

**Professional Disc Golf Association
Board of Directors Summit, Tempe, AZ 3/01-03/06 – Approved Minutes**

The Summit was convened by Commissioner Theo Pozzy

Present:

PDGA Attendees

T. Pozzy, J. Lyksett, J. Chapman, T. Calhoun, P. May, K. Yoo, B. Hoeniger (ED), L. Gibson (Staff), D. Gentry (Staff), D. Roddick (Dir of Spec Projects, present 3/1,2/05 only)

Not Present: B. Decker

Guests

Mike Barnett, John Duesler, Scott Keasey, Terry Miller, Rhett Stroh, Todd Breiner, John Jokinen, Larry Labond, Keith Murray, Tim Selinske, Becky Zallek

Introduction and Opening Remarks

Theo welcomed everyone to the Summit.

PDGA Office Review - Brian Hoeniger

State of the Association

Brian reported that 2005 was a year of significant growth and challenge for the PDGA.

Memberships were up 12% over the previous year. Retention rates increased from 71% to 76% compared to 2004.

Successful Pro and Am Worlds Championships were held; the 2005 USDGC is now generally hailed as the most successful event on Tour; while the growing US Women's DGC approached 100 participants.

NDGC

The 2 new NDGC staff members are maturing into their roles and the number of part time consultants now stands at 6.

The NDGC project is growing slowly but surely. Approval was recently given by the Army Corps of Engineers and Columbia County for the land lease and building blueprints. Construction on the Center is scheduled to begin next month with completion slated for October 2006. To reflect the international scope of the PDGA, Brian suggested changing the name to the International Disc Golf Center.

At this time more than half of the North course (DGA Course) is somewhat playable although much secondary clearing remains to be completed. The pace of course work needs to increase. Brian outlined strategies to move progress along.

Response to the Endowment Fund has been modest to date.

The PDGA webmaster position is currently vacant.

Media coverage is increasing. The PDGA has committed to the development of an in-house marketing capability in the person of John Duesler.

Action Item (BDH/Duesler)

Investigate the cost of televising disc golf on TV in 2006

International Program

This program is growing rapidly: having united Europe, 9 countries are now on board; Norway and Austria are expected to join next.

The Japan Open and the European Open will be Tour Majors in 2006.

Merchandise

The 2005 Worlds DVD is selling well; 1000 copies ordered are almost sold out - best stats to date for a Worlds DVD/video.

Sales of the hard copy Course Directory are poor; it is possible the next edition will be in 2008.

The Legacy bag tag program (designed to acknowledge those members loyal for 20+yrs) has been well received

Packages of promotional material including Tour Programs, Tour posters, banners, customized shirts were recently sent out to all PDGA movers and shakers e.g. leading TDs, volunteers, State and Country Coordinators.

Finances

2005 proved to be more challenging than anticipated.

Focus needs to be placed on building the financial capacity of the association.

Two and a half years ago 11 trademarks were submitted for approval. 5 have been approved; 4 are imminent, 2 will take more time.

Action Item (HQ)

Henceforth HQ to Issue 1099's to Pro Worlds winners rather than the host clubs.

Summary

The rewrite of the Constitution anticipated this year, to be voted on by the members in this summer's election, is a collective priority and part of institutional capacity building; the same applies to the review of the Mission Statement.

The PDGA has come along way within the last few years. Some things are done well, some things less well. The table has been set for the next PDGA leaders.

For the next 6-18 months focus must be turned to increasing the financial capacity of the association. This will ensure a smooth transition to the next stage of the organization's evolution, one that will be marked by the maturing of the NDGC, increased PDGA marketing, improved performance on the website, increased media coverage and sponsorship, all this in addition to the ever growing list of core activities implemented successfully.

Memberships – L. Gibson

In 2005 memberships increased by 12%; we surpassed our goal of 9500 current members ending up with a total of 9629. To date numbers in 2006 are very encouraging.

Reasons for growth:

- 1) Player Ratings
- 2) Improved communication with members
 - Terry Calhoun's member e-letter
 - web site up dated more frequently
- 3) DISCUSSION Board limited to current members
- 4) Various means available to join/renew
- 5) Greater number of events, more opportunities to play
- 6) Increased awareness of the sport
- 7) Improved customer service

Strategies and challenges for membership growth in 2006 were outlined.

Disc Golf World Contract – Stork

Stork presented the final draft of the 2 year contract between the PDGA and Disc Golf World to be signed by the PDGA ED and R. Rothstein of Disc Golf World.

Membership Fees – BDH

It has been 3 years since the last raise in membership fees; the time has come to discuss the structure of the next price increase.

Motion (Terry/Jon)

Moved that:

- 1) In 2007 membership fees be increased to: Pro \$75, Am \$50, Jr \$25.
- 2) A one time amnesty will be offered to all Pros wishing to be reclassified to Amateur whose player ratings are below a certain yet to be determined threshold.
- 3) The age of Junior members be reduced to 16 yrs and under; whereas members 17, 18 and 19 yrs of age be considered Youths to pay \$50

Unanimous **Motion Passed**

Discipline Committee – T. Pozzy/ L. Ross via Conference Call

Working within the structure of the new Constitution Lyle will document the process for handling disciplinary issues.

IT – T. Pozzy

A second server will increase our capacity.

An IT “wish list” has been created where periodically items are reviewed and prioritized.

There is a need to increase IT volunteers until the association can afford an IT staff person.

The PDGA webmaster position recently became vacant.

Technical Standards – Dan Stork Roddick

24 discs were approved in 2005. The approval process has become much smoother and more straightforward.

Recommended: Majors, NT and A tier events use PDGA approved targets with baskets.

Jeff Homburg is building an archive of discs and targets submitted for approval over the years.

Motion (Terry/Theo) Targets

<u>PDGA Sanctioned Events</u>	<u>Proposed Target Requirements For 2007 Tour</u>
1. Major, National and A tier	PDGA approved basket targets; recommend same design
2. B, C, D and XA tier	Targets with baskets; PDGA approved or not, PDGA approval recommended
3. XB, XC, XD tier	No target type requirement

Unanimous **Motion Passed**

Action Item (Stork/Breiner)

Breiner to send discs for use to resolve the disc variant issue.

Tour Overall Review Chapman/Gentry

10% growth in 2005 based on the number of events and the number of participants.

For 2006

Changes to the protected radius

Maximum entry fees ruling rescinded

There are 11 NT events in 2006 down from 14 in 2005 with fewer back to back weekends.

Committed effort by staff to pdgatour.com with fresh stories and photos

The NT Committee has regrouped

One goal is to improve support to and communication with TDs

Action Item (D. Gentry)

Send to TB the number of Tour Handbooks needed for Marshals and TDs

International (BDH/D. Nesbitt via teleconference)

United Europe – steering committee

2003: 175 members; 2004: 215 members; 2005: 385

A relationship with WFDF strengthens the image of disc sports internationally

The PDGA is urged to assist with lobbying to include disc golf in the 2009 World Games

The PDGA needs to deal with WADA if we wish to see disc golf as a sport on the International stage.

Action Item (Stork)

Will approach WFDF to clarify WADA criteria for a World Games qualifier

Marketing (J. Duesler)

Has learned the PDGA needs to tell its story and identify deliverables

He outlined what the PDGA can offer a corporate sponsor:

- National Tour with 11 events nationwide
- Strong demographics

How do we market this?

- Communities
- Communications
- Corporations

Players Cup – M. Barnett

Mike's criteria when creating this event were: a whole new take on a Championship with a unique set of circumstances.

- Played on a ball golf resort
- Provides a holiday atmosphere for the players
- 3rd largest purse in 2005
- 68 players participated in 2005, aiming for 100 in 2006

Day 2 Thursday March 2, 2006

Ratings Update (C. Kennedy via teleconference)

2005 was the best year yet in terms of delivering the ratings system.

In 2006 updates change to April and June in order to accommodate the Mid-Nationals, and the Pro and Am Worlds.

The September ratings update will remain.

A correction update will be added 1 month following each scheduled update.

Chuck outlined his proposed World Rankings System for Board consideration

– a player must play in the Open division to be ranked

Highbridge Update (J. Jokinen in person/C. Kennedy via telephone)

John and Chuck provided an overview of the 2005 Mid-Nationals

A proposal for the 2007 PDGA Pro World Championships was presented.

The Board was asked to consider Highbridge as:

- a PDGA Regional Development Center
- Camp DISCover U with EDGE and PDGA relationship

Constitution Rewrite (K. Yoo/T.Pozzy)

While researching for this presentation and for the purpose of comparison, Kirk examined constitutions of various other sports organizations. He learned that many have neither a constitution nor by-laws.

Kirk's suggestion to the Board re: the direction to take was to simplify the constitution and increase its transparency.

The BOD shall be empowered to create policy and procedures as needed by the organization

The BOD shall be empowered to create committees as required by the organization.

Action Items (BOD)

1. Review Kirk's draft and submit comments/changes. The final version will be voted upon by the membership as part of the 2006 summer election process.
2. Increase the number of BOD members. Suggested: 7 members and appoint 2 as needed, not to be named positions, duties will be assigned by Directors.
3. Board members to facilitate educating the membership re: Board duties and leadership roles

2008 Pro/Am Worlds Bid Presentation – Larry LaBond

Motion (Jon/Terry)

Final approval of Kalamazoo bid contingent upon site visit to be voted upon at a teleconference

Unanimous **Motion Passed**

Motion (Jon/Terry)

Final approval for the 2007 Pro Worlds at Highbridge, WI will be contingent upon a site visit and subsequent discussion.

Unanimous **Motion Passed**

Motion (Jon/Terry)

The Players Cup be granted Major status

Unanimous **Motion Passed**

Motion (Pete/Terry)

Board approval be given to Pete to refine the concept of a teaching Pro

Unanimous **Motion Passed**

DISCUSSION BOARD (R. Stroh)

Since changing to members only Rhett has noted:

- Language cleaned up
- General level of respect improving
- Need for threads to be more on topic
- His suggestion: split to topic related threads and a free range area

Rules Update (Chapman)

No rules changes this year

Kirk Yoo presented points of discussion on behalf of C Howard (absent)

Disc Golf TV (Gill/Hansen-Begg)

Mission: to bring disc golf to the greater population via an internet TV magazine show.

The aim is to provide: information, sports medicine, rules clarifications, tips, news, product reviews. ladies lounge.

Site goes live March 8/06

Motion (Theo/Jon)

Use \$20,000 of PDGA savings to facilitate and expedite progress of the NDGC; funds to be recouped from the Endowment Fund.

Unanimous **Motion Passed**

Motion (Terry/Kirk)

That the NDGC be renamed the International Disc Golf Center

Unanimous **Motion Passed**

Meeting adjourned at 1:30pm

Meeting Adjourned 1 pm