

October PDGA Board of Directors Teleconference Minutes

October 12th, 2010

Board Members Present: Todd Andrews, Bob Decker, Dave Feldberg, Avery Jenkins, Juliana Korver, Cale Leiviska, Dave Nesbitt

Quorum present? yes

Others Present: Executive Director: Brian Graham, Dan "Stork" Roddick

Proceedings:

Meeting called to order (via teleconference) at 5:30 pm PT by chair, Dave Nesbitt.

Old Business:

Minutes:

Korver: Motion -to approve July, August, and September minutes.

Andrews: seconds

Motion passes unanimously

Action Item: Feldberg/Leiviska -Summit minutes to be uploaded before November teleconference.

Online Motions:

Brian Graham conflict of interest related to decisions at the USDGC due to past relationship with the event? Board decides no conflict of interest exists..

Student Membership to be changed to \$30-motion passes 5-2. Leiviska, Feldberg vote no.

Feldberg: wanted it to be \$25 dollars as a better marketing number.

International memberships- raise to \$30? motion passes unanimously.

HQ Update-Brian Graham

Finances:

At the end of August 2010, the PDGA had a cash position of \$773,811 compared to a cash position of \$434,055 at the same time last year, representing an increase of \$339,756.

At the end of August 2010, the PDGA had a net financial position of \$777,916 compared to a net financial position of \$419,256 at the same time last year, representing an increase of \$358,660.

Memberships:

As of 10/6/10, we had 14,400 active members

- Compared to 13,488 members at the same time last year
- This represents a 6.7% increase in memberships thus far in 2010

USDGC:

Dave Gentry and Brian Graham just returned from another successful USDGC where we managed scoring, officiating, and distribution of the 2010 NT series awards. In addition to speaking with many members on many topics throughout the week, Brian had meetings with:

- Charlotte Disc Golf Club to discuss the 2012 Pro Am World Championships
- Paschal Innovative Promotions, who specializes in event planning, fundraising, marketing and sports consulting
- DiscGolfer Magazine editor Randy Signor and photo editor John Whinery to discuss magazine related issues.
- Andrew Sweeton to discuss audio recordings of DiscGolfer magazine for the website.

In addition to speaking to the media at the Presidents Cup press conference which we organized, Brian did interviews with the Disc Golf Planet IPTV broadcast, South Carolina Public Television, Channel 4 News, CN2, and WRHI radio to discuss disc golf and the tournament.

Brian Graham will be attending the T.E.A.M.S. (Travel, Events, And Management of Sports) conference in Charlotte, North Carolina next week, which is the worlds largest gathering for the sports event industry. Disc Golf was selected as one of only ten sports that will be presented at the opening event and Brian Graham will be giving a three minute speech to introduce the PDGA and the sport of disc golf to the conference attendees.

The Magnolia Open, a women's only tournament, will take place this weekend at the International Disc Golf Center and was organized by Karolyn O'Cull and Addie Isbell.

The PDGA International Disc Golf Center was featured in a nice one page article that appeared in the October issue of Southern Living magazine, which is the 19th largest magazine in the United States based upon a circulation of 2,818,517. The article is the result of a media tour that visited the IDGC earlier this year, similar to the one that visited during the fall summit.

One disc for approval- retooled Westside Swan
Korver: motion- to approve retooled Westside swan, Andrews-seconds.
motion passes unanimously.

Committee Reports:

Disciplinary committee (Nesbitt): International disciplinary procedures now to be handled by European disciplinary committee. They will be responsible for all players while playing on European Soil.

Action-Jeff Layland-Indefinite suspension until legal matters are finalized.

Other committees-no reports

Conflict of Interest Submittals-

Still missing for - Decker, Feldberg, Jenkins, Leiviska

Decker: by next Tuesday 10/19/2010

feldberg: will fax from Australia

Jenkins: in the mail

Leiviska: will get right on it.

2011 Budget Update: Brian Graham.

Dave Gentry will be moved from Tour Manager to IT manger for the PDGA in 2011.

Brian will be hiring someone to become the new PDGA Tour Manager for 2011.

action item: Brian Graham-Finalize by mid-November

(Nesbitt): PDGA Concierge Card-Old business -Addie Isbell

Not wise use of members money-too expensive per member.

Item Closed.

New Business:

Code of Conduct, Version 2 and 2011 Rules book Printing (Nesbitt/Graham).

Board wants to pass

Decker- has three points

1.-Ams shouldn't take test

2. Cell phone on mute and ear bud volume is too vague.

3. Financial- should show percentages in TD report.

Andrews: add spirit of the game paragraph in the intro to code of conduct.

Feldberg: add continual for overt language, same with physical attacks- change to continual

Board: change cell phone section from inactive to "not to be heard". Also change alcohol to read not from beginning of play instead off the two minute warning. Financials are ok just strike the first sentence as it is repetitive.

Decker- will vote no due to the am test part.

Feldberg: Motion- To adopt the code of conduct(with changes made in the minutes) to the competition manual and the rules of play to be enacted in 2011 PDGA season.

Leiviska-seconds

motion passes 6-1 , Decker-no- reasons stated above

Action Item- there will be one final approval by the board before final printing.

PDGA Banking Info: Brian Graham

4 accounts currently totaling \$773,811. Auditor warned of risks associated with exceeding \$250k in each bank. Graham advised that the PDGA is now in healthy financial shape and should consider investing some money.

Action Item: (Graham/Decker) will bring possible investment options back to the board.

Discgolf.com: Brian Graham

Marty Hapner has been offered a bid on his website discgolf.com and agreed to give the PDGA the first chance to purchase if the board is interested before proceeding.

Poll- Is the PDGA board interested? Answer mixed feelings. Worried the PDGA is not in

a position to offer nearly what Marty has been reportedly offered. Seems like a good marketing move to own this entity, but how affective will it be?

At this time we are not as a board willing to match the offer Marty has on the table and no motion was made. Brian Graham tasked with letting Marty know and thanking him for the opportunity.

2011 National Series Update: Brian Graham

The 2011 National Tour will be held as a regional showcase series and Brian will have details available for board review soon including a new name containing national tour, but indicating the change from a tour to a more regional series.

2011 Alternative to USDGC: Brian Graham

The USDGC will be held in 2011 but using an alternate format, possibly handicap. Due to the change a pro national champion should not be named at this event so the board should decide how to proceed. Brian Graham proposes that the PDGA staff host a championship event at the IDGC in 2011 to crown a pro national champion.

Feldberg:-Motion- To allow Brian Graham and his staff run a pro national championship event at the IDGC in 2011.

Decker-seconds--

Motion passes-- Unanimously

Marketing of the PDGA- Dave Nesbitt

Board input needed for marketing ideas as it may be time to invest in some marketing or PR outside of our staff

Should the board pursue an outside marketing or PR firm like Feldberg has suggested?

The PDGA was burned years ago with a firm out of Chicago named SportsLoop.

Board: believes it is time to check into this option once again and see what we can do to proceed with a marketing company.

Role and Function of Board Members: Dave Nesbitt

Just wants to remind the current board that they must be careful of there actions or perceived actions in the disc golf public. It is very easy to be seen in a conflict of interest situation with the current board we have as members are constantly looking at them to be leaders. Something that may be considered acceptable behavior for a member may not be for a board member.

Motion: Adjourn the meeting (Andrews)

Korver-seconds

Unanimous!-meeting adjourned- 8:35 pm PT