

Board of Directors Teleconference Minutes
Professional Disc Golf Association (PDGA)
November 2, 2010

Board Members:

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

Quorum present? Yes

Others Present:

Executive Director: Brian Graham

Proceedings:

Meeting called to order at 8:30pm EST by Chair, Dave Nesbitt

Meeting Minutes

The meeting minutes of the fall summit and the October teleconference were discussed as well as the plan for taking minutes at future board meetings. The board was asked to send comments and corrections on the summit and October minutes to Dave Feldberg so that they could be finalized and submitted for approval.

Action Item: Brian Graham to record December meeting minutes and investigate transcription service for future meetings.

Closing of Online Motions

None

Headquarters Update by Graham

Finances

At the end of September 2010, the PDGA had a cash position of \$750,985 compared to a cash position of \$527,860 at the same time last year, representing an increase of \$223,125.

At the end of September 2010, the PDGA had a net financial position of \$770,636 compared to a net financial position of \$547,208 at the same time last year, representing an increase of \$223,428.

Memberships

As of 10/27/10, we had 14,762 active members

- Compared to 13,622 members at the same time last year
- This represents a 8.4% increase in memberships thus far in 2010

T.E.A.M.S.

Brian Graham attended the T.E.A.M.S. (Travel, Events, And Management of Sports) conference in Charlotte, North Carolina on Oct. 19-21 where he met face to face with forty sports commissions and CVB's who had specifically requested meetings to discuss disc golf. An additional forty six sports commissions and CVB's also requested meetings but could not be

scheduled due to time constraints. TEAMS is the world's largest gathering for the sports event industry.

Disc Golf was selected as one of twenty new sports that were presented at the opening session of the conference and Brian Graham gave a three minute speech to introduce the PDGA and the sport of disc golf to the conference attendees.

Brian was a member of the 6 person winning team at the Charlotte Amazing Race sponsored by Sports North Carolina which featured disc golf as one of ten sports activities each team had to participate in during the race around uptown Charlotte. The winning team received i-Pads and all expense paid trips to the 2011 NASC (National Association of Sports Commissions) conference to be held in Greensboro North Carolina next April.

Graham requested that the board discuss whether the PDGA needed a policy to determine how gifts won at conferences are handled. Do they belong to the association or to the attendee who won the prize? Graham reported that the i-Pad and NASC trip would both benefit the office but a drawing for \$5000, which he did not win, brought up the question in his mind. The Board tabled this discussion until a future meeting.

PDGA Investments

Brian Graham met last week with a local financial advisor to explore options for the investment of some PDGA funds. Thomas Kilpatrick will be pulling together some information for the board to review over the next couple of weeks.

2011 PDGA Programs

The PDGA office will be developing details over the month of November and early December on the following initiatives and programs that were approved at the fall summit and October board meeting:

- NT Elite Series
- Educational Program
- School League Program
- Course Growth Program
- Demo Program
- Increased Pro Worlds Support
- 2011 Pro National Championship Event
- IT Budget and Business Plan
- Search for new PDGA Tour Manager

COI Statements

Conflict of Interest statements have been received from all board members but Avery Jenkins. The signature page of the COI documents have been published on the PDGA website while the lists of stated conflicts will not be published as recommended by the PDGA attorney and approved by the board.

Rules Book/Competition Manual

The 2011 revised rulebook and competition manual has been finalized and sent to Ovid Bell Press for printing. All PDGA members will receive a new rulebook as part of their membership package in 2011.

Course Directory

The 22nd edition of the PDGA Course Directory has been printed by Ovid Bell Press and received by the fulfillment warehouse. The directory is available for purchase at PDGAstore.com as well as other disc golf websites and retail stores.

Pro Worlds DVD

The 2011 PDGA Pro Disc Golf World Championships DVD has been completed and is expected to arrive at the fulfillment warehouse any day. The DVD features for the very first time a sub title option in the menu which will allow our deaf disc golfers to enjoy the video.

Ace/Birdie Club Logos

The winner of the 2011 PDGA Ace and Birdie Club logo contest was PDGA member Jaska Halttunen from Karkkila Finland. The logo discs have been ordered from Discraft.

PDGAstore.com

Design of the new online PDGA store website is underway and should be ready for launch on November 15th at PDGAstore.com. In addition to the sales of golf discs, the new online store will also feature new PDGA branded merchandise with more to be developed over time.

- End of Office Report

MOTION (Korver/Feldberg)

Certify the Jokeri & Flow discs and the Trapshot as a Basic target
Motion passes unanimously.

Committee Reports - Nesbitt

International - Feldberg

Dave Feldberg gave a report of his recent trip to Australia and meeting with the Australian Disc Golf Association. ADGA advised that they could use assistance with information, pamphlets, testimonials and video to help them promote the game. Asked how events could sanction and provide benefits to players. Requested consideration for waiving some fees in return for requirement that all players become PDGA members.

Action Item: Dave Feldberg to speak with international program director Brian Hoeniger about matters related to Australia trip.

Senior - Nesbitt

Nesbitt advised of recent correspondence with Don Dillon regarding content for senior page. Graham advised that the senior page already exists at PDGA.com and that Don Dillon's recent submission had already been published.

Budget Discussion - Graham

Graham advised that there was still work to be done on the 2011 budget due to unanswered questions and decisions still to be made by the board and office. The budget will be worked on during the month of November with a goal of getting it approved at the December meeting.

Investment Recommendations - Graham

Graham advised that he had met with a financial advisor to discuss the investment of some PDGA cash reserves and he would be forwarding a package of information to the board as soon as it was received by the office.

Discgolf.com Discussions - Graham

Graham relayed to the board his most recent discussion with Marty Hapner regarding the potential acquisition of discgolf.com. The PDGA will not be making a formal offer to Marty but the two parties have agreed to keep the lines of communication open.

2011 National Series Update - Graham

Graham reported that 2011 National Series schedule had been finalized and would soon be published. The office will continue to develop details.

Online Version of DiscGolfer Magazine - Nesbitt

Nesbitt reported to the board that he and Graham had been investigating the possibility of merging our magazine with that of another disc organization but after running a financial analysis had decided not to proceed. Graham reported that our current printer offers the creation of an electronic version of the magazine for \$250. The Board discussed whether we should make the electronic copy available on our website and the timing for the release of it. Feldberg suggested that we make it available to our international members as a benefit. Following discussion it was decided:

- The office will begin ordering a digital version of the magazine.
- The office will seek to get all back issues of DiscGolfer in digital format.
- The office will wait until the most current magazine is out for 45 days before making the digital version available on our website for download.
- Office to investigate options for implementing a survey prior to download of digital magazine from our website.

Code of Conduct Statement in Membership - Andrews

The board discussed the possibilities and options for requiring a statement on the membership form requiring adherence to the PDGA code of conduct as printed in the competition manual. Graham advised that not all members are competitors and some do not even look at the competition manual. Graham also advised that the 2011 membership drive would be beginning on Nov. 15th and any changes to the forms would have to be done quickly. Based upon the discussions, the board decided to not add a statement this year but would reconsider it again in 2012.

Special Conditions VS Rules Changes – Jenkins/Nesbitt

Avery Jenkins requested that the board discuss how the USDGC was allowed to implement stroke and distance as a special condition at a PDGA Major. Graham explained that the current rules and precedents set by previous boards allow special conditions such as this and the USDGC was within the rules to make the change in the opinion of the office. Jenkins stated that radical changes to competition should not be allowed at PDGA Majors. Nesbitt asked the board if they should close this perceived

loophole. The board tasked Juliana Korver with taking this topic to the Rules committee for discussion and that they send their comments and recommendation back to the board.

Marketing of the PDGA – Graham

Graham advised the board that John Duesler had advised him in a recent telephone conversation that he would not be returning as marketing director of the PDGA so that he could concentrate his efforts on other disc golf media projects. Graham asked the board if it were time to hire an outside marketing agency. Nesbitt felt that it was still a little too early. Feldberg suggested that we use our marketing budget to get us into position where we had something better to market. The board discussed many potential options including investing in infrastructure, guerilla marketing, creating marketing tools for different tiered events, and empowering clubs to market regionally by providing them with tools to do so. The board was tasked to provide additional marketing ideas by Friday Nov. 4th so that the office could create a poll to prioritize our marketing initiatives.

The Board went into executive session at 10:30pm EST and Brian Graham was excused from the meeting.

Meeting adjourned at 10:45pm EST