

## **Professional Disc Golf Association**

**Board of Directors Summit, IDGC, Columbia County, GA 4/18-19/07 – Draft Minutes**

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

**Present:**

### **Attendees**

#### **Board of Directors**

T. Pozzy, J. Lyksett, B. Decker, P. May, C. Bellinger, S. Dodge, P. Brenner

#### **Staff**

B. Hoeniger, B. Graham, L. Gibson, D. Gentry, M. Gillis, A. Isbell

#### **Consultants**

Dr. John Duesler  
Chuck Kennedy  
Dan Stork Roddick

#### **Guests**

Todd Breiner  
Harold Duvall  
Jeff Homburg  
Jack Lowe  
Terry Miller  
Tom Monroe  
Des Reading  
Jay Reading  
Pad Timmons  
Melissa Knapp  
Richard Knapp

### **Welcome and Introduction – T.Pozzy**

Theo welcomed everyone to the Board of Directors Summit held at the new International Disc Golf Center. Since this would be the last Summit for Brian Hoeniger and Lorrie Gibson, on behalf of the Board Theo thanked them for their dedication and years of service.

The agenda was reviewed.

### **HQ 2007 Update - BDH/FLG/DG**

Brian Hoeniger reviewed highlights from the past 10 years of his tenure beginning when he was hired as the Administrator through to becoming the first Executive Director of the PDGA. He likened the development of the association throughout this period to that of a rebellious teenager maturing into a young adult, resulting in credibility for the sport of disc golf.

Disappointments included the unfulfilled promise of past hired marketing partners but is confident the association is now on track with its in house marketing capability.

Brian's ED Report included:

- 1) A review of the process schedule
- 2) Orientation for the new ED
- 3) The audit: a positive experience, nearing completion. The report will be available April 30<sup>th</sup>.
- 4) Budget review

- 5) International Program: 75 events to date in 2007 in 15 countries which exceeds the total for 2006. He predicts by year's end there will be 800 international members compared to 640 in 2006. Core documents have been translated into other languages. This year Russia was welcomed into the PDGA Affiliate Country program, but Iceland was lost. Requests for support have been received from Paraguay and Brazil.

**Action Item** (B. Decker)

Devise a mechanism to safe guard cash assets via the use of assorted financial institutions.

In his opinion Brian believes the #1 priority for the association is the continued delivery of core tasks: memberships, the Tour, and associated financial management. When making changes to the competition structure Brian urged caution and care...."get it right, once and for all."

He advised that a future goal for the new staff should include increasing organizational coherence.

**Memberships** – L. Gibson

To date in 2007 memberships are growing at a rate of approximately 9% ahead compared to the same time last year. The budgeted figure for growth was 8-9% which means we are on target despite the fee increase. Reasons for growth remain unchanged with player ratings still topping the list.

The latest accomplishment to date is the completion of the new database.

Brian Hoeniger and Lorrie Gibson expressed their gratitude for being given the opportunity to work for the PDGA for the past decade.

**PDGA Tour** – D. Gentry

Dave reported that the Tour is in excellent shape and continues to meet or exceed all previous predictions. To date in 2007 there has been a 10% increase in the number of US events (683) compared to a 5% prediction (650). The jump in International events is guesstimated to be an unprecedented 35% this year, from 70 to 95.

Incoming PDGA Executive Director Brian Graham reported that he had received resumes from 50 individuals applying for the Memberships Manager position. His top priority remains getting the IDGC up and running.

**Review of Mission Statement** – Dan Stork Roddick

Stork presented 3 options or approaches for consideration:

1. Streamline the current version
2. Explore the process used by the Ultimate Players Association: create a Mission Statement facilitated by a consultant. The result was not only a Mission Statement, but also a Vision Statement, a Values Statement, a definition of the sport, and a Charter statement.
3. Retain current version as is.

The pros and cons of all 3 were discussed.

The Board resolved that a simpler more concise mission statement was desired but a Values and a Vision statement were also warranted.

**Action Item** (Stork)

Develop a process to establish the underpinnings (which includes values) of our mission statement, resulting in one that is brief, motivating and inspiring. Discussion will follow via email, teleconferences etc.

## **Brain Storm Session: 3-5 Year Strategic Planning – T. Pozzy**

Theo presented 4 areas to spark the discussion:

### **Organization**

- Growing Membership
- International Growth
- Facility/Staff Growth
- Management of Volunteers

### **Competition**

- Tour Structure
- Membership Required All Tiers
- Am vs Pro
- Ratings System
- PDGA Involvement in Events

### **Marketing /Communications**

- In house or Outsource
- Publicity and Media
- Use of Internet and Website

### **Other**

- Education
- Fundraising
- Information Systems

Each Board member provided input on what they felt was important to the long term strategic plan including strengths and weaknesses of the association. Staff and guests were also invited to offer their insights.

## **Competition Committee Recommendations – D. Gentry**

The Board approved the recommendations in concept but felt that in order to reach a decision they required more detailed information. The Committee was asked to report by June 30<sup>th</sup>.

## **Economic Impact Survey & Pilot Pro Clinics for the National Tour – J. Reading**

Jay's aim is to design an active role for Touring Pros in the 2008 National Tour loop, connecting sponsors, the PDGA, the host tournament, players, fans and the community. He proposed the creation of Touring Pro clinics conducted prior to National Tour stops. The clinics would be advertised in advance throughout the host community with the intention of drawing recreational players to meet and learn from the sport's best athletes followed by attending the weekend NT event as spectators. Jay has discussed this idea with some 2007 NT Tournament Directors who expressed interest in participating in a pilot project this year. Super Tour events could also be considered.

The proposed outline:

- 4 top named disc golf Tour professionals and one clinic administrator
- Clinics would last 2 hours, each Pro would be responsible for a 20 minute session on varying subjects and skills
- Each clinic would conclude with a 40 minute session, a hands on application of the individual session themes.

The budget associated with this pilot project would be \$250 per clinic broken down as follows:

\$40 per clinic instructor x 4 instructors = \$160

\$40 per clinic for marketing materials and giveaways

\$50 per clinic for the clinic administrator

The tournament would provide marketing support e.g. posting flyers, talking to sponsors, local clubs/leagues, and volunteers would assist with running the clinic.

**Motion** (J. Lyksett/P. May)

PDGA to fund 2 pilot clinics in 2007; events to be selected and clinics arranged by Jay Reading

**For:** Unanimous      **Motion Passed**

**Action Item** (J. Reading)

Submit report to Board at conclusion of pilot project.

**Age Change in Senior Divisions at PDGA World Championships** - P. May

Pete suggested that after the age of 60 years of age it becomes increasingly challenging for players to be competitive within the traditional 10 year separation of age based divisions e.g. a 69 year old cannot compete with a 60 year old, a 79 year old cannot compete with a 70 year old.

In the spirit of fairness and in an effort to present increased opportunities for senior players to compete, Pete proposed that at PDGA Pro and Am World Championships starting at age 60, World Championship titles with trophies (no prize money) be awarded in 5 year increments. There must be a minimum of 2 players in each division.

**Motion** (T. Pozzy/C. Bellinger)

Accept and implement Pete's proposal as presented commencing with this year's World Championships.

**For:** C. Bellinger, J. Lyksett, B. Decker, P. May, T. Pozzy    **Against:** S. Dodge, P. Brenner

**Motion Passed**

**National Tour/PDGA Tour Proposal** – S. Dodge

Steve presented his proposal for a Tour Championship Series featuring a PDGA Event of the Week.

Goals included:

Spectators

- Build spectators
- Stimulate interest in upcoming events
- Facilitate watching the sport

Pro Players

- Increase name recognition
- Encourage regional Pros to play
- Offer another big event for Touring Pros

Sponsorship

- New opportunity for sponsors to advertise

Tournaments

- Top level events will be rewarded at they become A+ events
- Encourage tournaments to step up and grow into A+ events

The Event of the Week would be scheduled around the National Tour, but randomly scheduled and not necessarily geographically driven. It would be promoted in the member e-newsletter, on PDGA Radio, on the Tour Schedule and on the home page of pdgatour.com. Live hole by hole scoring would be available for lead groups.

**Motion** (S. Dodge/T. Pozzy)

For 2008 expand current online scoring to include the Event of the Week; call for volunteers to serve as online scorers; TDs who participate will receive a share of the revenue (an as yet to be determined amount) derived from online advertising. Events may apply for PDGA Event of the Week via a link on the home page.

**For: Unanimous    Motion Passed**

**Action Item** (S. Dodge)

Steve to take a lead role in the implementation of the Event of the Week.

**Sponsorship Policy – Stork**

Stork explained that this initiative is part of the general process of attempting to put into play policy and procedure components for the organization. Earlier it had been determined by the Board that the sponsorship and advertising components were ones that were wanted/needed put into place. Stork drew from the best of what other organizations used and simplified them for PDGA purposes.

Yet to be resolved:

- 1) Final wording of the policy, listing exclusions if any
- 2) Whether or not the policy will extend to all PDGA sanctioned events

Once these two questions have been answered the value of the policy will be evident when approached by potential sponsors, everyone will be clear on how to deal with the various opportunities.

After much deliberation it was decided Board members would continue this debate online.

**Action Item** (Board)

Each Board member will bring their preferred list of exclusions to the next teleconference.

**2010 USWDGC Bid Presentation – D. Gentry/ M. Knapp, R. Knapp & CVB Rep**

Representatives from Jacksonville, NC presented the host club's history and past accomplishments, proposed courses for the Championships, surrounding area, host hotel and marketing strategies.

**Discraft Update – P. Timmons**

Pad explained that although Discraft is heavily associated with Ultimate it is still very much committed to disc golf and its relationship with the PDGA. Discraft staff conducted 3 clinics at this year's Bowling Green Amateur event. The plan is to repeat the format at 4 more yet to be determined events in 2007. Pad also gave a brief update on the Disc Golf Foundation.

**Action Item** (P.Timmons/Staff/S.Dodge)

In an upcoming member e-newsletter post the call for a volunteer to manage the Disc Golf Foundation Matching Basket Program.

**Technical Standards Update – J. Homburg**

Jeff reported that 52 discs were approved in 2006 which is by far the most number approved in a single year. Testing variants of previously approved discs continues to be most challenging. In regards to some sampled retest discs being illegal, Jeff recommended Watch and Warning Lists.

**Action Item** (J.Homburg/P.Brenner)

Pat will assist Jeff with his proposal, presenting it to the Board for approval in 1-2 months' time.

**Action Item** (Tech Standards Comm/Staff)

Identify a volunteer to approve minis and targets

## **Quad Cities 2008, 2009, 2010 USWDGC Bid Presentation** – J. Reading

Jay presented the bid on behalf of the Quad Cities Club.

Meeting Adjourned 4:40pm ET

## **Day 2 – Thursday April 19, 2007**

Board member Pete May absent for Day 2.

Steve Dodge presented an idea on behalf of a member/player who suggested adding a line to the Sanctioning Agreement that would define the type of an event e.g. Ratings based

The Board recommended this suggestion be forwarded to the Competition Committee; that it be included in their proposal which they will be bringing back to the Board at the end of June.

## **Tour Consultant Projects** – C. Kennedy

Chuck began with a review of his projects:

### **TD Report Template**

- Singles, Doubles, International events

### **Writes Articles**

- NRPA cover article
- PDGA Tour Guide
- 2007 Pro Worlds articles in DGW and DGM

### **Reviews Major Sites**

- May 2006: mid-Ohio site of 2010 Am Worlds
- May 2006: 2007 Am Worlds follow up visit

### **Update: 2007 Pro Worlds**

### **PSTATS Initiative** (Player Shots Thrown Analytical Tracking System)

- Based on stats tracked from pros in ball golf
- Potential program still in the testing phase.

### **Initiative on Baskets**

- Only certain PDGA approved baskets are permitted for use at championships, this is not necessarily a spec reflected in the technical standards
- With the expiration of patents there is the potential for baskets/targets to be manufactured anywhere in the world e.g. Asia, without manufacturers being aware of required standards. Chuck feels this is of particular significance if the basket is to be used for Championship play.
- He believes there is a need to define specifics and suggests the formation of a temporary committee to establish final guidelines

### **Championship Planning Committee**

- Chuck suggests the creation of a committee charged with planning formats, criteria etc. for championship events

## **2007 PDGA Amateur Worlds Update** – T. Miller

Terry reviewed preparations to date.

### **Marketing Update** – J. Duesler

This is John's second year of a two year contract with the PDGA. He provided an updated list of PDGA existing and potential sponsors and PDGA media partners.

His list of recommendations for the future included:

- staying the course, relationships are developing
- foster regional PDGA involvement
- develop better promotional materials

### **IT Update** – T.Pozzy/D. Gentry

The architecture of PDGA IT consists of:

- web servers
- office systems: Microsoft office, excel, access
- custom database

IT responsibilities, including the management of the IT task list, have begun shifting from Board members to staff. The greatest challenge lies in technical resources, there are many possible volunteers but limited resources to manage them.

Top Priorities include:

#### Website

- content management
- redesign and navigational improvements
- plan for pdgatour.com

#### Website Server Infrastructure

- compete server migration
- back up plan

#### PDGA Database

- migration
- enhancements to improve office efficiency
- merge old tournament data

### **Action Item** (B. Graham)

Enable the Financial Director to access financial information online

### **Magazine Optional Membership and RFP for 2008** – S.Dodge/B.Graham

The Board discussed the RFP content and criteria and requested it be ready for distribution no later than July 1, 2007.

### **Innova Update** – H. Duvall

Harold related that relations between Innova and the PDGA are better than ever. He proceeded to outline some of the initiatives Innova is involved with at present.

### **Disc Golf Live – S. Dodge**

Steve presented Joe Wander's request to add the sale of Disc Golf Live DVDs to the PDGA membership form. After discussion it was decided for the present the membership form remains limited to the sale of PDGA merchandise. However, this topic sparked several ideas for follow up.

### **Dedication**

Brian Graham announced that the pavilion located beside the International Disc Golf Center was to be named the "Dan Stork Roddick Pavilion" in honor of Stork who inspired the concept of the IDGC. A sign will be hung in his honor.

### **Licensing of Data – D. Gentry**

David reported that he frequently receives requests for licensed Course Directory information, access to PDGA player names, PDGA numbers and ratings. He asked that the Board begin to consider how this proprietary information is to be handled. Theo related that he has consulted an intellectual property lawyer for advice. Pat suggested the formation of a committee to research this topic and report back to the Board.

Theo approved the formation of the Intellectual Property Committee comprised of the following:

Pat Brenner - Chairperson

Bob Decker

Cris Bellinger

David Gentry – Staff Liaison

Other committee members will be recruited.

### **USWDGC – Awarding of Bids**

David reviewed other bids he had received.

#### **Motion (S. Dodge/P.Brenner)**

That subject to the review of the courses, the United States Women's Disc Golf Championships be awarded to the following:

2008 – Huntsville, AL

2009 – Quad Cities, IA and IL

2010 – Jacksonville, NC

**For: Unanimous Motion Passed**

### **2007 PDGA Election – T. Pozzy**

Board members were encouraged to recruit candidates for the 4 Board positions up for election this year.

### **Other Business**

#### **Low Level/Supporting Membership Level**

The need for and the method of managing a less expensive supporting membership level was discussed.

#### **Motion (C. Bellinger/T. Pozzy)**

That in 2008 the non-current/non-member player fee be raised from \$5 to \$10

Motion Tabled pending further input from the Competition Committee



**Kansas City, MO 2009 PDGA Pro-Am Worlds Bid Presentation** – J. Lowe

Jack provided a history of the Kansas City Club accomplishments, reviewed the courses, host hotel and surrounding area. He will act as Tournament Director for the Pros, John Chapman for the Ams/Jrs.

**Motion** (B. Decker/J.Lyksett)

That the Kansas City bid for the 2009 PDGA Pro-Am World Championships be approved.

**For:** C. Bellinger, J. Lyksett, B. Decker, S. Dodge, T. Pozzy **Absent Did Not Vote:** P. May, P. Brenner  
**Motion Passed**

Theo thanked everyone for their efforts over the past two days.

**Motion** (B. Decker/C. Bellinger)

That the meeting be adjourned

**For:** Unanimous **Motion Passed**

Meeting Adjourned 7:30pm ET