

Teleconference Minutes
Professional Disc Golf Association (PDGA)
November 5, 2008

Board Members:

Present: Todd Andrews, Ron Convers, Bob Decker, Matt Gillis, Juliana Korver and Rick Rothstein

Quorum present? Yes

Others Present:

Executive Director: Brian Graham

Other: Dave Gentry – Tour Manager

Proceedings:

Meeting called to order at 7:34pm by Chair, Bob Decker

MOTION (Andrews/Convers)

Approve both the October 8th and the October 21st teleconference minutes.

Motion passes unanimously.

Executive Director's Report: presented by Brian Graham

- As of October 1st, we have a net financial position of \$310,648 which is an increase of \$124,309 over last year at this time.
- In September 2008, our expenses totaled \$107,779 and our income totaled \$106,841.
- Membership is up 9.1% over last year at this time with the total active number at 12,608. This is a better percent increase than we have had in the last few years.

Flying Disc Magazine (FDM): According to documentation sent to the office, we should receive copies of issue 4 here in the office on Friday afternoon.

- Addie fielded a call today from a member who has not received any magazines this year. The member was told by Rich Givens that the mistake was caused by the fact that the member's name was missing from the PDGA lists. Addie checked all our lists and this is not true.
- Graham will tell Addie to reply to the member (cc Rich) and let them know that the mistake was not ours and that their name appears on all our lists.

PDGA Temporary Membership: The BOD discussed at the summit the concept of making all \$10 non-member fee payers at sanctioned events temporary member. The office staff has discussed this concept and we are proposing the following:

- \$10 Fee payers (Temp members) data will be collected by the TD's and sent to office
- PDGA office will compile a list for fulfillment
- Temp members will be sent a member mini including PDGA #, and rulebook (Cost \$3)
- Temp members will be treated as non-active members internally

- The challenge is getting the information from the TD's.
- Can we start training TD's. We need to explain to them the importance of getting the contact information for them as well as for us.
- We should create a form explaining the benefits to the TD's.

MOTION (Convers/Korver)

The \$10 fee payers will become supporting members with the benefit of a member mini, PDGA number, and rule book. Such players will retain the option to upgrade to an active membership within in the year with a \$10 credit. In addition, supporting members will still be required to pay the \$10 fee for every consecutive tournament they enter until they become an active member

Discussion: Do we need to amend the bylaws where it identifies the different type of members: Active Members, Supporting Members, Non-active Members in order to pass this? We can call the temp member a supporting member and then there is no need to change the bylaws.

Motion Passes unanimously.

Disc Golf on Television: Anheuser-Busch has confirmed receipt of our sponsorship package and stated that it looked very good at first glance. They advised that they will be reviewing it in detail and getting back us.

- Graham had a teleconference today with the Midwest affiliate of ESPN. They exchanged information and will be speaking again.

IDGC Update:

- Baskets for the Jim Warner Memorial Course (Discraft East Course) at the IDGC have been ordered and will be installed next week.
- Gregg Hosfeld and Ben Calhoun have joined forces and will visit the IDGC on November 18th to play the new course, which will be the 1,000th course for each.
- We plan on writing a story for the website and publishing a video clip of this historical occasion. This event will give the new course and the IDGC some positive media coverage.
- Pat along with the environmental committee are tentatively planning on using this project as an opportunity to hold a tee pad building seminar here at the IDGC for parks department personnel. It is hoped that the income we generate will help offset the costs of the tee pads.
- The 2009 Disc Golf Hall of Fame Classic will be a SuperTour event and has been scheduled for May 30th and 31st at the International Disc Golf Center. We plan on having a ribbon cutting at that time to officially dedicate the new course.

Website Ad Server:

- The new website ad server will be turned on within the next couple of days and ads from large companies from outside of our industry will begin appearing on our website.
- I will be publishing an article on the website explaining to our members what they are seeing and the advantages of it.
- Preliminary numbers from Ciphent indicate that we can potentially receive between \$2,000 and \$4,000

per month from this service. If this is indeed the case then we could potentially recoup all of the money that we have invested into the development of our new website in 3-4 years.

- Worlds DVDs were received this week in the office
- We are setting up an internship program with USC.

PDGA Tour Report: presented by Dave Gentry

- As of November 3rd, 2008, there have been 977 events on the PDGA calendar. This represents a 12.3% increase in the number of domestic events since 2007 at this time and a 27.0% growth over the last two years.

Website Update:

- The new website was recently launched with limited functionality.
 - Since the initial launch, we have added the schedule, Drive for the Championship (National Tour), Tour/TD area, FAQ, and Video of the Week.
 - The Course Directory went up this afternoon.
 - The Contact page should be up soon.
 - The largest priority left to complete is the unofficial results / live scoring area and Theo is currently working on it. Gentry is working with him and offering assistance as necessary to speed this process along. Hopefully this project can be completed the week of November 10th.
 - We are also working with Ciphent to complete Phase II of the project which will include the integration with the PDGA membership database. This will allow users to create an account and be able to login.
 - This will allow us a variety of new features such as integration with a new discussion board, blogs, and the uploading of pictures/ videos.
 - The problems we had with the hackers have definitely put us behind but we are shooting for the end of the year to have the logins completed and the ability to upload pictures and videos.
 - We also need to work out the specifics on moderation of this new content. Gentry will be getting together with the new task force and be coming to the board with some suggestions before the December teleconference.
- New website feedback has been negative to neutral if you look at the message board, but all email responses have been positive.
- Ciphent has not finished their security review of the site. They are taking it a section at a time. When they finish one section, changes are made and then that section is placed on the new site.
- We have not switched hosting yet. If we do it, it will probably happen around the first of the year. We are planning for it, but don't want to do it in the middle of the new site launch.

Magazine Update: by Brian Graham

- We have changed the wording on all of our documents so that instead of saying you will receive 6 issues of FDM, it now states that you will receive the official document of the PDGA.
- The board discussed other potential options for a publication

MOTION (Korver/Andrews)

Terminate our contract with FDM following the release of issue 4 or effective November 15th .

Motion passed unanimously

MOTION (Korver/Andrews)

To remove the opt-out option for our members with regards to the official PDGA publication.

For: Korver, Rothstein, Convers, Andrews Against: Gillis, Decker

Motion passes.

MOTION (Andrews/Convers)

- Starting in 2009, the official PDGA publication should be published in house.

Motion passes unanimously.

- We could reduce the 2009 membership fee by \$5 to compensate for removal of the opt-out rate.
- This could take the place of a possible rebate to the members for the magazine discontinuation.
- In 2010 we would go back up to the current membership price.
- Graham – this means we need to change our forms for this coming year and again for the following year which would introduce internal problems with documents and forms. Whenever the fees change, it causes problems.
- Suggest that we leave the fees the same and the office will process the rebates.

Rules Committee Chairperson Search: by Brian Graham

- It has been suggested by multiple people, that Conrad Damon takes over as the chair.
- Graham has a call into him. If he is agreeable, the position will be offered to him.

Rules/competition committee task force: by Brian Graham

- This is hinging on first getting a chairperson for the rules committee.

Competition Endowment Program: by Brian Graham

- The following changes have been proposed for 2009:
- Sanctioning increased from \$25 to \$50.
- In addition to the \$2 fees donated to event charity a minimum of 25% of entry fees must also be donated
- Proof of donation must come from charity in the form of a letter or receipt.
- Eliminate the allocated fund of \$15000 and offer reduce non-member fee of \$5 instead of waiving up to \$350 in player fees.
- Limit the participation in the program to a maximum of 3 years for annual events or 3 events in the same location.
- Revised application criteria: 1. eliminate point system and will approve based on completed application looking at the following: a. Geographic Location b. Event Promotion c. Other

New Business

- Convers was approached by a disc golfer from IFG production company who was interested in creating a disc golf documentary.
- There are a couple of documentaries that are currently in production.

MOTION (Convers, Andrews)

Accept the proposed changes to the PDGA Endowment Program as presented

Motion passes unanimously.

2009 Budget: by Brian Graham

- Need to add a line for supporting members
- \$15000 has been budgeted for a marketing director or a marketing firm. We have had two members expressed an interest in such a position.

Action Items:

- Convers: create a sample form that can be placed on the website for the TD's that will explain the benefits of collecting all the contact information
- Graham/Gentry - course directory has a membership form in it that includes the opt-out option which needs to be removed.
- Graham – come up with some options for the board regarding an in house publication.
- Graham – draft a letter to Rich Givens regarding the termination of his contract.
- Graham – contact the attorney to see if he is comfortable with this termination.

MOTION (Gillis/Convers)

To adjourn.

Motion passes unanimously.

- Meeting adjourned at 10:06 pm
- Minutes submitted by Secretary, Juliana Korver