

**Board of Directors Teleconference Minutes  
Professional Disc Golf Association (PDGA)**

March 11, 2010

**Board Members:**

*Present:* Todd Andrews, Cris Bellinger, Matt Gillis, Dave Feldberg, Bob Decker, Juliana Korver and Rick Rothstein

*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 8:37 pm EST by Chair, Todd Andrews

**MOTION** (Feldberg/Decker)

Approve the minutes from the 2/3/10 teleconference.

Gillis abstains, all other approve.

Motion passes.

**Headquarters Update** *by Graham*

The December and 2009 year end financial report was completed and uploaded to the Yahoo Group on February 22 for your review. Due to solid growth, new revenue streams, and attention to costs, we experienced substantial increases in income, net income and our net financial position in 2009. The finances of the PDGA are the healthiest in the association's history.

At the end of 2009, the PDGA had a net financial position of \$389,733 compared to a net financial position of \$227,914 at the same time last year, representing an increase of \$161,819.

*Membership*

At the end of 2009, the PDGA had a record 14,205 active members, a 9.4% increase over 2008.

As of 3/3/10, the PDGA had 7,938 active members

Compared to 7,599 members at the same time last year

This represents a 4.5% increase in memberships thus far in 2010

*Marketing Report*

Graham has asked John Duesler to send a marketing report each month for our review. Currently John is working on the following items:

Traveled to Outdoor Retailer Convention to speak with current and potential sponsors about disc golf. (I'll send the contact sheet with all the companies that I spoke with)

Secured Woodchuck Cider to their fourth year as a sponsor of the Drive for the Championship.

Recruited both Keen and Vibram Disc Golf as supporters of the Live Internet Broadcasting.

Written Press Releases and developed numerous emails promoting the Memorial Championship event and broadcast.

Promoted and Coordinated Interviews with Valarie Jenkins and Nikko Locastro for the Let's Go! Weekly magazine in Fountain Hills. (A copy has been uploaded to the Yahoo group.)

Coordinated and helped promote the Memorial Experience with Jeff Harris for the radio station.

Wrote articles to preview the Memorial on [pdga.com](http://pdga.com).

Edited and posted a wrap-up video from the Memorial Championship.

Working with Mike Barnett to now move into promotion mode for the Sunshine State Shootout.

Have been working with Paul Jay and a local Columbus public relations firm (Mills-James) to enhance pre-event publicity for the Brent Hambrick Memorial.

Continuing to reach out to new and potential sponsors for our National Tour and disc golf.

Coordinate and consult with the PDGA National Tour committee.

Continue to consult on new media projects and clients that approach the PDGA.

Develop, Promote, Organize, and Lead the Live Internet Broadcasting efforts.

#### *Youth Golf of America*

Ken Climo and Mike Barnett manned a disc golf booth for the PDGA and EDGE in the youth golf expo section of Florida's Largest Golf Show on Feb. 26-28. The presence of a disc golf booth at the show is a result of a working relationship Graham is developing with Youth Golf of America, whom he made contact with last year at the US Sports Congress. Joe Pickett, the director of YGOA phoned me on Monday to report that the disc golf booth was in his opinion, the hit of the show and garnered lots of attention from the golf industry. We have agreed to continue developing the relationship between our two organizations.

#### *Memorial IPTV Broadcast*

The pay-per-view IPTV broadcast of the Memorial was successful and a report will be forthcoming from John Duesler after he meets with our contracted partners TodoCast and E-Planet Media to wrap up the financials.

#### *PDGA Trademark*

The PDGA trademark, which was due to expire in 2010, has been renewed for another ten years.

#### *Multiview Newsbrief*

The PDGA's news brief template is currently being constructed by MultiView and the first one is scheduled to be reviewed by Addie next week. These e-news type communications will be sent out to members who have opted to receive these types of communications, every Wednesday and members do have the option to unsubscribe from the news brief by clicking on a link.

#### *Summit Agenda Items*

I am compiling a list of agenda items for the 2010 spring summit to be held at the International Disc Golf Center on May 13-14. Please send me any topics that you would like to discuss.

#### *DiscGolfer Magazine*

Issue 5 of DiscGolfer is currently being printed and should be received by members beginning next week.

Stork asked what our optimal financial reserves might be and if we have a strategy on how to handle those reserves? We will discuss this at the summit. Graham suggested that 4-6 months of operating costs

is a good rule of thumb. Decker reminded everyone that we need to wait until the audit is complete in order to have a more accurate idea of where we are financially.

### **Tour Update** by Gentry

As of 3/10/10 there were 599 (499 US, 10 Canadian, 90 International) events on the PDGA calendar. The pace at which agreements have been coming in has increased dramatically over the past several weeks and we are 5% ahead of last year at this time. We are going to be pushing 1000 US events and it is good to have half of them entered into the system.

### *National Tour Rules Proficiency Exam*

As of this morning there were a total of 1459 people with a PDGA number who have passed the Rules Proficiency Exam at PDGA.com. There are also a handful (five or less) that took and passed a manual copy of the exam. There were a few procrastinators who we had to track down before they were allowed to compete at the Memorial but overall players took the exam well in advance of the event. We should probably discuss the exam and our plans for next year during the upcoming Spring Summit.

### *New Live Scoring System*

Hopefully everyone had a chance to see the debut of the new live scoring system. The improvements to the live scoring in addition to a new interface were the added functionality of live comments and photos. The experience was also greatly enhanced by all the hard work of Brian Graham and Theo Pozzy during the event.

You can see an example of the live scoring system by visiting...  
<http://www.pdga.com/tournament/live.php?TournID=9642>

Gentry is still trying to gather numbers as to how many users used the live scoring system during the week and will send those along as soon as they are available. He did report that there were over 370,000 impressions over the four day period. In that same time span we had 21,000 unique visitors to the site which is a 40% increase over the same days of the previous week.

### Website Conversion

We will be starting on Phase II of the website conversion next week. Ciphent has hired a new developer whose primary job will be the completion of the migration. My hope is that Phase II will be completed before the Spring Summit in mid-May.

### **PDGA Committee Reports**

Disciplinary – Letter's were just sent out for 3 recent infractions. There is a new incident that was just submitted. Feldberg talked to Todd Branch who is interested in being on the committee.

NT committee – The committee is behind for 2011, but they are having a meeting this coming Wed. for the members who are still interested in being on the committee. The committee wanted to know how the board felt about penalties for noncompliance and charity NT's where ½ the purse goes to a local charity. The board is open to hearing ideas on penalties for noncompliance, but has reservations on the subject. The board is OK with NT's giving to charities as long as they meet the financial guidelines set out by the NT standards.

Ratings & Stats – Feldberg is trying to work with Chuck Kennedy to modify the ratings. There may be a slight change to the way rankings are determined to include the European Championships. Feldberg suggested that the rankings do not include scores from courses that are below a 49 ssa. Graham asked to see some statistics to support this concept. The rounds would still count for rating but not for ranking.

International Program – Hoeniger, Stork, Nesbitt, and Graham have been working on a document this week that will go out to the European leaders shortly.

#### **Disciplinary** by Graham

Jay Reading called the office and was frustrated with the time that it was taking to hand out the penalties to players who are involved in disciplinary actions. Feldberg suggested that we have 2 separate categories of complaints: disciplinary and just minor complaints.

#### **DiscGolfer Magazine** by Rothstein

Rothstein's staff is asking for more money and he is asking for guidance on what the appropriate compensations should be. The magazine is doing well. The last issue had 10 manufacturers buying ads. Graham will shop out some of these jobs to get some ideas on compensations for Rothstein.

#### **Board Meeting Dates** by Decker

Recently we have been moving our meeting dates around at the last minute to accommodate certain members. We would all benefit if we could come up with a schedule and stick with it. It was suggested that we move the meetings to the second week instead of the first to allow the office enough time to have the previous months financial reports completed. Graham will compile list of dates for the monthly meetings and will post to the Yahoo group.

#### **Ginnelly Letter** by Andrews

Dan and Sue Ginnelly sent a letter and requested it be sent to the BOD regarding their dissatisfaction in Feldberg's behavior at the Memorial. Feldberg talked to Dan today on the phone and talked through the issues.

**National Tour Poster** - Feldberg believes that the PDGA tour poster should show only top players who have positive images and that perhaps the board should overlook the photos that are being considered. Instead the board directed the staff to take the reputation of the models used in the poster(s).

#### **New Business**

There will be an article on the website next week announcing elections. Rothstein, Bellinger, and Gillis are up for reelection should they choose to run.

Sports writers and travel writers will be touring the IDGC soon.

Feldberg brought up an issue regarding the Beaver State Fling. There was a computer mix up and allegedly some players who registered early didn't get in when others who registered later did get in to the tournament. The board is confident that the Beaver State staff has this under control and that this is not a PDGA BOD issue.

Andrews asked how easy it would be to split up how we report the finances of the PDGA and break it out by pros and ams. He wants to determine the exact costs for each pro and am membership. This includes staff time which is hard to quantify, but if we are going to restructure the organization, we need to look at the numbers.

Feldberg mentioned that many pro players are complaining that ams are taking their place in events and that it isn't fair that an am pays a lower entry fee than a pro but can play in a pro tournament. Rothstein suggested that ams can be registered temporarily with the possibility of being bumped if more pros sign up.

**MOTION** (Rothstein/Decker)

To adjourn.

Passed

- Meeting adjourned at pm 11:00pm EST
- Minutes submitted by Secretary, Juliana Korver

**Action Items**

Graham write an article for the front page of the PDGA to explain the disciplinary process.

Graham will get some pricing for publishing services to pass along to Rothstein.

BOD: provide agenda items to Brian Graham for the spring summit.

Graham look into how easily the finances can be split up by am and pro  
Decker and Bellinger talk about the potential restructuring of the PDGA