

Board of Directors Teleconference Minutes
Professional Disc Golf Association (PDGA)
January 11, 2011

Board Members:

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

Quorum present? Yes

Others Present: Executive Director Brian Graham, Dan Roddick

Proceedings:

Meeting called to order at 8:38pm EST by Chair, Dave Nesbitt

Meeting Minutes

MOTION (Feldberg/Korver)

Approve the meeting minutes of the December 2010 teleconference.

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

Motion Passes 6-0

Online Motions

MOTION: That touring pros be offered the opportunity to take the officials exam free of charge.

Yes: Nesbitt, Korver, Andrews

Abstain: Decker

Recused from voting due to conflict of interest: Feldberg, Leiviska, Jenkins

Motion Passes 3-1

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 November financial report is currently being finalized and will be uploaded to the Yahoo group later this week. The December and 2010 year end financial report will be completed once all required reports and invoices have been received, usually in early February.

The PDGA office has already begun the task of assembling 2010 year end financial documents in preparation for our financial audit. Year end inventory was witnessed by the auditors on December 30th at the IDGC and the fulfillment warehouse in Alpharetta, GA.

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

Bob Decker requested that monthly cash position finances reflect deferred revenue impact on cash position.

Memberships

As of 12/31/10, we had 15,451 active members

- Compared to 14,326 members at the same time last year
- This represents a 7.8% increase in memberships in 2010 and 37% increase over the past five years (2006).

Tour Manager Hiring Update

One hundred and fifteen (115) resumes for the position of tour manager were submitted to the office prior to the December 31st deadline, and all candidates were notified that their paperwork had been received. All resumes were reviewed and eleven (11) candidates were identified as best candidates and were sent a questionnaire on Friday, December 7th with a deadline of January 17th to reply. All unsuccessful applicants were e-mailed from the original pool of one hundred and fifteen were e-mailed a letter notifying them that they were no longer being considered and thanking them for expressing interest in the position.

Proposed Tour Manager Hiring Schedule:

- 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

Memberships Manager Hiring Update

Memberships manager Addie Isbell Strozier tendered her resignation on December 28th and her last day with the PDGA was January 6th. Office manager Karolyn Garlock O’Cull was offered the opportunity to move into the vacated position but politely declined preferring to stay in her current position.

Approximately fifteen candidates for the position of tour manager were identified as better candidates for memberships manager based upon stated skills and qualifications. These candidates will be contacted to inquire whether they are interested in being considered for the memberships manager position and a process similar to the tour manager hiring process will be used to identify the best candidate.

PDGA Tour Insurance

The 2011 PDGA tour insurance policy has increased in price by \$5,225, from \$10,175 to \$15,400 annually. During the process to renew the policy, it was brought to our attention by our agent that the price we have been receiving for the past couple of years was based upon a much smaller number of competitors than we currently have and that an audit of our current tour numbers could potentially result in a substantial increase. The new cost, while significantly higher is still a very good deal considering the number of events we cover and as compared to quotes from other carriers.

DiscGolfer Online Magazine Quotes

The office is currently considering multiple options for the creation and publication of an online version of DiscGolfer magazine. It is our preference that the online version be hosted on the PDGA servers rather than a subscription service. A more detailed report can be found in the January 2011 IT report from David Gentry.

PDGA Tour Trailer Update

A tandem axle 6'x12' trailer was purchased and ordered on December 28th and is scheduled for delivery this week. Design of a full graphics wrap is underway and will be applied over the next couple of weeks.

A StarShade 800 tent with PDGA full sublimation dye graphics was ordered on December 23rd and is currently in production. Scheduled delivery of the tent is early February.

Other promotional items are currently being ordered and the trailer will be completely retrofitted and outfitted over the next month in preparation for its appearance at a number of select 2011 National Tour and Major events.

Jack Kelly – Event Partners, Inc.

Jack Kelly of Event Partners, Inc. will be visiting the PDGA office on January 25th-26th to meet with Brian Graham, oversee office processes, and get an overview of the entire organization. Jack is a well respected expert in sports events and organizations who has served as director of the U.S. Olympic festival, the Goodwill Games, and the World Equestrian Games to name just a few.

The purpose and goals of the visit are to show Jack how the PDGA currently works so that he can provide us with an outside perspective of the association and expert advice and a plan for moving forward. Brian Graham has discussed a four month consultancy with Event Partners, Inc. which would culminate in Jack Kelly's attendance at the spring summit to give the board of directors a full report. Jack Kelly's bio has been uploaded to the Yahoo Group for your review.

- End of Office Report

Committee Reports - Nesbitt

Tech Standards – Graham

MOTION (Korver/Decker)

Certify the TSC approval of the Digger and Havoc discs as submitted by Latitude 64.

Motion passes unanimously.

Discipline-Nesbitt

Nesbitt reported on ongoing and past discipline actions. Andrews reported on an ongoing investigation involving an incident at the IDGC.

International-Feldberg

Graham reported on ongoing work to get the new rules and rules exams interpreted into the languages of member countries. A modest stipend will be provided by the PDGA for this work where necessary.

Feldberg reported on disc golf in Australia and their request for reduced sanctioning fees for select series events in that developing disc golf area. Board discussion ensued. Nesbitt was concerned that this might set a precedent with other developing areas around the world.

MOTION (Feldberg/Nesbitt)

That the PDGA waive sanctioning fees for eight events on the Australian disc golf tour in 2011.

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

Motion passes 6-0.

Information Technology – Graham

The biggest item to report regarding IT is that Phase II of the website launched on December 17. There are a few minor cleanup items that are still being attended to but overall the conversion was successful. The improvements in Phase II won't be obvious to most of our users but is important because it will pave the way for future enhancements.

Dave Gentry was asked to research making DiscGolfer magazine available on our website in electronic format. The ideal solution needs to interface well with our existing site. There are several reasons for this but we want to avoid moving our users to an external site and limit access to the content as desired (example: allow only current members to see the most current issue).

The new online certified official's exam is almost ready to go. Todd Breiner has indicated that the actual exam (front end) is ready to go. In the next couple of days the office will be doing some extensive testing to ensure that the results can be quickly and efficiently processed by the office. The plan is to complete testing and launch the exam on Friday (January 14th).

Below is a list of IT items that are currently being worked on:

- Data transfer with BEI via web services.
- Migration of existing tournament administration (live scoring) to Drupal
- Automation of weekly membership batches
- Completion of financial management for PDGA events
- New website theme to include better support for mobile devices
- Change in hosting from dedicated to cloud based
- Use of Windows 7 on all office computers
- Upgrade of existing Small Business Server to support Windows 7
- Creation of a PDGA branded iPhone application

Rules Committee - Korver

Korver reported that Conrad Damon had invited Chuck Kennedy to join the rules committee and several other committee appointments and changes were being considered.

- End committee reports

PDGA Banking & Investment Recommendations – Decker

Decker reported on the ongoing research into wise investment options for PDGA reserve funds. Graham will be discussing additional options with a financial investment firm in regards to an endowment fund. This topic will be discussed in more detail later in the teleconference.

PDGA Organizational Name Change Survey - Roddick

The board discussed the ongoing website survey related to a potential name change for the PDGA. Decker commented that the survey was not scientific and that should be taken into account when reviewing the results. Roddick and Decker expressed concern that not all target groups, such as non-competitive recreational players, were being adequately represented in the survey results.

PDGA Sustaining Membership - Jenkins

The board briefly discussed options for a potential low cost non-competing membership level. Graham suggested that we get the new memberships manager involved in the discussions once that person has been hired. The board agreed to continue discussions on the topic.

PDGA Policies & Procedures Manual – Decker

Decker discussed the ongoing initiative to compile a PDGA Policies and Procedures Manual. Graham advised that he had begun compiling related documents at the office and would forward these to Decker as a starting point for this project.

Board Established Endowment – Decker

Decker explained the concept of a Board Established Endowment and options that we should consider if setting one up. Graham will be discussing an endowment as part of an overall investment strategy with a financial advisor. Decker supplied the board with an analytical breakdown of the PDGA's finances over the past four years and requested that board members look over the information to prepare for more detailed discussions in the near future.

Worlds Video for 2011 - Graham

Graham discussed options available to the PDGA for production of the 2011 Pro Worlds DVD. Graham reported that Emmy award winning producer Derek Hastings had expressed interest in the project and requested that the PDGA forego the publication of an RFP in 2011 to explore options with Derek. Graham was instructed that an RFP was not required and that he could begin conversations with Hastings regarding the project and report back to the board.

PDGA Marketing Survey Top 3 Sub-Survey - Nesbitt

Nesbitt requested information from board members regarding the marketing survey. Graham requested the need for the board to provide the office with a more detailed focus in regards to marketing. The topic was tabled for future discussion.

K2/Medicinal Marijuana Discussion – Nesbitt

The use of K2 and other similar synthetic smoking products during competition was discussed. The discussion evolved to whether smoking should be prohibited at PDGA events. The board felt that if enacted, the restriction should be implemented at PDGA Majors first.

MOTION (Korver/Jenkins)

Restrict smoking at the PDGA Pro and Am World Championships in 2011 in the same manner that alcohol is currently restricted.

Yes: Andrews, Korver, Jenkins, Feldberg, Nesbitt

No: Decker

Motion passes 5-1.

Links to Non-PDGA Online Registration Sites – Nesbitt

Nesbitt reminded the board that it was decided at the fall summit that links to outside online registration services would no longer be provided on the PDGA online event schedule beginning in 2011. The board discussed whether the decision they made should be reconsidered but ultimately decided that they did not want to readdress the topic.

Restructuring World Rankings – Nesbitt

Nesbitt discussed a new approach to the PDGA World Rankings as proposed by Chuck Kennedy. Discussion ensued on the topic and whether the rankings needed to be better defined. Feldberg will go back to the committee and request additional discussion on the matter.

The Board went into executive session at 11:17pm EST and Brian Graham was excused from the meeting.

Meeting adjourned at 11:30pm EST