

Board of Directors Teleconference Minutes
Professional Disc Golf Association (PDGA)
December 7, 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, Dan Roddick

Proceedings:

Meeting called to order at 8:37pm EST by Chair, Dave Nesbitt

Meeting Minutes

MOTION (Decker/Korver)

Approve the meeting minutes of the September fall summit meetings.

Yes: Nesbitt, Korver, Decker, Feldberg, Jenkins, Leiviska Abstain: Andrews

MOTION (Feldberg/Korver)

Approve the meeting minutes of the October teleconference.

Yes: Nesbitt, Korver, Decker, Feldberg, Jenkins, Leiviska Abstain: Andrews

MOTION (Korver/Decker)

Approve the meeting minutes of the November teleconference.

Yes: Nesbitt, Korver, Andrews, Decker, Feldberg, Jenkins, Leiviska

The Board discussed the plan for taking minutes at future board meetings. Korver proposed to record the minutes for a modest compensation. Graham offered to record the minutes for free. Nesbitt proposed that Graham or other office staff be compensated for taking minutes to ensure consistency and sustainability. Discussion ensued with Board members in favor of the proposal.

MOTION (Korver/Feldberg)

That Brian Graham or other PDGA office staff be compensated for recording meeting minutes at the rate of \$100 per monthly teleconference, and \$250 per day for summit meetings.

Unanimous Approval

Closing of Online Motions

None

Headquarters Update *by Graham*

Finances

At the end of October 2010, the PDGA had a cash position of \$692,173 compared to a cash position of \$511,708 at the same time last year, representing an increase of \$180,465.

At the end of October 2010, the PDGA had a net financial position of \$711,569 compared to a net financial position of \$539,914 at the same time last year, representing an increase of \$171,655.

The finances of the PDGA continue to be healthy.

Memberships

As of 12/1/10, we had 15,096 active members

- Compared to 13,916 members at the same time last year
- This represents a 8.5% increase in memberships thus far in 2010

U.S. Sports Congress

Brian Graham will be attending the United States Sports Congress in Fort Myers Florida on Dec. 13-15. Brian serves on a planning committee for the USSC and as a result was able to disc golf included as one of only two sports that will be demonstrated at the Sports Congress during one of the scheduled sessions.

PDGA Investments

Bio information on the A.J. Kilpatrick financial investments firm has been uploaded into the files section of the Yahoo group for board review. Brian will be meeting with Thomas Kilpatrick sometime in December to go over options for the PDGA to consider in safely investing some of its reserve funds.

Rules Book/Competition Manual

The 2011 revised rulebook/competition manuals have been received from Ovid Bell Press. The bulk of the work on the new online rules official's exam has been completed and it should be launched sometime in December.

PDGA Online Store

The PDGA online store is being completely overhauled, re-designed and stocked with new branded merchandise and the new platform is currently scheduled for re-launch in early January.

PDGA Tour Manager Search

The search process for a new PDGA tour manager has been uploaded to the Board Yahoo group for review and comments. The proposed schedule is as follows:

December 10 – Announce job opening

December 31 – Deadline for submission of resumes (3 weeks)

January 3-9 – Evaluation of resumes (7 days)

January 10 – Questionnaire sent to top 10 candidates

January 17 – Deadline for questionnaire responses (1 week)

January 19 – Selection and notification of semifinalists (3 days)

January 24-26 – Semifinalists phone interviews (3 days), finalists determined

February 2-4 – face to face interviews with finalists (3 days)

February 7 – Position offered to selected finalist

March 7 – New tour manager reports to work at the IDGC

2010 Pro/Am Worlds Reports

Financial summary reports on the 2010 Professional and Amateur World Championship events are being finalized and are being uploaded to the Yahoo group for board review. The Am Worlds generated a profit of approximately \$16,000, while the Pro Worlds generally broke even.

DiscGolfer Magazine

The winter issue of DiscGolfer magazine is currently being laid out and is on schedule to be delivered to members in late December.

Innovation Grants

The deadline for the next round of Innovation Grant applications was December 1st and fifteen applications were received. The winners of the five grants in the amount of \$500 each will be announced on December 15.

Internship Program

The PDGA office will be hosting two interns in 2011. Anders Madsen of University College Zealand in Denmark will be working here at the office for at least three months to fulfill requirements for his leisure management degree. Alan Kane of the University of South Carolina will also be interning with the office for the second year and assisting with the 2011 National Collegiate Disc Golf Championship.

International Disc Golf Center

The office is currently working with a sponsor company, Precision Jet, to create a driving range at the IDGC. Precision Jet makes custom artificial turf for pro football stadiums and will be providing us with a custom printed tee area for the driving range.

PDGA member Jeremy Densmore, who is going to school to learn Geographic Information Systems, has been working with the IDGC superintendent to GPS the facility in order to create a GIS digital model and maps to fulfill requirements for a school project. The IDGC will ultimately end up with a 3D digital model of the facility for management purposes.

- End of Office Report

PDGA Tour Manager Search

The Board discussed the search for a new PDGA tour manager as reported by Graham in his office report. It was agreed that the salary needed to be at a level that would attract a quality individual. The Board advised Graham to advertise the position with the statement, "Salary negotiable commensurate upon experience and qualifications".

Committee Reports - Nesbitt

Tech Standards – Graham

MOTION (Decker/Korver)

Certify the TSC approval of the King, Wahoo, Hornet, Vulcan, and PD2 (Chaos) discs.
Motion passes unanimously.

Discipline-Nesbitt

Nesbitt reported on the recent decision to deny the appeal of Zac Cobus.

Information Technology – Graham

Graham reported that the IT steering committee had submitted an IT budget and list of priorities for 2011.

Rules Committee - Korver

Korver to follow up with the rules committee regarding the potential addition of Neil Webber of the UK. The Board discussed stroke and distance and options for limiting certain special conditions. Graham stated that special conditions were necessary to allow tournament directors to address unique challenges on their courses and requested that they not be eliminated. It was decided that the tour manager would continue to make decisions related to the granting of special conditions but that he should ask the Boards opinion on special conditions for Majors and NT's. Graham inquired whether the tour manager was bound to follow the board's opinion. Nesbitt replied that according to the present PDGA rules, he was not.

2011 Budget Review - Graham

Graham advised that the 2011 PDGA budget had been completed and uploaded to the Yahoo group for review the previous week and it was ready for board approval.

MOTION (Korver/Feldberg)

Approve the 2011 PDGA budget as submitted by Brian Graham.
Motion passes unanimously.

PDGA Banking & Investment Reccomendations – Decker/Graham

Graham advised that bio information on the AJ Kilpatrick financial investment firm had been uploaded to the Yahoo group for board review and that he would be meeting with Thomas Kilpatrick to go over investment options for the board to consider. Decker advised that the PDGA was very healthy financially with in excess of three months of operating expenses in the bank as is good business practice. Discussion ensued on fiduciary responsibility and safe wise investment of some reserve funds. It was decided that the discussion would continue at the January meeting.

PDGA Executive Director Review Process - Roddick

Dan Roddick reported that the ongoing E.D. review process is going well and is on schedule. Once completed, a summary review will be put before the board before Nesbitt and Roddick speak with Graham.

PDGA Tour Support Trailer - Graham

Graham outlined the need for a tour equipment trailer by the International Disc Golf Center and provided the board with price quotes for a trailer and other tour equipment. Graham explained that the first trailer would also serve as a pilot project and if successful, the board might consider the addition of two more travelling trailers in the future to haul event marketing equipment to our larger events. Discussions ensued whether the trailer should be a budgeted or capitalized expense. It was agreed that this would be a good use of reserve funds.

MOTION (Decker/Andrews)

Allocate \$25,000 for a PDGA support trailer and tour equipment to be capitalized per acceptable accounting procedures.

Motion passes unanimously.

Scheduling Spring Summit - Nesbitt

Nesbitt outlined the need to hold the annual spring summit earlier in the year but advised that the 2011 summit should be scheduled at a time where as many board members as possible could attend. Discussions on scheduling and availability of board members ensued. Graham proposed the week of April 25-29 at the International Disc Golf Center just prior to the Hall of Fame Classic tournament on April 30-May 1. All board members were available that week and the summit was scheduled for April 27, 28, and a half day on the 29th.

Results of PDGA Marketing Survey - Nesbitt

Nesbitt reported on the results of the recent marketing surveys that were taken by board members, staff and select consultants. Three clear marketing priorities are evident as a result of the surveys:

1. General marketing/advertising of the Organization Brand and Sport of Disc Golf to the public (outside of competition channels)
2. Program to Expand Junior Participation (developing/attracting more juniors to play disc golf, recreationally and competitively; not to compete with EDGE)
3. Developing More General Disc Golf & PDGA Media (videos & pamphlets on topics such as course install., intro to disc golf, disc golf in scouting, disc golf in education, getting info at rest stops, hotels, etc.)

Graham suggested that the board and office establish methods for reaching the three priorities. The board will discuss the options further at the January meeting in order to give the office better direction.

Changing the Name of the PDGA - Nesbitt

Nesbitt reported that the marketing surveys showed that nearly all those polled agreed that it would be in the best long term interest of the association to consider a change to remove the word professional from our name. Discussion ensued and it was decided that the best course of action would be to first introduce the concept to the members via press release, e-newsletter, magazine, discussion board, web articles and other established communications methods, in order to encourage discussion and feedback. This initial communication period would be followed by a member survey with the results being used to develop a plan of action at the spring summit.

Future Membership Options Discussion - Jenkins

The creation of a low cost non competing membership level to foster exponential growth was discussed. Following discussions, the board was in agreement that the office should explore low cost membership levels and benefits.

DiscGolfPlanet.tv Proposal - Graham

A proposal from DiscGolfPlanet.tv requesting financial support for live streaming of some larger events in 2011, as well as other media initiatives was discussed. The Board is generally in favor of supporting disc golf media projects but felt that at some point companies like Terra Firma needed to prove that their broadcast models were profitable and sustainable. Korver expressed disappointment in the decision to change the pricing structure that was proposed to the board at the summit, as it would have been a good experiment to see how many viewers would have supported the pay-per-view broadcast at the proposed price point. Graham advised that the current budget had line items that could be used to support these types of media projects and that perhaps they be considered on a case by case basis.

2011 International Membership Rate Increase - Graham

Graham gave the board a summary of the annual PDGA Europe teleconference which had recently been held and relayed a request from PDGA Europe that amateur membership rates not be increased in 2011. He explained the vast differences in the evolution of the sport in different areas of Europe and that an across the board rate increase would be accepted by some as not a big deal but could be a deal breaker for newer developing countries. Roddick suggested that we look into the possibility of determining Euro membership rates by using the GNP of the different countries. Graham recommended that the approved 2011 international am membership rate increase be rescinded and that we explore lower cost options for fulfillment of our international members.

MOTION (Decker/Korver)

Rescind the decision to increase amateur international membership rates in 2011 to \$30 and to keep it at the same 2010 rate of \$20.

Yes – Andrews, Jenkins, Decker, Korver

No – Leiviska, Feldberg, Nesbitt

Motion Passes 4-3.

The Board went into executive session at 11:38pm EST and Brian Graham was excused from the meeting.

Meeting adjourned at 12:15am EST