

Board of Directors Teleconference Minutes
Professional Disc Golf Association (PDGA)
February 8, 2011

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

Guests: John Duesler, Jay Reading

Proceedings:

Meeting called to order at 8:33pm EST by Chair, Dave Nesbitt

New Business:

Meeting Minutes

MOTION (Korver/Andrews)

Approve the meeting minutes of the January 2011 teleconference.

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

Motion passes unanimously.

Board Contact Information

The Board discussed privacy issues related to the publication of their personal contact information in DiscGolfer magazine and on the website, and whether the default should be that the information be public or private.

Action item: Brian Graham was requested to investigate how other sports organizations handle this issue as well as to ask Jack Kelly his opinion on the matter.

The board conducted a poll to determine whether their personal contact information should be default public or default private.

Default Public: Andrews, Decker, Leiviska

Default Private: Feldberg, Korver, Jenkins, Nesbitt

Based upon the poll and discussions it was agreed that only the e-mail addresses of board members would be made public in the future.

An oversight issue was brought up questioning whether board president Dave Nesbitt was out of order when he unilaterally requested that the office remove the personal contact information of all board members without board approval:

Out of order: Andrews, Decker, Leiviska

In order: Feldberg, Korver, Jenkins

Nesbitt recused himself from voting due to his involvement and the vote determined that an oversight infringement had not occurred.

Headquarters Update by Graham

Finances

At the end of November 2010, the PDGA had a cash position of \$654,684 compared to a cash position of \$474,200 at the same time last year, representing an increase of \$180,484.

At the end of November 2010, the PDGA had a net financial position of \$672,225 compared to a net financial position of \$504,269 at the same time last year, representing an increase of \$167,956.

The December and 2010 year end financial report is currently being finalized and will be uploaded to the Yahoo group next week.

The PDGA office has already begun the task of assembling 2010 year end financial documents in preparation for our financial audit. A sampling of members will be contacted by the auditing firm via mail this month to verify the amount of membership dues paid in 2010.

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

Memberships

As of 1/31/10, we had 5,895 active members

- Compared to 5,250 members at the same time last year
- This represents a 12.2% increase in memberships thus far in 2011

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 this original pool was reduced to the top eleven most qualified candidates, who were sent a questionnaire requesting additional information. Following review of the responses, the field was further reduced to the top five candidates and these individuals were interviewed by telephone. Following the telephone interviews, four candidates were invited for personal interviews last week at the International Disc Golf Center. The decision was very tough as all four finalists were quality individuals that we knew could handle the primary responsibilities of the position. In the end the deciding factor was a set of skills that the successful candidate possessed over the others that will be beneficial to the future of the association. The candidate, whose name is withheld from this report until he notifies his current employer, was offered the position on Monday February 7th and he will begin work on April 4th.

Memberships Manager Hiring Update

Four candidates for the Memberships Manager position have been scheduled for telephone interviews later this week. Upon conclusion of the phone interviews, the top three candidates will be interviewed in person at the International Disc Golf Center.

Administrative Assistant

Karolyn O'Cull gave notice last week that her husband has been transferred to Germany for three years due to his job with the United States Army, and that she will be leaving the office at the end of May.

Candidates to fill this position will be screened during the memberships manager interviews this week. If a qualified candidate is not found amongst this group, an additional search will be conducted.

PDGA Tour Trailer Update

The interior retrofitting of the PDGA Tour Trailer was completed over the weekend and the trailer is now ready for outfitting with equipment. Design of the graphics wrap is nearly complete and the trailer will be wrapped next week in preparation for its inaugural trip to the Memorial Championship in Arizona on March 2-5. The company that did the graphics on the PDGA Starshade tent was so impressed with how it turned out that they have requested that we allow them to feature it in their new catalog. The trailer is currently scheduled to go to twenty one events in 2011, comprising all National Tour Events, most Majors and a few select SuperTour Events that fall along its geographic path. Delivery of the trailer has been covered until the end of May and additional arrangements from that point are still being made.

Jack Kelly – Event Partners, Inc.

Jack Kelly of Event Partners, Inc. spent an entire day at the PDGA office on January 26th to oversee office processes, and get an overview of the entire organization. Jack also met in person with Dave Nesbitt in Houston on Feb. 3rd to gather more information and insight. A report from Mr. Kelly outlining recommendations for the board will be forthcoming.

2011 PDGA National Tour Elite Series

The PDGA has reached an agreement with Vibram Golf Discs as the presenting sponsor of the 2011 National Tour Elite Series . The sponsorship deal includes the provision of 100 beginner friendly golf discs to each NT Elite Series event to be given away to spectators at the PDGA tent on the day of the finals. The Disc Golf Association (DGA) will also be a significant NT Elite Series partner again in 2011 by providing a basket to each event, which will be raffled off to spectators under the PDGA tent.

- End of Office Report

Committee Reports - Nesbitt

Tech Standards – Graham

MOTION (Andrews/Feldberg)

Certify the TSC approval of the Scout disc by Gateway, and the Trapshot as a standard target.

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

Motion passes unanimously.

Discipline - Nesbitt

Nesbitt reported on a recent issue regarding a member who had contacted him at home regarding the change of the start date of his suspension following an unsuccessful appeal.

Rules - Korver

Korver reported on the status of the review of rules Q&A's.

Information Technology – Graham

Graham presented the board with the following monthly IT report from David Gentry:

The new Certified Officials exam appears to be running well. When people pass the exam this information will be transmitted to the PDGA via a web service. I spoke to Todd Breiner over the weekend and they were doing some fine-tuning. I fully expect the official's exam data will be transmitted this week. After data is sent we will update our database and the website accordingly.

You may have noticed the website performance has been less than optimal lately. We need more database capacity and our options are to add a second server and configure load balancing or cloud computing. After reviewing the options will be utilizing Amazon Web Services (AWS). The great benefit of AWS is that we will be able to scale our capacity to suit our traffic needs and the cost will be equal if not slightly less than Media Temple. Our plan is to switch over to AWS early on Thursday February 10th.

In regards to the iPhone application I have been informed that there has been a fair amount of progress made recently. The goal is to have a preliminary version ready in time for the Memorial and have a few beta testers demonstrate the application to players at the event. I will keep everyone update on this item as the next board meeting isn't until after the Memorial.

In addition to the items specifically above the following are high priority IT items (in no particular order):

- Online copy of DiscGolfer magazine available at PDGA.com
- 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
- Use of Windows 7 on all office computers
- Upgrade of existing Small Business Server to support Windows 7
- Phone and internet upgrade to IDGC

- End of IT Report

PDGA Banking & Investment Recommendations – Decker

Decker reported that no additional work had been completed on this topic. Graham reported the eventual need to consult an attorney to investigate the concept of a board established endowment. The topic was tabled pending completion of the 2010 end of year financial reports.

PDGA Organizational Name Change Survey - Roddick

Roddick reported that the survey results had been sent to all board members and he gave a brief analysis of the findings. Nesbitt discussed the possibility of tying the Players DGA name to a potential low cost developmental level membership for recreational players. Andrews proposed a multi-tiered approach to membership levels and the discussion lead into the next agenda item.

PDGA Developmental Membership - Jenkins

Jenkins reiterated the need for a developmental level membership to attract new players to the association. Graham requested that the board task the office with analyzing the financials of a multi tiered approach to membership levels, as well as details for board review in advance of the spring summit.

PDGA Policies & Procedures Manual – Decker

Decker and Nesbitt reported that they were currently working together to compile and develop policies and procedures for inclusion in a manual. Nesbitt reported that this piece of work would be his main focus over the next month.

Restructuring of World Rankings Update - Feldberg

Feldberg reported that he and Chuck Kennedy had been looking at alternative methods to create more accurate PDGA world rankings but had decided to leave the current method in place for 2011, with new continental rankings to also be published this year. Feldberg and Kennedy will continue to work on the rankings system.

New Business:

(John Duesler of DiscGolfPlanet.tv entered the teleconference at 10:00pm)

Sponsorship for 2011 DiscGolfPlanet.tv Internet Broadcasting – John Duesler

John Duesler discussed his recent proposal seeking financial support from the PDGA for sponsorship of live internet broadcasts of select events by Terra Firma Media for the 2011 tour season. Graham explained that there were ongoing discussions between the PDGA office, John Duesler and Derek Hastings and that they had all agreed in concept to work together to create a Pro World Championship media package that would be beneficial to all parties. Graham expressed his support of the live internet broadcasts and recommended that the board approve the proposal from DiscGolfPlanet.tv.

MOTION (Feldberg/Leiviska)

Approve the proposal from John Duesler for the PDGA to become a Manufacturer Level Sponsor of DiscGolfPlanet.tv live internet broadcasts in 2011.

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

Motion passes unanimously.

National Tour update and Progress - Graham

Graham reported on the status of the 2011 PDGA National Tour Elite Series and the signing of Vibram Golf Discs as the presenting sponsor of the series in 2011. A recent teleconference was hosted by the PDGA office for all tournament directors of these events and Graham reported that there was a high level of support and enthusiasm related to the PDGA's new focus on these elite events in terms of marketing, media, and promotion. The new tour trailer is nearly complete and is currently scheduled to go to all NT Elite Series events, most Majors, and a few select SuperTour events that fall along the geographic route. The tour trailer and tent will make its debut at the Memorial Championship in Arizona in March.

(Jay Reading entered the teleconference at 10:30pm)

Disc Golf Day Camp Concept – Jay Reading

Jay Reading discussed a conceptual idea being developed by he and Des called "Disc Golf Day Camp", which is a two day festival style event for kids, families and other groups. The focus of the series of events would be on youth and casual player clinics, amateur competition and hands-on training in a festival atmosphere, while also providing opportunities for top level professional players to earn income by assisting with clinics and other aspects of the festival. The board and Graham expressed their overall support for the concept but requested that the Readings submit a more detailed proposal for review and consideration.

PDGA Championship - Graham

Graham reported on the status of the 2011 PDGA Championship to be held at the International Disc Golf Center in September, and requested some input from the board related to qualifications and other event related topics. Graham expressed his desire to include amateurs in the event and to use PDGA ratings as one of the qualifiers. Board members discussed several options and suggested that we might consider limiting the event to open pro men, open pro women, advanced men, and advanced amateur women. Other suggestions included qualifying the top finishers at SuperTour and B-tier events. The PDGA staff will continue to develop details of the event and a full page ad will appear in the spring issue of DiscGolfer promoting and advertising the tournament.

Spring Summit - Graham

The 2011 spring summit will be held on Wed. April 27, Thu. April 28, and a half day on Friday April 29th at the International Disc Golf Center. The Hall of Fame Classic SuperTour event will follow on April 30-

May 1. Graham requested that board members begin booking their flights and that they forward their travel itineraries to the office for scheduling and accommodation purposes.

The Board went into executive session at 11:05pm EST and Brian Graham was excused from the meeting.

Meeting adjourned at 11:20pm EST