

Summit Day 2 Minutes
Professional Disc Golf Association (PDGA)
May 1, 2009

Board Members:

Present: Todd Andrews, Chris Bellinger, 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, Dan “Stork” Roddick – Director Special Projects, Chuck Kennedy - Consultant, Addie Isbell – Membership Manager, Todd Breiner - Fulfillment, Jim Davis – MI, Lorrie Gibson, Brian Hoeniger – Consultant for International Affairs.

Proceedings:

Meeting called to order at 8:33pm EST by Chair, Bob Decker.

Mission Statement: *by Bellinger*

- A possible vision, mission and value statement was proposed and discussed.

-The board reworked each into the following:

Vision Statement:

The PDGA is a membership organization dedicated to the promotion and sustainable growth of disc golf.

Mission Statement:

To develop disc golf into a globally-recognized competitive sport and recreational activity through:

- Player participation
- Tournament development
- Spectator participation
- Course development
- Rules and competitive standards
- Media and sponsor relations
- Public education and outreach

To sustain the growth of the organization, membership, and disc golf by means of:

- Financial stewardship
- Asset and resource management
- Membership support

Value Statement:

We are driven by the principles of:

- Integrity
- Accountability
- Lifetime fitness
- Transparency
- Professionalism
- Sportsmanship
- Diversity
- Personal growth
- Inclusion
- Fun
- Volunteerism
- Environmental responsibilities

- This should be a living document that should be reviewed at every summit.

MOTION (Convers/Bellinger)

Move to adopt the mission, vision and value statements as purposed and recognize this as a living document that we review and revise as necessary at each summit.

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

Motion carries.

Marketing Report: *by John Duesler*

- Growth: Disc golf is showing up in parks, schools, video games, internet, television, corporate settings and court rooms. The sport is evolving and becoming part of the social consciousness as well.
- The marketing efforts are concentrating on the internals (Memberships and TDs) and the externals (Existing sponsors, potential partners, and unanticipated suitors).
- How we steward the process: Through email leads, proactive media development, aggressive corporate sponsorship, innovative programming, nurturing existing relationships, enhanced member communications (Live/Virtual), and sensible corporate partnering.
- PDGA Media includes Disc Golfer Magazine, PDGA Radio, PDGA e-newsletter, NT video coverage, PDGA promotional video, live internet TV.
- Corporate Relations: most on a regional level, corporate accounts, Existing corporate sponsors, developing corporate relations.
- Some examples of Innovative Programming: NT touring Players Clinic, drive for the championship, leveraged use of PDGA Media, Live Internet TV, “million Calorie Burn”, and “Brazilian Springs Splashdown”.
- The PDGA website has been translated into 67 different languages.
- Notes on the PDGA Branding: our current efforts are diverse, we cannot lose sight of internals, important to manage expectations, authenticity rules the day.

- Live Internet TV: provides a vehicle for Value, visibility, unity, oversight, and growth. This allows us to present disc golf in the best light and to manage what it looks like with no financial expense to the organization.
- Should we accept sponsorship from bottled water companies due to the waste of the plastic containers?

Rules Committee Report: *by Conrad Damon*

- Current work consists of ongoing responses to rules questions, with occasional discussions breaking out.
- Should address the membership and tell them about the changes in the committee, the wiki and ask the membership what changes they would like to see.
- Should we have an online rule book and not have a printed version so the Q&A online would be official?

Future work for Rules committee:

- Discuss the Q&A question and present their suggestions to the board in the future.
 - Improve the rulebook revision process.
 - Possibly set up a wiki to track changes. A wiki is an online document that can be edited by a group of people.
 - Improve the interaction with the BOD.
 - Discuss shortening the cycle.
 - We need to have a way to insure that the rules and the competition manual do not contradict each other.
- A small 5 person committee could help with coordination and boundaries. Conrad will see that this temporary committee will be created.

Supporting Members: *by Gentry/Isbell*

- On March 18th the first batch of support members was reviewed and processed by PDGA HQ. There were a total of 69 US and Canadian events. Below is a summary.

Events with no \$10 fee information:	45
Events with only first and last name:	13
Events with usable data:	11
Total	69

Of the 11 events that submitted usable data there were a total of 290 entries.

Players with PDGA number:	127
Players with first and last name:	86
Player who joined since the event:	4
Players send to BEI:	73
Total	290

- How can we collect the information needed for supporting members?
- We could change the PDGA website so that it only shows the names of players whose information (address/phone) we have. This would be an incentive for the players to provide that information.

- Maybe we should start tracking our first time TD.
- TD's are resistant to follow through with this.
- Can we address the TD's in a different way with an online video showing them what is important to fill out and why it benefits us as well as them?
- The TD's are overwhelmed as is with the amount of documentation that they are receiving.
- The reality is the TD's do not return the forms.
- Put this task to the players. Send the TD's an email that only addresses this subject. You ask them to read a statement that tells the supporting member player something like, "The PDGA is prepared to do the following for you if you provide them with..."
- We can change the way that this is handled by directing all players who want a supporting membership to enter their data on pdgastore.com or call the PDGA office directly. Doing this will accomplish the following: More accurate and timely data, easier to ID existing PDGA members and avoid duplicate PDGA number, time saving for both the PDGA office and BEI.
- A note could be put on the back of the temporary membership card to instruct the possible supporting members to the website to provide the information we need.
- We may also capture people when they sign up for the tournament.
- The end goal is to build a database of nonmembers that we can use for outreach.
- We need to learn what sequential prompts can help lead the TD's through their package. All these messages could be automated with a listserv.

MOTION (Andrews/Converse)

Approve the minutes from the April 1st teleconference.

For: Korver, Gillis, Andrews, Converse, Decker, Rothstien Abstain: Bellinger

Motion carries.

Tech Standards: *by Stork/Kennedy*

- Board agreed to use 100% stats to determine awards
- Doc is ready for Board approval to announce new awards process
- The new system will be released so people know how the winners will be chosen, but the 2008 winners will not be released until the awards ceremony at Worlds this year. We will begin tracking the stats online so everyone can watch the race for the 2009 winners.
- Need to develop online display to show Event Ratings.

Super Class:

- First event started in January 2009 as a league in MN
- First Super Class ratings completed in early April (not posted online yet)
- League format has been tested and is ready to start about mid-June.
- This is being tested in a few Overall events to replace regular golf discs.
- Some manufacturers are making disc for the format
- Super Class Nationals are scheduled for August 22-23 as an A-tier at Lemon Lake in Indiana.

TD Stats:

- Propose that we start tracking basic stats for 2009 such as number and tier of events, \$ value of payment, number of attendees, elapsed time from event to report received by PDGA

- Plan for additional tracking stats to start in 2010.
- Consider a TD awards program based on performance in 2010.

Disc Museum:

- Propose that we create a full collection of discs that are cut in half for a more interesting touch & feel display in a museum.
- Should be able to get discs as factory seconds, donations and discs submitted for testing.
- Mike Snelson may be willing to cut the discs free and display the other halves in his MN store.

Big Picture:

- Maybe we can get the Freestyle and Ultimate people involved in an educational program that would use vintage discs. Start with vintage level at early education that would feed into the Edge program for secondary education.
- Stork asked Kennedy How are we going to deal with variance? Many of the discs in use are variants on approved discs.
- If you purchase a disc, in theory you should be able to go to a chart and identify that it is approved.
- A number of summit meetings back, we had a tentative board agreement to voluntarily send in these variants. Homberg was to see how much voluntary information was sent in by the manufacturers. This is a small task for a small manufacturer, but a very large task for the big manufacturer. We are proposing that we bring that phase to an end and we begin to show the variance or subcategories under each disc. This is a compromise from wanting to approve every disc and every variant. However, this is dependent on the manufacturers' willingness to send this in. We want to let them send in all of the variants for free until the January 1st, and then it will be \$100/variant in the future.

MOTION (Andrews/Convers)

Allow the tech standards committee to move forward with the proposed variant
 For: Andrews, Korver, Convers, Bellinger, Gillis, Decker Abstain: Rothstien
 Motion carries.

Competition Topics: by Kennedy

- Course Award Program: courses are fundamental to the game experience but way more emphasis is placed on discs, targets and competition formats.
- Propose to develop an annual awards program with assistance of DGCD members and other experienced designers with state coordinators as referees where needed.
- Roughly 20 zones identified globally with 100+ courses in each. Seven candidate courses would be chosen by the course designers.
- All seven candidate courses in each zone get one of two awards: top 3 get platinum course for the year bottom 4 get course merit.
- Courses receiving course merit can be included in future years to try for the platinum award.
- Award winners get certificates and highlighting in PDGA Directory.
- We should do something to encourage better courses.

Courses: Par as SSA?

- “Par” has been either an insignificant or important issue depending on who you talk with.
- Graham and Kennedy will be looking into the ramifications of using a modified version of SSA as the basis to determine par.

Designer Walks:

- Propose that we develop procedures for course designers to produce audio tours of their courses for the PDGA Directory.
- Members of course design could get this started. Consider some small compensation like a \$25 credit for each one they create.
- Set up three “Announcement” threads and have specific PDGA people authorized to post.
Threads: PDGA board, PDGA Staff and PDGA Committees which includes consultants
- Posting works like Twitter (maybe a little longer. Drive traffic to the site)

- Magazines as a media format are being challenged by the internet to retain relevancy.
- One important function that remains a strength for magazines is to showcase what’s coming. We could create a 3 month calendar that could be the centerfold for the DiscGolfer magazine.
- We could have a library of photos and graphics that people could use from free.

Military Disc Golf: by Jerry Payne, USEF President

- USEF has spent 20 years working with our troupes. USEF was started to be able to entertain the troupes and their family members.
- The USEF wants to install disc golf on military bases. We are looking at the name USEF disc golf military division. This could become a division of the PDGA or an affiliate of the PDGA.
- 184 different bases have been identified as candidates for disc golf courses

USEF’s responsibilities:

1. contract military installations and make presentations for installation of courses
2. Design and Install the disc golf courses
3. Create the hype
4. Do the marketing on the base
5. Sign up all the USEF members
6. Collect USEF DG dues
7. Procure sponsors

Reasons for the USEF involvement

1. Military wants to do business with Military charities
2. The DOD will advertise for us because of our contacts
3. The USEF will build a database that can assist us in the future

Goals

1. 184 bases
2. Average of 2000 members per base

The financial model – USEF would be working with the manufacturers of the discs. Looking at charging somewhere between \$45 and \$65 for membership fees.

Military Disc Golf Tournaments

- this can help to create the hype for this
- It is our thought that you have to be a USEF member to play in the tournaments

- This represents a huge opportunity for the sport
- The audience is right in the heart of our demographic
- The biggest challenge is to find the best synchronization for those members to become PDGA members
- We need to make sure that these two memberships are as in sync as possible
- This will lead to a lot of disc and target sales. We want to encourage the USEF to work with all of our disc and target manufacturers
- Logistically, this may be similar to PDGA Europe
- We need to make sure that we cover our costs and create a sustainable model.

New Business:

- Several members have asked Graham to discuss the policy of ams playing pro and pros playing am. Why do we charge pros more money but allow ams to play pro.
- What about making our membership dues for ams and pros the same.
- We should reevaluate our whole system.
- Task the competition committee to look at the structure and come back to us.

- Breiner requested that the spring summit be moved back to the spring to give the board enough time to help shape the current year instead of the next year.

- Isbell requests that we change to a 12 month membership and that the Ams and Pros be charged the same PDGA membership fee.

- We could do a comparison of other similar sized sports to see if they do a 12 month membership or follow the calendar year and weather a person who signs up in the middle of the year has to pay the full price.

- A TD has asked if he runs multiple tournaments if he can get a discount on his membership fee.

- We can ask the membership how they feel on the name of our organization (Professional or Players) PDGA. We need to include the pros and cons of both.
- Why don't we have a "doing business as" with the ADGA (an arm of the PDGA).

MOTION (Andrews/Convers)

Adjourn.

Motion passes unanimously

Action Items:

- (Roddick) - Stay on top of Conrad to see that the rules/competition subcommittee is created and begins working out the issues
- (Staff) - Work on new ways to capture the information for supporting members
- (Graham) - Get in touch with Jerry Payne with regards to the USEF Disc Golf Military
- (Korver) - Ask the Women's committee if they think it is important for pro women to be allowed to play down to Advanced Men's division
- (BOD) - Look at the points that Addie has brought up: 12 month memberships and making the membership fees the same amount for pro and am
- (Staff) - Do a comparison with other similarly sized sports to see how they handle their memberships (12 month membership or year membership)

- Meeting adjourned at 4:13pm

- Minutes submitted by Secretary, Juliana Korver