

Board of Directors Teleconference Minutes
Professional Disc Golf Association (PDGA)
July 14, 2010

Board Members:

Present: Todd Andrews, Rick Rothstein, Matt Gillis, Juliana Korver, Bob Decker (joined at 9:36pm)

Quorum present? Yes

Others Present:

Executive Director: Brian Graham

Other: Dan "Stork" Roddick – Director Special Projects.

Proceedings:

Meeting called to order at 8:44 pm EST by Chair, Todd Andrews

MOTION (Korver/Gillis)

Approve the minutes from the June 2nd teleconference.

Motion passes unanimously

MOTION (Korver/Gillis)

Certify the Fluent, Mark, Vantage, Z-Nuke (retooled), and the Monkey Trap basket.

Motion passes unanimously

Headquarters Update *by Graham*

At the end of April 2010, the PDGA had a cash position of \$589,484 compared to a cash position of \$517,261 at the same time last year, representing an increase of \$72,223.

At the end of April 2010, the PDGA had a net financial position of \$602,414 compared to a net financial position of \$538,191 at the same time last year, representing an increase of \$64,223.

At the end of May 2010, the PDGA had a cash position of \$602,959 compared to a cash position of \$464,091 at the same time last year, representing an increase of \$138,868.

At the end of May 2010, the PDGA had a net financial position of \$619,946 compared to a net financial position of \$483,938 at the same time last year, representing an increase of \$136,008.

The finances of the PDGA continue to be healthy with several months of operating expenses in the bank as is good business practice.

Membership

As of 7/7/10, the PDGA had 13,455 active members. Compared to 12,071 members at the same time last year. This represents a 11.5% increase in memberships thus far in 2010

Worlds DVD

River's Edge Digital Media of Red Wing, MN has signed the services agreement to produce the 2010 Pro World Championship DVD. "Crazy" John Brooks has been contracted as one of the on air personalities. John Duesler will represent the PDGA and will be providing assistance and guidance.

Disc Golf in Asia

Graham met with several groups at the Japan Open to discuss the development of the sport in their various countries. One group I met with represented the government of South Korea, who is investing money into building a championship disc golf facility and is interested in hosting a PDGA Major event.

Licensing

The PDGA has entered into a licensing agreement with James Toll of Flywear Apparel which will allow him to create and offer new PDGA branded merchandise. A licensing agreement was also negotiated with Clash Productions to produce an Am Worlds DVD at no cost to the association.

DiscGolfer Magazine

The PDGA office has come to an agreement with Randy Signor to serve as managing editor of DiscGolfer magazine beginning immediately. Rick Rothstein has kindly agreed to work with Randy and the office to ensure a smooth transition.

Elections

The 2010 PDGA elections are currently underway and will run through July 31st. Six members submitted their candidacy and appear on the ballot for the board of directors.

Conferences

Executive Director Brian Graham will be attending the Connect Marketplace conference in Louisville, KY in August, and the T.E.A.M.S. conference in Charlotte, North Carolina in October. Connect Marketplace is a reverse trade show for association and specialty group meeting planners where suppliers visit planners in pre-set appointments, providing an environment that results in business. There are also top-notch general sessions, valuable educational seminars and stimulating networking events. Travel and accommodation costs for Sports National Governing Bodies are covered by the conference. TEAMS is an acronym for Travel, Events and Management in Sports. The PDGA has been chosen as one of only ten groups who will have the opportunity to make a 4 minute presentation to the entire conference at the opening session. This is a great opportunity to get the PDGA and the sport of disc golf in the consciousness of thousands of people within the sports industry.

U.S. Sports Congress

Executive Director Brian Graham has accepted an invitation from the United States Sports Congress to serve on the USSC advisory committee and attended the first meeting in Charlotte in May. Disc Golf will be one of two demonstration sports at the 2010 U.S Sports Congress in Sanibel Florida in December.

Amateur World Championship

The 2010 PDGA Amateur World Championship has been completed. David Gentry and Addie Isbell attended the event on behalf of the office and reported that things ran very smoothly and the event was a success. The office is currently working with the host team to wrap up the tournament report.

Professional World Championship

The 2010 PDGA Professional World Championship is set to take place at the Lemon Lake County Park in Crown Point, Indiana on July 27-31st. Registration is currently lagging behind previous years with two weeks remaining to register. Reports from the host team are that everything seems to be on track for the event.

Tour Update by Gentry

As of July 14th there were 1007 events (828 US, 22 Canadian, 157 International) on the PDGA calendar. The 4% US growth is probably closer to 5% as the 2009 data compares to July 29th.

Comparison of PDGA Tour events on 7/14/2010									
	2006	2007	% Change	2008	% Change	2009	% Change	2010	% Change
US	524	581	10.90%	627	7.90%	684	9.10%	739	8.00%
Canada	8	8	0.00%	5	-37.50%	13	160.00%	19	46.20%
International	39	97	148.70%	129	33.00%	124	-3.90%	153	23.40%
Total	571	686	20.10%	761	10.90%	821	7.90%	911	11.00%

Here is a comparison of the 2010 US Tour from January 1st to May 31st and the early numbers are very encouraging. There are eight events missing from the below chart and in spite of that we are showing a 5% increase in attendance and events as well as a 7% increase in pro purse. Gentry expects the final attendance numbers from this time period to be between 6 to 7%.

US Tour Comparison 1/1 to 5/31							
	2007	2008	% change	2009	% change	2010**	% change
Total Events	247	303	22.70%	341	12.50%	357	4.70%
Pro Players	6931	7794	12.50%	8404	7.80%	8588	2.20%
Am Player	15728	17865	13.60%	19372	8.40%	20673	6.70%
Total Players	22659	25659	13.20%	27776	8.30%	29261	5.30%
Players / Event	91.7	84.7	-7.70%	81.5	-3.80%	82	0.60%
Pro Purse	\$550,974.00	\$635,880.00	15.40%	\$647,815.00	1.90%	\$693,223.00	7.00%

In other tour related news we just finished a well received and successful Am Worlds with a total attendance of 504 players. This was the 9th largest attendance of amateur and junior players in the history of the PDGA.

Disciplinary Committee

We have had a few more disciplinary reports filed.

Big Amateur Event at the IDGC by Graham

Graham wants to create an annual event for Amateur players at the IDGC. He doesn't care if it works up to being a Major level event or not, but wants it to be big. It could be called the PDGA Amateur Championships this would be separate from Amateur Nationals and the Amateur World Championships.

Rothstein is concerned that we are competing with other tournaments by running our own tournament at the IDGC. Korver suggested that we run it in coordination with TD classes. We could hold training sessions on how to be good TD's. Rothstein doesn't know if the staff should be running events at all.

Graham will meet with Jason Alind to discuss some possibilities and will bring them back to the board.

Publicity for Am Worlds by Rothstein

It seems like we should be doing more to make sure that press releases go out and do a better job of giving the media stories to follow.

One article said that Bucyris did not see any financial benefit. Korver explained that the host hotel was in Marion and that all the evening activities were in Marion. Bucyris should not have been expecting to have any people in their hotels. It would have been inconvenient at best to stay that far away from all the activities.

The American Society of Sports Commissions has a template available to us from on how to calculate economic impact to a community regarding a tournament. Perhaps we should make that available to TD's to better anticipate what kind of an impact a tournament will have on their area.

With regard to media, at our large events, the PDGA works with the local sports commission or sports council to distribute press releases to local markets. The PDGA staff writes the news release.

Rothstein would like to see this expand to larger media markets and even to the communities from which the competitors reside. Graham thought it was a great idea, but cautioned that this would take a huge amount of time. Rothstein suggested that maybe someone be hired to do this or that PDGA staff shouldn't be traveling to events and should instead spend more time working on something like this. Graham explained that when he travels, he is in meetings non stops.

Graham suggested that we create a publication and have it available on the website and then let players download it and send it to their own local media outlets. Korver suggested that this be accompanied by an article on the front page of the site (in the rolling articles box) that would explain how a player can do this.

With regards to the upcoming pro worlds, Duessler has already created several press releases that have been distributed. Rothstein would like to see our communications director working harder on this.

Technical Standards Compliance *by Graham*

We have had manufactures who have put out discs that said PDGA approved that had not even been sent in for approval. This is one of the reasons for the new tech standard procedures. The new procedures have been released for about a month now. Jeff has discussed them with a couple of manufacturers. They were surprised that there were no penalties for the first infraction. So it has almost gone over as a non issue in getting them in place, which is what we wanted. We are reestablishing the requirements. Stork believes we have achieved our goals.

Mileage Reimbursement Update *by Korver*

At Am Worlds, one of the other marshals asked if the mileage compensation could be updated to reflect the current standards. Decker suggested that we have a policy to reimburse the standard IRS mileage. The board agreed and advised Graham to follow the standard IRS mileage compensation which is currently .50cents/mile

Final Words *by Matt Gillis*

This is the last board meeting for Rothstein, Gillis and Bellinger. Gillis wanted to follow what rick was saying as he understands his frustrations and wanted to air his own additional frustrations. Gillis is concerned that we don't have any concrete goals and priorities. We don't really have those yet and we are trying to do so many things. If we have goals, we can motivate members and staff and go in a particular direction.

With regard to PDGA staff attending larger events, Gillis believes it is important to have PDGA representatives at events, but we need to make sure that they represent themselves well. Andrews agrees with the sentiments, but said this is a personal issue and not a BOD issues. Gillis doesn't have any action on this, but just wanted to keep the idea of goal planning alive.

Graham admits that he is frustrated as well. He said the work load has been a reality slap in the face and he has not been able to get past that as quickly as he wanted. Perhaps it is time that instead of hiring consultants to do everything, we have more staff and less consultants. Decker added that we would gain more control by doing so. The staff is already working on a plan. Theo is coming to the IDGC in the fall to meet with Gentry and Graham so they can come up with requirements for the future full time IT person.

Andrews requested that the exiting board members write down 5-10 goals and send them to the yahoo group. That way, we can get something on the table for the future board members to work on.

Graham asked Gillis, Rothstien and Bellinger (the exiting board members) to write critiques of him.

MOTION (Gillis/Korver)

To adjourn.

Passed

- Meeting adjourned at pm 9:57pm EST
- Minutes submitted by Secretary, Juliana Korver