

Board of Directors Teleconference Minutes
Professional Disc Golf Association (PDGA)
January 13, 2010

Board Members:

Present: Todd Andrews, Cris Bellinger, Matt Gillis, Dave Feldberg, Rick Rothstein
Bob Decker joined the meeting at 9:40pm EST.

Quorum present? Yes

Others Present:

Executive Director: Brian Graham

Other: Dan "Stork" Roddick – Director Special Projects, Dave Gentry – Tour Manager.

Proceedings:

Meeting called to order at 8:33 pm EST by Chair, Todd Andrews

MOTION (Feldberg/Gillis)

Table the minutes from the 12/10/09 teleconference until time that corrections can be made.

Yes: Andrews, Bellinger, Feldberg, Gillis, Rothstein

Motion passes.

MOTION (Feldberg/Rothstein)

Certify the Chainmaster Lite by Ching as a Basic target.

Motion passes unanimously.

Headquarters Update by Graham

- As of the end of November, the PDGA had a net financial position of \$504,269 compared to a net financial position of \$19,629 at the same time last year
- Expenses (\$65,648) exceeded income (\$28,413) in November by \$37,235

- As of 12/31/09, we had 14,205 active members compared to 12,980 members at the same time last year; this represents a 9.4% increase in membership in 2009

Auditor

- An engagement letter for Berry & Associates to perform the 2009, 2010, and 2011 PDGA audits has been signed. Representatives from Berry & Associates visited both the PDGA office and fulfillment warehouse on Dec. 30 to confirm our respective year end inventories.

Rules Proficiency Exam

The online rules proficiency exam was launched on December 17th. A very small percentage of members attempting to take the exam are experiencing technical difficulties. This problem is being investigated by Dave Gentry and our website consultant, Ciphent. A hard copy exam has also been created for those without internet access as well as those experiencing problems with the online version.

U.S. Masters Disc Golf Championship

The 2010 U.S. Masters Disc Golf Championship will be hosted by the PDGA office staff at the International Disc Golf Center on April 30 – May 2, 2010. Thus far, over \$12,000 in sponsorship has been committed to the event. The 2011 and 2012 U.S. Masters will be put up for bids at the 2010 spring summit.

2009 Year End Financial Reports

Work is underway on the 2009 year end financial reports and will continue until they are completed in early February.

Illinois Public Television

Illinois Public Television has expressed interest in broadcasting portions of the 2010 Pro Worlds in Crown Point, Indiana. Brian Graham is currently in talks with them to determine their interest and the viability of making this coverage a reality.

Marketing Presentation

John Duesler and Brian Graham sat in on a marketing and publicity presentation from Jennie Bragalone and Ryann Johnson, who we were introduced by David Feldberg at the fall summit. Jennie and Ryann took the marketing priorities list that the board had created using board and staff input and used this information to structure their proposal. The presentation “PDGA Marketing & PR Plan” in PDF format was uploaded to the Yahoo group for board review.

USPS Periodical Rate

Brian Graham recently completed the application process with the US Postal Service for a periodicals rate which would reduce our costs to ship DiscGolfer magazine. The application will be reviewed by the USPS and we will be notified of their decision.

International Disc Golf Center

Columbia County has agreed to match the PDGA dollar for dollar to pay for additional stump removal on the IDGC courses. Based upon the endowment fund balance and the needs of the courses, the PDGA will commit \$1,500 from the endowment fund to this project. The \$3,000 total project cost will result in the removal of an additional 300 stumps from the course fairways.

PDGA Staff

PDGA administrative assistant, Karolyn Garlock O’Cull and husband Bob are expecting their first child on June 6th. Brian Graham will be investigating U.S. and Georgia law as it relates to maternity leave. PDGA Memberships manager Addie Isbell is engaged to be married in the fall of 2010.

Tour Update *by Gentry*

2009 Summary

The office is very close to wrapping up the 2009 season. As of Tuesday January 12th there were only 12 events left to report and the office is working hard to track down those

reports. It is important to get 2009 finalized as soon as possible because it impacts the 2010 Touring Pro calculations, Worlds Invites, and year end ratings update. We currently have 78,730 total event entries with 69,745 coming for US events. The total US attendance will exceed 70,000 which is an impressive feat and represents a 68% increase since 2004. The final 2009 tour update will be presented at the February teleconference.

2010 National Tour Agreement

The 2010 National Tour agreement has been finalized and presented to the board for approval. There have been minimal changes to this agreement from the 2009 version with the most significant being the addition of a protocol for reserved spots and a more consistent method for handling FPO tee times.

Player of the Decade

Rick Rothstein will be working with David Gentry to figure out the “Player of the decade” for the next issue of DiscGolfer Magazine. This should be a popular and interesting article and the office will be pulling together some statistics once 2009 is in the books.

National Tour Rules Proficiency Exam

The office has received some feedback from players that there is a bug in the Rules Proficiency Exam. For some reason some users are having the test reset for them and are experiencing repeat questions. I did some analysis and this is impacting about 1 out of every 20 people who take the exam and there is no correlation between browsers or operating systems. Some users have been able to successfully complete the exam at a later time without difficulty with the same equipment. Over 500 people have completed the exam since Friday (1/8).

The office is trying to identify the error by using log files and have identified a few areas for further investigation. Ciphent is also finishing a major project this week and should be able to give their full attention to the problem by the end of the week.

Committee Reports

Disciplinary – Todd Andrews

Two disciplinary letters have been prepared and are ready to be sent

Environmental – Matt Gillis

The newly reorganized environmental committee held a teleconference recently to get acquainted and to discuss environmental issues related to disc golf.

Multibrief Newsletter -Graham

Graham provided the board with a sample Multibrief’s e-newsletter as requested at the December meeting. The focus for the sample newsletter is to show Multibrief’s ability to find content relative to disc golf on a weekly basis. MultiView, Inc. would publish and send these weekly PDGA e-newsletter briefs to our members at no cost to the association. A PDGA representative would coordinate with MultiView to provide them with

association news to accompany the general “disc golf” articles they pull from the internet and other sources. The cost to produce the e-newsletters are covered entirely by sponsors and the PDGA would receive a 20% royalty each month on these sponsorships. Members would have the opportunity to opt-out as they currently can and the office can continue to send our own internally generated e-newsletters whenever we deem it necessary.

After discussion, the board directed Graham to request a one month trial period.

2010 National Tour Agreement – Gentry

Gentry and Graham presented the 2010 National Tour agreement to the board.

MOTION (Rothstein/Bellinger)

Move to adopt the 2010 National Tour agreement as put forth.

Yes: Andrews, Bellinger, Gillis, Rothstein, Decker Abstain: Feldberg

Motion passes.

2010 Rules Review -Graham

Graham informed the board that there has not been a major rules revision since 1997 and that there were minor revisions in 2002 and 2006. Graham requested that the board create a process schedule for regular review of the rules.

MOTION (Feldberg/Rothstein)

Move to direct the rules committee to perform a rules revision in 2010 for publication in 2011.

Roddick informed the board that a schedule does exist and that he would recommend that we talk to the committee to see where they were in regards to the schedule before proceeding.

MOTION (Decker/Bellinger)

Move to table previous motion.

Yes: Andrews, Feldberg, Decker, Gillis, Rothstein No: Bellinger

Motion passes.

Roddick to talk with rules committee and present rules revision schedule to the board.

2010 Spring Summit Site & Dates -Graham

Graham presented the board with information, sites, and best available dates for the 2010 spring summit. After discussion it was determined that the summit would be held on May 13-14, 2010 at the PDGA International Disc Golf Center.

Organizational Memberships - Graham

Graham informed the board that the PDGA office is contacted from time to time by organizations, businesses and recreation departments who are interested in joining the PDGA as a non competitive supporter. Graham recommended that we create a non-

competitive, non-voting, organizational membership with an annual membership fee of \$30 for such organizations and businesses with the following benefits:

- PDGA Number
- PDGA Mini personalized w/ number
- PDGA sticker
- Annual subscription to DiscGolfer Magazine
- E-newsletter
- Frameable certificate
- Listed as organizational member on member page at PDGA.com

MOTION (Bellinger/Gillis)

Move to accept Graham's plan to create an organizational membership level.

Yes: Decker, Bellinger, Andrews, Gillis, Rothstein, Feldberg

Motion passes.

Monthly Board Teleconferences

The board discussed the scheduling of monthly teleconferences and the need to stick to a regular day. It was determined that the meetings would return to the first Wednesday of each month at 8:30pm EST.

Meeting adjourned at 11:25pm EST