Developmental Memberships were introduced.

Transitioned to accrual based accounting.

The financial picture is healthy.

Challenges

Decrease in our volunteer base, still difficult to get core tasks accomplished on time.

Past two marketing/sponsorship partners unsuccessful.

Action Items/Goals (HQ)

1. Improve Public Relations
2. Make it easier to keep the membership informed
3. Meet the expectations of Amateur members, foster growth of members from below while continuing to address the needs of the Professional players and membership as a whole.
4. Focus on evolving into a more effective, sustainable, and efficient organization; deliver more consistently on the current model of activities. Stork's Process Schedule a useful tool here.
5. Everyone is encouraged to submit tasks to the Process Schedule.
6. Create a prototypical framework that any club can use when making a bid for the PDGA World Championships.
7. Complete the transition to the PDB database in M/S Access.

PDGA Strategic Plan – T. Pozzy

3 Year Vision

Key Point: Few organizations reach their potential without marketing. It is time to get serious about marketing the PDGA.

Action Item (All)

Key volunteers are needed to replace vacancies on a number of committees e.g. Ratings, Disciplinary

Year 1 (2005)

Priority for Board and staff: “What can we do to increase marketing, membership and press coverage?”

Theo suggests this can be accomplished by:

- 20% of staff time to be spent on marketing activities.
- Increase efforts towards building relations with sponsors, advertisers and media.
- Ensure consistent and timely content on pdga.com and pdgatour.com
- Membership drives
- Employ guerilla marketing techniques

Year 2 (2006)

- Hire a part time Marketing Manager. What this person brings in revenue ideally will cover expense of their salary.
- Increase Marketing budget.
- Marketing to be top priority in all Board decisions both in the long and short term.
- Leverage the National Disc Golf Center (NDGC) as much as possible including the creation of a new Major event held regularly at the NDGC. Format, date in '06 to be determined.

Year 3 (2007)

- Marketing person to be employed full time.
- Further increase in marketing budget
- Create a 2-3 year marketing plan involving advertising, PR etc. focusing increased public awareness, to non-disc golfers, fundraising, branding the PDGA.

Ideas Generated From Marketing Discussion

- Free PDGA screen saver with fresh disc golf photos on automatic messaging.
- Photo contest
- Tournament results included in sports pages of local newspapers; Independent free community papers are always on the lookout for content
- Putt-a-thon
- Gather data on how many people playing at any one time across the country. This will provide greater insight into the number of recreational players and non-members, data useful to potential sponsors.

To be clear these and other ideas and any data collected are meant to increase the number of: memberships, competitive rounds, and courses in the ground as well as obtain national sponsorship.

Action Items (HQ, Board)

- 1) As a hiring /screening tool assign an income generating task to a potential marketing candidate.
- 2) Review the Mission Statement
- 3) The PDGA Mission Statement be amended to include economic sustainability and that it reflect the PDGA as the coordinating external face of competitive disc golf.

Rules Update (J. Chapman)

Status of 2006 Rules Update & Resolution of Issues

In order to avoid unnecessary effort the Rules Committee (RC) would like to feed the Board one rule at a time for revision.

The Unsafe Lie rule has been renamed the Undesirable Lie rule.

The Rules Committee would like to change the penalty to stroke and distance for both the Lost Disc rule and the Undesirable Lie rule.

There are no further additional proposed rule changes for 2006.

Formalizing the Rules Update Process (Stork)

Suggested rules changes are being submitted and compiled throughout the year, the formal consideration will begin at the start of each calendar year.

Unless there is a true complaint a rule should not be tinkered with.

Jan 1: In a formal announcement to the Board the RC states that they are in the final month of gathering the rules revisions for consideration for the coming year.

Feb 1: No additional considerations will be entertained beyond this point in time. The RC will review the submissions.

April 1: The RC sends the listing of rule revision issues that they propose for consideration in the coming year to the Board. This list will be organized into two groups mechanical or technical changes that do not directly affect play and changes that may affect play.

Month of April: Board members may ask questions and make additional suggestions, work with the RC to find resolution of any problematic questions.

May 1: The Board must return to the RC an approved list of rule revision considerations which are to be pursued by the RC. The RC then begins to work on specification of each of the approved rule revision issues. Board involvement in this process must be worked out with the RC Chair.

July 1: The RC sends the Board a draft of the specific rule revisions that it will be proposing. As much as possible this version should include the final language that will be proposed. The Board then reviews the draft and either approves or rejects it as a whole. If it is rejected it is to be sent back to the RC with specific comments explaining any areas of difficulty so that further discussion is possible. The RC endeavors to resolve any issues that it deems achievable and prepares a final proposal for submission.

Sept 1: The RC submits the formal proposal of rule changes to the Board for its approval. Board approval should be withheld only under exceptional circumstances. Strong Board opposition = unanimous or unanimous minus one.

Sept 15: The rule revisions for the year are released for either printing a new rulebook or rules update as determined by the revision document.

Jan 1: The new rules take effect.

Motion (Jon/Terry)

Amend the timeline backward:

July 1 becomes June 15

August 1 becomes July 15

Sept 1 becomes August 15

Sept 15 becomes Sept 1

This change will allow for the timeline to coincide with the outgoing Board and accommodate printing of the rulebook.

Unanimous 5-0 **Motion Passed**

Motion (Terry/Jon)

To accept the Rules Update Process as amended.

Unanimous **Motion Passed**

Club Competition System Proposal (P. Govang)

STEAM.org: a national level not for profit organization 501(c) 7

Mission Points:

1. Provide a legitimate, legal entity for community based disc golf clubs

2. Create a forum for improvement and growth of disc golf clubs.
3. Provide value to clubs and members via nationally negotiated agreements
4. Encourage alignment and activity with local charities
5. Catalyze, support and grow disc golf at the collegiate intramural club level
6. Define and maintain team competition formats
7. Host two PDGA majors: National Club Championships, National Collegiate Championships

Pat presented a 5 year strategic plan benefiting universities, the PDGA, Community Clubs and Team Competition. The responsibility for the PDGA Affiliate Clubs program will be transitioned at a date to be determined.

Direct benefits to PDGA: pipeline into casual player base, leading towards PDGA membership = new income stream. A formal contract would be drawn up between the two organizations STEAM.org and the PDGA.

Motion (Jon/Bob)

Accept the proposal as presented by Pat; adjust the budget to include a grant from the PDGA rather than a loan.

For: Theo, Jon, Bob, Terry Abstain: John Chapman **Motion Passed**

IT Report (T.Pozzy)

Priorities

Ratings processing
Course evaluation pages
Message board
Live tournament scoring requires certain enhancements
Member log in: a volunteer is currently working on this feature.
Completion of PDGAIS database to PDB conversion

Challenges

Loss of key volunteers
Project management – Theo has less time to devote.
Distributed staff – staff in various locations needing database

Constitutional Rewrite

Bruce Brakel, who was spearheading this project, is no longer on the Board.

Action Item: (Terry/Theo)

Advertise opening for Oversight Director who will oversee the rewrite of the PDGA Constitution

Action Item: (All)

Seek members to fill vacancies on the various Committees, e.g. at present 1 person is needed for the Disciplinary Committee

Action Item: (HQ)

Send Terry a list of vacancies on all PDGA committees.

Course Ratings Program (Stork)

Mandate #1 answers the question “Is this a course worth going to?”
Mandate #2: this tool can be used to improve courses.

A soft roll out approach will be used initially, Summit participants who wish to have their courses evaluated are asked to approach their State Coordinators (SC) who have already been oriented to the process and need practice with the program. Eventually a mass invitation will go out to everyone

announcing this program. It is anticipated that SCs will be flooded with requests. We want the SCs to be experienced and comfortable with this process. An annual deadline will be established for evaluated courses to be included in the hard copy directory. A web based directory can be updated regularly.

Action Item: (Theo)

Seek legal counsel regarding protection of the course evaluation data.

Day 2 Wednesday March 2, 2005

Marketing (B. Hoeniger)

Membership Growth

17.7% ahead of one year ago. Proliferation of early season events, multi year memberships, growth of the sport all contributing factors.

Mechanisms for membership growth in 2005:

E-newsletter every two weeks sees a spike of new/ renewing members

Recent direct mail to 2004 \$5 fee players sent to 1900 individuals

Recent direct mail to last years Developmental membership holders sent to 159 unique addresses

Renewal reminder will go out next week to 4265 members in USA and Canada.

Two new mechanisms to elicit memberships:

- 1) PDGA brochures inserted into 100% of all of Todd Breiner's online retailers' customers (20-24000 people in 2005), the associated costs will be \$5 per membership received via this avenue.
- 2) Harvest emails from DISCUSSION Board posters at pdga.com, compare to the addresses we have on the database and send a call to join/renew email to former or non-members.

Marketing Tools

PDGA brochure

National Tour Program

Promo and Worlds DVDs

Information Kits

Joe Wander program/Disc Golf Live

PDGA Radio

Disc Golf Foundation

Relationship with EDGE

Sponsorship Income

Annual package to manufacturers and retailers includes:

Website sponsorship

Online Course Directory ads

Hard copy Course Directory ads

NT Program ads

Poster ads

PDGA Radio ads

Worlds DVD ads

PDGA World Championships, Majors sponsorships

Manufacturers' cumulative support to the PDGA Tour as a whole.

The NDGC sponsorship campaign will be launched later this year.

Brian supports shifting marketing from a partnership to an in house relationship as a top priority.

Sponsorship avenues to investigate:

- 1) Industry related sponsors
- 2) Individuals
- 3) Individual members and their companies

- 4) Local businesses, community sponsorship which provides an economic and cultural impact

Action Item: (HQ)

Pre and post event press releases to hometown newspapers of leading players thereby promoting the client (the player) and providing exposure for the sport.

Review of 2003 Summit Brainstorming Results

Brian was pleased to announce that the majority of ideas from the brainstorming session had either been accomplished or are in progress.

Tech Standards Compliance (D. Roddick/J.Homburg)

In 2004 16 discs and 1 target were approved

A new practice introduced was once a disc has been approved, the manufacturer may add the PDGA logo to it.

Terry Calhoun organized a Technical Standards Summit in conjunction with the Worlds in Des Moines last summer. Though poorly attended everyone agreed it was a good idea which needs to be repeated.

Action Item: (Stork)

List of approved discs at the website to be updated more frequently.

Action Item: (J. Chapman)

Create a sliding scale of target eligibility requirements for various tiers except the National Tour since this has already been accomplished.

Suggestion: Jeff's position become a stipend position

Disc Variant of Previously Approved Model

1 in 5 failed repeat testing

Stork stated that the manufacturers have been tremendously cooperative over the years and believes that any variant problems are unintentional.

Suggestion: Set up a Yahoo group for manufacturers/technical standards people. This will facilitate circulating information and keep everyone informed.

The Board supports Storks proposal as presented.

New Business

DISCUSSION BOARD (Terry)

Recommendations:

- 1) Remove anonymous postings
- 2) Post counts and star ratings to be removed, this will cut down on insignificant posts
- 3) Move towards members only except for perhaps one thread such as technical questions. This would provide an incentive to join the PDGA.
- 4) Avatars using a disc golf theme only
- 5) Increase civility
- 6) Add an "I Agree" page where posters agree to terms and conditions of posting etiquette

New Activated Committees

Women's Committee (L.Gibson/D.Reading)

There has been a renewed interest in resurrecting the Women's Committee. \$1500 has been budgeted for this purpose and is available immediately.

A lyrics discussion list and CTools Forum for women has been established by Terry Calhoun where women can chat, post notices, share info on women friendly events etc.

A Women's electronic Directory is being compiled.

Action Items: (HQ)

Set up site for women at pdga.com (Requested by many women members)
Announce search for Women's Committee Chairperson and members

Competition Committee (J. Chapman/D. Gentry)

Entering a brain storming phase where the current competition structure will be evaluated and changes implemented in 2006.

Suggestion:

There exists a need for a Communications Committee.
Deaf Disc Golf is an as yet relatively untapped resource.

EDGE (J.Lyksett/J & D Reading)

The presentation began with a promo video.
104 schools including 4 universities are now on board.
Jon handles between 30-40 inquiries per month and is writing grant proposals in search of funding.
Des and Jay Reading implement the program. Their goal is to teach teachers to teach disc golf (including scouts, youth groups, and camps.)

Mid-Nationals/Highbridge Update (C.Kennedy)

Chuck opened his presentation with a promo DVD.

Date: July 6-10/05 Capacity is 350, Chuck expects between 200-250 players. 80% of the invitees have been issued their invitations via email; the remaining 20% were snail mailed.

Chuck envisions Highbridge serving as:

- 1) A Regional Center
- 2) A Major event site
- 3) A training center
- 4) A venue where PDGA training videos can be produced
- 5) An education and conference center e.g. the PDGA Board Summit

Action Item: (BOD)

Develop criteria for a PDGA Regional Center

Competition Structure (J. Chapman/B. Hoeniger/D. Gentry)

The Competition Committee has been reshaped and will be reviewing the current competition structure and possible modifications for 2006

Action Item: (John/Brian/David)

Include competition issues in the member survey as part of the 2005 election ballot package

Pro Player Survey (J. Reading)

Recently released as an online survey tool available to the top Pro players (MPO, MPM, FPO) for the purpose of gaining peer level input. Jay reports that preliminary responses are positive, and will be formulating a report later in the season with full results.

Worlds Bids (J. Chapman/B. Hoeniger/D. Gentry)

To date no formal bid has been made for the 2006 Pro Worlds. NorCal/Sacramento is currently working on a bid proposal.

Action Item: (T.Calhoun)

Explore possibility of the Ann Arbor club hosting the '06 Pro Worlds

Action Item: (All)

Need one simple survey question for the upcoming issue of DGWN.

Day 3 Thursday March 3, 2005

NDGC Update (D. Gentry/M. Gillis via telephone)

David and Matt are currently working out of the ranger's station; the address, mail box, signage and internet are now in place.

Floor plans for the permanent HQ structure (log house style) were displayed: approx 2750 sq feet with the potential for expansion. The proposed layout of courses was also exhibited. Matt was meeting with the Forestry Supervisor following the presentation to examine thinning the trees in preparation for course installation.

Course Readiness Schedule

The layout and design have been completed.

March/April '05: The biological survey for endangered species of flora/fauna will be conducted, should take 3 days to accomplish

May/June'05: Tree harvesting and removal, preparation and trimming of the grounds will commence depending upon the weather.

July/Aug'05: Installation of 3 courses (approx 30 acres each) will begin.
Eventually a 4th course will be cleared and installed.

Suggestions: foot bridges, rest rooms through out area

Brian Graham reports that added expense of LEEDS certification may be prohibitive.

Action Item: (T. Calhoun)

Will approach Brian Graham with PDGA offer to underwrite the additional expense in order to make this a LEEDS certified building. However if Columbia County is not supportive, it cannot be forced upon them.

2005 Pro Worlds Update (Dr J Duesler)

John highlighted the accomplishments of the past year and reviewed:

- 1) The budget: goal of \$100,000 purse, 360 players
- 2) Volunteers: abundant
- 3) Courses: getting ready, in his opinion good courses make a successful Worlds
- 4) Sponsors: developing partnerships, merch sales = a cornerstone of a successful Worlds
- 5) Online registration will be offered for the first time
- 6) Invitations will be in players' mailboxes no later than April 1/05

Action Item: (IT/Breiner Ent)

Outsource PDGA tournament registration

2005 Worlds Video Bids

Brian Hoeniger presented the bid on behalf of Blair Paulsen/Alacrity Media

Dr John Duesler presented a bid of behalf of MediaActive.

Motion (Jon/Theo)

That based on today's discussion, the Board delegate the negotiation of the video to the Executive Director.

For: Unanimous **Motion Passed**

2006 Am/Jr Worlds Bid (K.McCoy)

Goal: 500 players

6 courses 3 of which are ready.

Motion (Terry/John C.)

Move that the Board accept the proposal

For: Unanimous **Motion Passed** The 2006 Am/Jr Worlds will be held in Tulsa, OK

2007 Am/Jr Worlds Bid (T. Miller)

Looking at late July 2007

Deep team, strong civic support

Motion (Terry/Jon L.)

That the Board accept the proposal.

For: Unanimous **Motion Passed** The 2007 Am/Jr Worlds will be held in Milwaukee, WI.

Meeting Adjourned 1 pm