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PDGA Spring Summit 2011 Board Meeting Minutes April 27-29, 2011

April 27, 2011

Board Members:

Present: Dave Nesbitt, Todd Andrews, Bob Decker, Juliana Korver, Cale Leiviska (via teleconference), Avery Jenkins (via teleconference), Dave Feldberg (joined at 10am)

Absent: none

Quorum present? Yes

Others Present:

Exec. Director: Brian Graham

PDGA Staff: Sara Nicolson, Memberships Manager; Andrew Sweeton, Tour Manager; Marcy Borelli, Office Manager; Dave Gentry, IT Manager

Other: Dan Roddick; Todd Breiner, memberships; Tom Crawford, USA Ultimate Exec. Director; Jack Kelly, marketing consultant; Roger Smith, Ratings contractor; Chuck Kennedy, ratings contractor

Proceedings:

· *Meeting called to order at 8:08am by Board President, Dave Nesbitt*

· *Welcome and Introduction to New PDGA Staff & Guests*

- After opening welcome statement by Nesbitt, Graham introduced the three newly hired employees of the PDGA; Nicolson, Sweeton and Borelli.

- Nesbitt stated the goal for this summit was to look at the big picture for the PDGA and make policy to steer the ship in the right direction.

- Jack Kelly was introduced to the board as a marketing consultant. He shared his background which includes the Olympic Committee, the Goodwill Games and USA Baseball.

- Tom Crawford was introduced to the board. Tom is the current Executive Director of USA Ultimate.

· *Blue-Sky Session – "Where's the Next PDGA Great Success? And What's the Skeleton in the Closet?"*

- The objective of this session is to brainstorm among all participants in the meeting.

Where are we going to find the next success (ratings system, beveled edge disc)?

- Healthy organization and strong business wise (Graham)
- Masses, getting recreational players involved (Graham)
- Getting into the schools, getting youth involved (numerous)
- Increase staff and push growth vs. natural growth (Breiner, Korver)
- Good base of players
- Increase in membership and participation in Recreational & Novice divisions (Gentry)
- Inspiration and idea from other sports such as Golf, Bowling (Stork)
- More sales to our existing member base. Increase for 1% to 2% (Kennedy)
- Course development. Has growth slowed? Develop pay for play model (Kennedy)
- We will find our next big success when I don't have to explain what is Disc Golf (Korver)
- We have reached critical mass where we can self-define ourselves. (Nesbitt)
- Directional targets (Stork, Korver, et al)
- Youth movement (Leiviska)
- Pay for play model (Leiviska)
- Strengthen relationship with TDs and leagues (Smith)

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- Training and education for TDs (Smith)
- More for membership retention (Smith)

What are you most worried about regarding the PDGA?

- Courses are in public parks – we don't control venues.
- Don't control our playing areas and legal ramifications (Stork)
- Competition system – legal in every state?
- Perception of our sport from outside.
- Standards at events and getting newcomers to come back (Nicholson)
- Drop the work Professional from PDGA (Breiner)
- Pro vs. Am philosophy (Andrews)
- Need to invest in IT. More apps, faster and tighter website (Andrews)
- Current organization of association (Andrews)
- How board members are currently elected and representation of areas (Andrews)
- People who take cash who aren't members (Sweeton)
- Anti PDGA perception in some areas. What do I get for my \$50? (Borelli)
- Trying to do too much with existing resources (Gentry)
- Enhance and perfect existing programs (Gentry)
- Sportsloop & DiscTV (Nesbitt, Stork)
- Perception of entitlement with items they are already getting (Decker)
- Why should I pay the \$10 non-member fee (Decker)
- TD Training vs. professional TDs. Opportunities for Pro TDs to make money (Decker)
- Need to look at divisional structure for continued growth (Decker)
- Working with parks departments, provide assistance (Decker)
- Working with schools & military (Decker)
- Competition system concerns
- Our sport does not attract spectators (Kennedy)
- Will marketing push us over the edge? Is Disc Golf participation driven? (Kennedy)
- Pro / Am Structure. Does it define any of our players? (Kennedy)
- PDGA has done a poor job building on other player's list. Huge untapped market (Breiner)
- Courses outdated with current disc technology. Baskets more difficult? (Korver)
- Focus on pro tour. Is the tail wagging the dog? Cart before the horse? (Korver)
- Trying to be all things to all people. We need to go back and redefine who we are and what we do. Who do we serve? Are we best using our resources to serve that market? Are we holding ourselves back due to a vocal minority? Taking a leap of faith in spite of our membership. (Nesbitt)

• *2012 Membership Program – Simplification and Expansion* by Memberships Manager, Sara Nicholson and Executive Director, Brian Graham

- Nicholson and Graham went over the current membership offerings.
- The supporting level membership is not as effective as it could be because the current process relies on non-members to sign-up post tournament instead of it automatically occurring.
- It was recommended to change the Eagle membership from lifetime to perpetual.
- Organizationally we need to do better with marketing the membership levels
- A low-cost entry level membership was suggested and the potential financial impact, based upon 2010 membership numbers would be approximately \$62,725 and would require 2,090 new introductory level members to recoup the potential loss.
- After brief discussion of the issues and suggestions regarding the current and future membership offerings, the board decided on the following action item:

ACTION ITEM: Look at existing non-competitive memberships, introductory memberships, any new levels should be added to the by-laws and utilize focus groups to determine price points.

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· *The Use of Social Media to Expand PDGA Membership and Awareness*

- tabled due to potential inclusion in upcoming IT upgrade

· *Presentation: "Telling the Disc Golf Story to the World – Results of My Observations" by Marketing Consultant, Jack Kelly*

- Jack had the following observations to share with the board:

- Everyone has thrown a disc or at least has familiarity with it
- Pent up desire to do something with a disc
- Recommends going to the high schools and colleges
- Send stories to media outlets as they love second tier sports
- Hold celebrity and media events, these drive interest
- Let people see how competitive disc golf is and that it is not too elite
- Let them know there is a chance for a personal best
- Get people doing things on their schedule, not ours
- Reach out to city and state parks
- Attend conferences
- What would you name the association today
- The target should be doubling the membership
- This is a fun, casual and friendly game
- Pick 4 or 5 stories and get them into the media marketplace, i.e. Sports Business Journal
- Contact YMCA, Boys & Girls Clubs, Parks and Recreation
- Who's our audience and how do we reach that audience?
- Have a good story to tell

· *Growing the Relationship with Other Disc Sports by Dan "Stork" Roddick and USA Ultimate Executive Director, Tom Crawford*

- Stork informed the board of the upcoming US Disc Sports Summit to be held in Ft. Collins, CO later this year.

- This summit was initiated by Brian Graham and the PDGA

- The summit consists of 14 people directing major disc sports. The disc sports involved include:

- Freestyle
- Double Disc Court
- USA Ultimate
- Guts
- Beach Ultimate
- WFDF
- PDGA
- Overall

- The goal of the summit is to form a working bond. We are proposing the old WFDF mission and to establish a central communication for all these sports. By starting the conversation among the groups a synergy can be created and together we would have greater 'buying power'. - - There will be discussions around opportunities and challenges to accomplish this synergic group.

- Tom Crawford followed up with the statement that the more kids throwing discs the better it will be for all disc sports.

- Every disc magazine should have a full page ad of another disc sport.

- Start a Summer Kid's Series and include a curriculum and equipment

- Graham added to introduce disc sports through the scouts

- Dave Nesbitt added that another area of benefit is joint marketing and joint promotion thru joint events.

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- Crawford added that at USA Ultimate staff person dedicated to youth and growing the sport.

· *Blue-Sky Session – "How to Spark a PDGA Student and Educational Movement"*

- What will the benefits be?

- More memberships and funding (Stork)
- We want our members to think we are doing a good job for them. (Stork)
- Juliana happier. People will know what disc golf is. (Stork)
- Create spectators. Faces in front of products for future / potential sponsors. (Nesbitt)
- Creating an idea in a parent's or public's mind that disc golf has positive character development. (Feldberg)
- Validity factor (Kelly)
- Soft benefits. Familiarity with marketing for companies such as Perrier. (Stork)
- Mission statement talks about sustainable growth of disc golf. Hard to do without reaching the youth. (Decker)
- Do we need to hire staff to focus on education, farm it out, or is it too early?
- Can we work cooperatively with USA Ultimate as they already have two staff members focusing in this area?
- Since we have a limited budget we need to focus on opportunities of leverage and magnification. (Stork)
- Focus on all disc sports vs. disc golf centric. Discussion regarding US Disc Sports and upcoming disc summit. (Feldberg / Nesbitt)
- Cooperation is the key. The PDGA has donated EDGE packets to schools. One disc sports package. (Graham)
- PDGA to form an educational conference? (Feldberg)
- We need a hero. (Nesbitt)
- Seize the day. We don't have the resources to do everything but we can support others. Don't duplicate efforts. (Graham)
- Education is such a high priority that we need to be the managers of these initiatives. (Nesbitt)
- The main reason we are taking full control is not because we don't want other people doing it, but as the national governing board we want the sport introduced to kids the right way. Layout of curriculum and order of step is important. (Crawford)
- This is a long term (10 to 15 year) process. (Decker / Nesbitt)
- Find a way to justify a 50% to 100% man year to deal with educational items. Need to give the office tools to make this a priority. (Nesbitt)
- This does lend itself to a metric of success vs. other items. What is the current situation that we want to improve? What is happening now vs. what do we want out of it? How do we want to measure success? (Stork)
- We need to teach the teachers. (Graham)
- We need to put a sub-business plan together. (Nesbitt)
- Have a group of representatives available when opportunities present themselves (Stork).
- You can never trust a third-party no matter how good there are. You need to control the message because the message will change. (Kelly)
- If I were investing in PDGA as a business ... one of the biggest advantages the PDGA has is the senior market. There are people who are creating communities based around seniors. Large business opportunity for the PDGA. (Crawford)

· *Taking PDGA Corporate Graphics to the Next Level* by Dave Gentry

- Dave Gentry discussed the possibilities of adding an online version of the PDGA Magazine and that it can be done. The timing to implement needs to be determined. The industry standard is enhanced PDF and Cliqbook. The online magazine has to be within our site and working within our platform. Timing depends on the implementation of Drupal 7.

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ACTION ITEM: Dave Gentry to develop plan for implementing online magazine.

- Currently the magazine is being edited outside of the association – the next discussion revolved around the pros and cons of bringing the duties of editor in-house. Would this help to synergize the magazine? Graham described the magazine process. The board discussed and determined it would be a budget neutral position, but would it be a sacrifice in quality. To be discussed further.

- The discussion moved to the PDGA logo and it was determined the logo needs to be easily reproduced and sizable. We need to teach people how to use it – to have policies and procedures.

· *Strengthening Future PDGA Boards in a Volunteer Environment* by Dave Nesbitt

- Dave Nesbitt brought up the lack of continuity among the board mostly due to the current term lengths and staggered elections.

- Tom Crawford shared the make-up of the USA Ultimate board of directors.

- The board discussed the makeup of the board and the current term limits.

MOTION (Nesbitt/Feldberg)

In accordance with the by-laws Dave Nesbitt motions that we change the composition of the Board of Directors to 9 members, each serving 3-year terms on a staggered rotation with a nominating committee appointed by the Board of Directors to review a slate of candidates prior to their inclusion on the ballot effective with the 2011 election year.

Motion passes unanimously.

MOTION (Nesbitt/Andrews)

Dave Nesbitt moves that the Board of Directors, at its May 2011 teleconference, consider changing the by-laws to reflect the ability of the Board of directors to appoint a minority of the board members as deemed necessary in lieu of elected board members.

Motion passes unanimously.

· *Moving Forward in an Internet Video Environment – A New PDGA Video Policy* by Brian Graham

- No RFP for 2011

- Derek Hasting doing video for 2011

- Video should be for historical documentation only

- Sales were about same for the last 5 years

- USA Ultimate Live streams the collegiate and club championships

END OF DAY ONE

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April 28, 2011

Board Members:

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

Absent: Cale Leiviska

Quorum present? Yes

Others Present:

Exec. Director: Brian Graham

PDGA Staff: Sara Nicolson, Memberships Manager; Andrew Sweeton, Tour Manager; Marcy Borelli, Office Manager; Dave Gentry, IT Manager

Other: Dan Roddick; Todd Breiner, memberships; Jack Kelly, marketing consultant; Roger Smith, Ratings contractor; Chuck Kennedy, ratings contractor

Proceedings:

· *Meeting called to order at 8:08am by Board President, Dave Nesbitt*

· *Transition to a 3-year 9-member board approach by Dave Nesbitt*

- Dave Feldberg, Juliana Korver, Todd Andrews and Bob Decker are due to re-elect in 2011
- 4 openings for election 2011 – top 2 vote getters serve for 3 years, other 2 serve for 2 years
- 2 appointed members – 1 serves 2 years, 1 serves 3 years
- 2012 election – elect 3-year terms
- Possible nominating committee: Todd Andrews, Juliana Korver, Stork and 1 other for 2011– beyond that goes to 3 member committee

· *PDGA Rules Re-write for 2012, Publication of Formal Q&A's & International Rules Translations by Dave Gentry and Juliana Korver*

- The board discussed the inclusion of the Q&A's in the rulebook and the implications of doing so. Conrad's review of Q&A omitted 3 irrelevant questions and 3 were removed due to wording leaving 36 questions. These questions need to be cleaned up to remove superfluous language.

- The board discussed whether the Q&A should be the law of the land or be a guide and whether the intent to put the Q&A's in the rulebook as precedence.

- The board also discussed the option of running rule changes online.

- The board decided upon the following:

ACTION ITEMS:

- Rules committee to deliver sanitized Q&A in time to be included in printing
- Rules committee to add introduction regarding Q&A inclusion

· *Organizing PDGA Office & Board Policies & Procedures by Dave Nesbitt and Bob Decker*

- Dave Nesbitt has consolidated and categorized several documents relating to the Board into a Policies and Procedures Portfolio utilizing Adobe. The board discussed the process of how the document gets changed, how documents are titled, how are revisions tracked, and who has authority to make changes. The Board needs to decide what is missing, what is

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superfluous and what we have but don't have or can't find. This portfolio of PDFs should be visible to the public and could take up to a year to be ready for public consumption.

· *Managing & Marketing the PDGA Website, Mobile Applications & IT Vision* by Theo Pozzy, Dave Gentry and Todd Breiner

1. The iPhone Application: A Status Update & a Marketing Plan (Theo Pozzy)
 - Theo presented the iPhone application to the board and explained that the core application functionality has been developed. Some features within the application include a course directory search by zip code or by current location. The initial version will be pay to generate revenue to continue development. The thought is to update V1 instead of waiting a long period and then come out with V2. A Droid version is to come and will include the same features as those in iPhone version.

ACTION ITEM: Theo to update the board as to the option of adding weather in V1 or if a link might be easiest.

- The board discussed the current costs to date and the budget for the future upgrades to the application. A mobile website is within the current budget but the Android and V2 has limited budget. The board plans to release V1.0 at Am Worlds with target price is \$4.99 with a free version available only after additional functionality is added (V2.0 or later). The marketing would include fliers (am worlds, pdgastore.com shipments), included in player's packs; magazine ads; and website ads. Apple's leadtime is 2-4 weeks.
2. Management of IT Department, Website and Sub-programs (Dave Gentry)
 - The current website is on the Drupal 5 platform and is in the process of being redesigned for the upgraded Drupal 7. This is being done mainly because Drupal 5 is not supported.

ACTION ITEM: Dave Gentry to have website upgraded to Drupal 7 within 30-60 days.

- TD report upgrade is in the process schedule. It has not been updated or money budgeted towards it in ~10 years. We need to put some focus on the development of the TD report.
3. Phase 3 of Website Development and Beyond
 4. PDGAStore.com and PDGASignup.com – where do we go next? (Todd Breiner)
 - Todd Breiner shared with the board that the PDGA store currently has 85% of data entered and the additional 15% is the ancillary products. The target date for launch is 3-4 months and it can easily be launched by the fall summit. The PDGA signup is 40%-45% ahead of schedule. The open source platform they are utilizing has a backend database

· *Long-term Designs for PDGA Financial & Budgets* by Bob Decker and Dave Nesbitt
- The board discussed the current state of the PDGA finances and the opportunities for long term investments.

MOTION (Decker/Andrews)

Bob Decker moves that we set a board investment policy in which we maintain a liquid reserve of a projected 3 month operational expenses; then invest approximately 50% of any overage into a long-term investment pool to be used for future needs with the

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remainder being available for special projects as approved by the board to meet the mission of the PDGA.

Motion passes unanimously.

MOTION (Feldberg/Andrews)

Dave Feldberg moves that the board create a disc sports development fund initially funded with \$50,000 from the remainder set aside for special projects that is to be overseen by a sub-committee for the purpose of investing into disc sports development.

Motion passes unanimously.

· *Presentation "PDGA Global Event & Taking PDGA Ratings to the Next Level"* by Chuck Kennedy and Roger Smith

- Chuck Kennedy described the format for the Global Event in August which included the following details:

- Player's pack to be at Breiner's 3 weeks in advance
- \$25 of each player's fee goes to the global purse, \$15 to local purse
- The tournament is limited to the pro divisions and the top am divisions
- This is proof of concept first year and will need to work out the bugs
- The top 30 players that play above their rating get an invite to the USDGC
- The challenges of the tournament include getting the vendors to have their contribution early enough so that the player's pack can be delivered to the players. TDs have to have the results posted by Monday at 5pm or they get pulled from the global event

- Chuck explained to the board how the ratings are used by the PDGA.

- Amateur Division Breaks
- Seeding (Worlds/USDGC)
- Qualifying (Am Nationals)
- Rankings – World/ Continental
- Players/Rookies of the Year
- Forecasting & Course Design Validation – Hole forecaster

- Chuck explained to the board how the ratings are used by the players:

- Personal tracking
- Casual handicapping
- Balancing doubles team draws
- "Bagger" Alerts
- Credibility as Coach/Teacher
- Qualifying for sponsorship
- Bragging rights!
- 100% of events are now being captured
- 1.3 million round records
- 30,741 Rated players
- Have collected a large amount of data – can start mining the database
- Use the scores to produce ratings vs. fixed course ratings

Ratings System Effective?

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- Cost/Benefit of Ratings for PDGA
 - This system can be expanded into leagues and other opportunities

New Stats & Opportunities

- Trend, SD, Skew, Best Ever values
- Event Ratings
- Predictive modeling
- PDGA Virtual Events
- Leagues – at this point can provide round ratings – an additional application would need developing
- Spontaneous groups of 8-16
- How do you reconcile the difference between recreational rating vs competition rating vs league rating
- Using the SSA and Challenge Factors in the PDGA Course directory

PSTATS – Player shots thrown analytical tracking system

- Disc golf version of player stats similar to those tracked for pros in Ball golf
- Simple scorecard for players to record their putts on each hole
- Just need to track putts

· *Marketing Promotion and creating a show around disc sports event* by Crazy John Brooks
- Crazy John presented an idea on how to create a show to go along with disc golf events. We need a bigger element of enticement. This element comes in the form of a big rig trailer that rolls into town.

- The board discussed this grand idea and determined that a committee be put together a business plan to put in front of venture capitalists. Committee members include Feldberg, Jenkins, Decker, Nesbitt, Crazy, Graham, Jack Kelly. The deadline for the plan is the fall summit. Included in the plan is the possible separation of the Touring Pros and the NT Tour to create a standalone entity.

· *PDGA Majors Bid review for 2013 and the 2012 NT Elite Series Plans* by Avery Jenkins and David Feldberg

- The bids for 2013 will be reviewed at the fall summit.

- The board discussed ways to increase the quality of the PDGA tour. Among the issues discussed were the quality of the events selected and utilizing players to help decide the best venues for tour events. Some criteria that could be consider for determining those could be:

- Find the highest attended events
- Find the highest added cash events
- Find the best spectator friendly courses
- Find the best course events
- Find the best organized events
- Have the staple events then have a couple rotating within a region

- It was also discussed to have a better flow for the tour by keeping tour events in the same region of the country and allow sufficient time for touring pros to travel between events especially around non-US tournaments. After much discussion the board decided that Andrew Sweeton will lead the contacting of TDs to better line up the tour events for 2012 and that we need to follow the new regional model developed last year.

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· *Increasing the quality of the PDGA Tour System* by Avery Jenkins and Dave Feldberg

- The discussion revolved around the quality of the current events and what can be done to standardize them. Currently the events on the tour lack standards which lead to a lack of professionalism. There is an inability to enforce the standardization of the courses because we don't own the events. As for the TDs we are not holding them accountable to the tier they are running. There are a lot of unsanctioned events, when we hold their feet to the fire we will lose sanctioned tournaments and we need to know the economic fallout. There is not a good feedback mechanism. Further discussion to come, subject tabled.

· *Tools, Training & Resources for Tournament Director Success* by Andrew Sweeton

- The board discussed options for improving the success of tournament directors through tools and training. Suggestions offered were training videos, mini-clinics at worlds, and a tournament rating system, regional seminars and simple tools to help them raise money for their tournaments. Other ideas raised include having parks & rec run the events, require TDs to have training credits, provide incentives for the TDs and get Affiliate Club Program involved in process and the club gets the money.

· *Clinics, Coaching Certification, & Use of IDGC for Training Programs* by Dave Feldberg and Jason Allind

- The current perception is that the IDGC building is not being used for all it could be used for such as teaching, etc. Jason explained his role and the different things we use the facility which include Columbia County schools, YMCA, Boy Scouts, Cub Scouts, and local Phys.Ed teachers. The IDGC was instrumental in helping get USC Aiken course together, Ice Bowls and other charity tournaments.

- Ideas from the discussion include train the trainer; create a standardized packet for our trainer so it's more professional and successful; make the facility available for other groups and let them do their own thing, civic clubs, etc.

- We need to add shorter tees to make a course or at least an area that is more user friendly for new golfers

ACTION ITEM: Dave Feldberg will provide documents for the training manual. Training should include CPR, first-aid, background checks, etc. Coaching is not just knowing how to play, it is about teaching.

END OF DAY 2

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April 29, 2011

Board Members:

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

Absent: Cale Leiviska

Quorum present? Yes

Others Present:

Exec. Director: Brian Graham

PDGA Staff: Sara Nicolson, Memberships Manager; Andrew Sweeton, Tour Manager; Marcy Borelli, Office Manager; Dave Gentry, IT Manager

Other: Dan Roddick; Todd Breiner, memberships; Roger Smith, Ratings contractor; Chuck Kennedy, ratings contractor

Proceedings:

· *Meeting called to order at 8:02am by Board President, Dave Nesbitt*

· *Taking International PDGA Growth to the Next Level by Anders Madsen*

- Anders is working on the "What is Disc Golf?" brochure for the European countries and has been adapting the language to how Europeans use words.

- The board discussed potential ways to increase our International Memberships. Some of the suggestions offered were to create a tool that highlights the PDGA to the local areas within Europe. Also, we could provide the International Coordinators the text so they can create a localized version and to get them on board with recruiting PDGA members, not just local members.

- The board discussed the idea of creating a course growth program for international endeavors, of possibly creating a standardized basket design that can be produced locally to save on freight costs. We need to be the catalyst to spur the growth. This would be a great opportunity for manufacturers and we should invite them all the opportunity to participate.

- The board also discussed working within our current network of members to develop courses internationally, we have Americans working all over the world that play disc golf – give these players the tools to sell it to the countries

ACTION ITEM (Feldberg) – Prepare for a discussion at the May BoD meeting for how the board and Feldberg can collaborate on his ventures into other countries regarding installing courses.

· *Blue Sky session – "Moving PDGA Marketing in a New Direction – What do the Results of our investigations tell us?" By Dan Roddick*

- We have many options in moving forward, but if we take them all on we will definitely fail. We can make changes that move the sport in a sustaining direction and of significance for many generations to come
- We can over-reach and build things that can't be continued or you end up internally churn on things and not make any progress
- Polls – we should do them more frequently because the players don't know what is going on down here. Anytime we can take a question to our people, we can ask them about a key issue, it gives them an opportunity to vent, we can construct it in a way

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that it is useful to us, we think we know what the players want which is not usually the case and we can learn what they really want

- Get a copy of the survey ...
- The name change continues to be a promising option to have a name that is encouraging to a novice player
- Nesbitt – move discussion into constructive issues – if we do it, how?
- Andrews – Breaking up the org and reorging would be the best way to approach this. Have an overall governing body governs everything outside of competition – it would still deal with all the PDGA stuff – regional (oceana, asia, Europe) – break apart Pro from Am – you still join the PDGA, but if you want to compete – you choose to join the Pro side or the Am side.
- Nesbitt – the main focus of the name change was to attract the one disc wonders to join the conversations.
- Anything we propose needs to be methodical and well thought out – not reactionary
- Feldberg – believes “professional” is important to the players
- Decker – establish a main company with sub-companies having their own boards – main company retains control
- Nesbitt – we have to be careful to not splinter ourselves as a corporation; challenges will include vulnerability and openness to takeover
- Graham – use the word reorganize not splintering, breaking up
- Stork - Our biggest threat is an amateur organization developing and giving the am players what they seek, this restructuring will counter that threat – a no player left behind
- Kennedy – Look at this as consolidation – we are all players – some are cash, some are merchandise but we are all players
- Nesbitt - Can we learn something from the ratings based event model and learn from it?
- Graham – we need to also consider restructuring our competition model
- Nesbitt – we are here to strengthen the organization and not leave it open to irrelevancy
- Feldberg – all amateur divisions should be restructured using the data we have compiled over the last several years
- Nesbitt – competitive organization for cash accepting players – the profit is in the retail vs wholesale side of the merchandise players
- Decker – Trademark is on PDGA

MOTION (Decker/Feldberg) Bob Decker moves that we spend the money to trademark Players’ Disc Golf Association.

Motion passes unanimously.

- Decker – playing with ideas on structure - 3 parts: NT, 1 or 2 divisions of all other competitions
- Nesbitt – moving all cash positions into NT and then everyone else – do you force people to play for merchandise – if you force the formation of the tour, is it a profitable endeavor
- Kennedy – how about payout of other merchandise (non-disc related)
- Gentry – founding pros are a strong force in our organization, you can’t move them to AM status
- Feldberg – give them an exemption or have another tier of pro competition
- Nesbitt – trying to clarify the gray area between am and pro

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- Kennedy – how about no pro divisions at C-tier
- Nesbitt – can we make a business plan and build a business model and sustain this body? Name change? Reorganization under the name change; Conceptual, potential name change, reorganization
- Decker – simply change the name to PDGA
- Nesbitt – rebrand ourselves
- Feldberg – where is the line drawn on ams vs pros?
- Nesbitt – who qualifies for the tour – determined in sub-committee
- Decker – we need to market the many projects to the members – we need to look at it not only logical but perception
- Nesbitt – restructuring our top events and seeing if we can make that a standalone entity
- Jenkins – separation of tours but still under the PDGA umbrella – thinks it would strengthen the whole
- Sweeton – governing body of the sport – need to maintain a certain size and be careful in the restructuring still being able to serve the different constituencies – we need to be careful not to alienate players
- Nesbitt – we aren't breaking it off and the top pros still have to be part of the am part of the organization
- Kennedy – try to create an amateur series to show we are representing all parts of the org
- Nesbitt – make an "amateur dga" membership that falls under the PDGA
- Decision needs to be made by June teleconference

MOTION (Feldberg/Decker) David Feldberg moves that the board protect "ADGA" and Amateur Disc Golf Association.

Motion passes unanimously.

· *Discussion Board on PDGA.com*

– The board discussed whether they should take down the discussion board or do something else with it. After some discussion they made the decision to wait until the Drupal 7 update and the social media function is turned on.

· *Clarification of Tobacco policy for Am and Pro Worlds needs clarification.*

- The board discussed whether possession of tobacco is a DQable offense in the intent of our motion in January. It was determined that visual possession is a courtesy violation warning.

- The board discussed whether e-cigarettes are to be treated under the same policy because of image and the board determined that e-cigarettes are also banned per the tobacco policy.

- The board discussed chewing tobacco and whether it is to be considered in the same manner as we do other tobacco products.

MOTION (Feldberg/Jenkins)

Dave Feldberg motions that the board amends the smoking ban policy to state 'All tobacco products will be disallowed at the 2011 Pro and Am Worlds'

Y – Jenkins, Korver, Andrews, Feldberg, Nesbitt

N – Decker

Motion passes.

5/11/11

· *Nominating committee*

- The board appointed the following people to the nominating committee: Dan Roddick, Todd Andrews, Terry Miller

- Nominations for the 2011 election close June 15 – election begins July 1
- 1 Lead from each board member

· *State coordinators*

- The board discussed the current state of the state coordinator system and determined there was a breakdown of the system. The board suggested that the election be removed and allow the office to restructure the system. The office better knows what they need from the coordinators. The coordinators need to be our biggest allies and need to be recruiting members

MOTION (Nesbitt/Decker) Dave Nesbitt moves that the state coordinator system be restructured by the PDGA office.

N – Feldberg

Y – Andrews, Decker, Korver, Nesbitt, Jenkins

Motion passes

· *Data protection*

- The board discussed our data protection and the problem with information being scraped from our website. It was recommended by Steve Ganz of the IT Committee to put an API (Application Programming Interface) program in place which will help protect us from being scraped. An API is a licensing agreement and we have to be willing to share the data. There can be or not be a charge. But by making the data available it will spur innovation. We should benefit from the data sharing unless it is for a non-profit.

ACTION ITEM – IT committee to come back with a recommendation on data protection.

· *Women's Disc Golf*

- The board discussed the current state of women's disc golf and some of the issues surrounding it. Currently it is setup with a non-competitive structure and women don't feel they are being noticed. Because of the limited number of female players, they tend to play with the same group over and over. A solution may be for them to play with same level not necessarily gender for the first round.

- Women's ratings are low because the ratings don't reflect their ability.

Meeting adjourns at 12:35.

Feldberg motioned and Decker seconds.

ACTION ITEMS

1. Look at existing non-compete memberships, introductory memberships, any new levels should be added to the by-laws and utilize focus groups to determine price points. (Nicholson)
2. Develop plan for implementing online magazine. (Gentry)
3. Deliver sanitized Q&A in time to be included in printing (Rules Committee)
4. Add introduction regarding Q&A inclusion (Rules Committee)
5. Update the board as to the option of adding weather in V1 or if a link might be easiest (Pozy)
6. Have website upgraded to Drupal 7 within 30-60 days. (Gentry)
7. Prepare for a discussion at the May BoD meeting for how the board and Feldberg can collaborate on his ventures into other countries regarding installing courses. (Feldberg)
8. Recommendation on data protection. (IT Committee)
9. Dave Feldberg will provide documents for the training manual. Training should include CPR, first-aid, background checks, etc. Coaching is not just knowing how to play, it is about teaching.