

Board of Directors Teleconference Minutes
Professional Disc Golf Association (PDGA)
June 14, 2011

Board Members:

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

Quorum present? Yes

Others Present: Executive Director Brian Graham, Dan Roddick, Brian Hoeniger, Chuck Kennedy, Theo Pozzy, Dave Gentry

Proceedings:

Meeting called to order at 8:36pm EST by Chair, Dave Nesbitt

Old Business:

Meeting Minutes

MOTION (Feldberg/Leiviska)

Approve the meeting minutes of the May 2011 teleconference.

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

Motion passes 6-0

MOTION (Leiviska/Jenkins)

Approve the meeting minutes of the 2011 Spring Summit.

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

Motion passes 6-0

Closing of On-line Motions

Online straw poll closed regarding a member confidence vote for recent changes to the bylaws.

Nesbitt explained that the results of the straw poll showed that a majority of the Board were in favor of polling members for a confidence vote during the 2011 elections regarding recent changes to the bylaws.

MOTION (Korver)

That the Board offer a confidence vote to the membership regarding the recent changes to the bylaws.

Discussion ensued and the motion was tabled until later in the meeting.

Office Report - Graham

2010 Financial Audit Update

The 2010/11 PDGA financial summary document, showing 2010 actuals and 2011 budgeted income and expenses, which was approved by the Board at the May teleconference has been published to the website and will also appear in the summer issue of DiscGolfer magazine.

The 2010 PDGA financial audit was received by the office on June 3, 2011 and uploaded to the Yahoo

Group for Board review and comments. The audit will be published on the PDGA website once it has been reviewed and approved for publication by the Board.

Transition of the PDGA accounting system continues between the office and our local accountant with the goal of being caught up and up to speed on the new software by the end of June.

Memberships

As of 6/8/11, we had 13,812 active members

- Compared to 13,018 members at the same time last year
- This represents a 6.1% increase in memberships thus far in 2011

Pro World's Update

Brian Graham performed a site visit to Santa Cruz, Watsonville, and Monterey California on May 21-24 to meet with the host team for the Professional World Championship and to review the preparations for this year's Pro Worlds. The event has filled with a record 432 competitors, which will make it the largest Pro Worlds in history as well as the richest payout with an anticipated purse of \$108,000. Sponsorship and other preparations are on schedule with just over two months remaining until the event. The PDGA office will be managing and handling the payout finances and check writing for the purse. Brian also met with officials from the City of Santa Cruz to review contracts, and with representatives of Chains unlimited, LLC who will be producing the DVD. Insurance requirements for the event are greater than our current policy so the office is currently coordinating between the municipalities and our insurance company to ensure that the required coverage is obtained in advance of the event.

Innovation Grant Review

Fourteen Innovation grant applications were received by the office by the June 1 deadline and uploaded to the Yahoo Group for Board review. An online poll was been set up for Board members to vote on the top five applicants who will each receive a \$500 grant from the PDGA. The winners of the grants will be announced on the PDGA website on June 15. The office respectfully requests that Board members cast their votes no later than June 14th. The next deadline for the submission of Innovation grant applications is December 1st.

2010 PDGA Awards Selection

The PDGA Board of Directors is responsible for awarding the Senior Player of the Year, and the Volunteer of the Year awards for 2010. A list of recommendations from the office has been forwarded to the Board for consideration. The office requests that a decision on these awards be made no later than June 24 so the obelisks can be ordered in advance of the World Championships, where the awards will be presented.

PDGA Merchandise Licensing with Pro-Forma

A contract to set up a merchandise licensing deal with Pro-Forma to offer customized PDGA branded merchandise via an online store has been uploaded to the Yahoo Group for Board review.

USA Ultimate Cooperation

Communication and cooperation with USA Ultimate continues. The PDGA and USA Ultimate will begin an ad swap in our respective membership magazines beginning with the next issues. The PDGA office has also agreed to purchase at a highly discounted rate, two 30-second commercials in the 90-minute broadcast of the USA Ultimate Championships later this year on CBS. The show will be broadcast three times giving us a total of six 30-second spots on national television.

DiscGolfer Magazine

Work on the summer issue of DiscGolfer magazine is currently being finalized and it is scheduled to be shipped to members on June 20th.

PDGA Tour Trailer/Tent

The PDGA Tour trailer and tent is currently on its way to the Kansas City Wide Open NT Event from the Brent Hambrick Memorial in Columbus, OH. Transportation of the trailer from Kansas City to the Beaver State Fling in Oregon has already been arranged. The tent will be shipped from California to Rochester, New York for use at the Am Worlds but will be shipped back to Santa Cruz for use at the Pro Worlds. The office is also working on the logistics of shipping the tent to the US Women's Disc Golf Championship in Texas later this year.

PDGA Staffing Update

Karolyn O'Cull completed her final day with the PDGA office on June 3. Transition of her office management responsibilities to Marcy Borelli has been smooth and successful. Karolyn will be available to answer any questions the office may have for her over the next 3-4 weeks before she moves to Germany. Anders Madsen will complete his internship with the PDGA office on June 30. New tour manager, Andrew Sweeton and membership's manager, Sara Nicholson are nearly up to full speed but will continue to learn more as we progress further into our annual cyclical schedule.

PDGA Elections Change

The dates of the 2011 PDGA elections have been changed to allow additional time for the submission of candidate statements. The new deadline for the submission of candidacy is now June 30th and the online elections will take place from July 18 – Aug. 7. The office will need to receive the Boards slate of recommended candidates by July 14 in order to have adequate time to prepare for the launch of the elections on Monday July 18. The changes have been officially announced on the PDGA website and DiscGolfer Magazine.

- End of Office Report

IT Report – Submitted by David Gentry

New Website

The largest single IT item is the new Drupal 7 website. We are making good progress and you can see a demo site at <http://new.pdga.com/>. Please note that all functionality is not ready and most of existing content has not been migrated from the current site.

We are going to miss our original projected launch date of June 28th. I had a detailed meeting with Ciphent / Accuvant last week and our new launch date is Thursday July 8th. In addition to simply converting the existing site from Drupal 5 to Drupal 7 there are several other items that need to be ready and for our July 8th launch. These items include:

- Web services (used by iPhone application and BEI)
- All legacy code (with the possible exception of tournament admin) converted to run in Drupal
- New Drupal based contact form
- Online magazine
- Mobile theme
- Language translations

We are also exploring the work required to migrate the existing tournament-administration functionality into Drupal. The scope to this project is large and it is important we get this done soon. The existing code is functional but will be difficult to make enhancements and add new functionality as it currently exists.

We will probably begin this conversion next week but it may not be finished before July 8th. If it is not ready we will run the existing legacy code and convert as soon as the conversion is completed.

iPhone Application

The development of the iPhone application is coming along nicely. The plan is to release a new version for beta testing this week. If the testing goes well on this version the plan is to submit the application to Apple for preliminary approval.

We are trying to foresee any problems that will keep us from launching on our goal date of July 25th. Our plans are to make the announcement at the Am Worlds Player's Meeting. The biggest problems right now are getting an Apple developer account created, making sure the web services on the new website are compatible and functioning properly, and getting the application approved.

Our \$35,000 budget (\$20,000 allocated in 2010 and \$15,000 from the 2011 IT budget) will get the iPhone application launched along with bug fixes, etc. However, Mike Dietrich, who is the lead developer, has a large block of time available that we can use to implement new features to the application. The addition of these features will probably increase initial sales. Should we take advantage of this opportunity and spend additional funds now or should we wait and risk losing this additional development time?

Another decision that will need to be made soon is if (and then when) to begin on development of an Android app. This is an item that I believe is up for discussion at tonight's teleconference.

However, it should be noted that we have recently discovered a good scorecard application for the Android called Easy Scorecard (www.mydroidsoft.com/easyscorecard/). Easy Scorecard will have several features that our initial iPhone application will not have including unofficial round ratings and a primitive rangefinder. I do see unofficial round ratings being a very popular feature but it should be noted that this is being reversed engineered from SSA data contained in our course directory.

Online Magazine

There has not been a great deal of progress regarding the online magazine in the last month. This is mainly due to the fact that we decided to launch the online magazine with the new website. I have been exploring potential software solutions although I haven't found any inexpensive solutions that I feel comfortable with.

I have received a digital copy of a previous version from Kent Johnson at a resolution of 100 dpi. This resolution is Issuu's preferred maximum resolution and with 15GB of storage we can store approximately 150 issues. In the next couple of weeks I plan on signing up for Issuu's free 14 day trial plan and will start doing some more extensive testing to see if this is our desired solution.

- End of IT Report

ProForma Contract

Graham gave the Board a summary of the proposed contract with ProForma to set up an online store to offer personalized PDGA branded merchandise. Discussion ensued and the agenda item was tabled pending the submission of additional information including development costs if the contract is terminated before the one year term is over.

PDGA Awards

Graham gave the Board an overview of the process used to determine the Senior Player of the Year and Volunteer of the Year awards. The office recommendations were accepted as nominations and the Board nominated additional candidates. Following discussion and a Board vote, Frank Mitchell was selected as the Senior Player of the Year and Kuan Chen of Taiwan was chosen as Volunteer of the Year.

2010 Audit

Results of the 2010 PDGA financial audit were discussed including Bob Decker's recommendations that we request a few minor changes from the auditor. Graham reported that there were no real surprises in the audit findings and mentioned that the biggest deficiency noted was that the organization had too much money in one of our accounts to be insured by FDIC.

MOTION (Andrews/Korver)

Approve the audit for publication subject to review and discussions with the auditor.

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

Motion passes 6-0.

Committee Reports

Tech Standards – Disc & Target Certifications - Graham

MOTION (Decker/Korver)

Certify the TSC approval of the AP Spiderweb 3 target, as well as the following discs; the Bolt by Latitude 64, the Trak by Vibram, the Flagship by SkyIron, and the Nuke OS by Discraft.

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

Motion passes 6-0.

Disciplinary Update – Nesbitt

Andrews reported on an ongoing investigation regarding medicinal marijuana.

Disc Golf Marco Polo Program – Hoeniger

The Board discussed the PDGA's role in the development and growth of the sport of disc golf around the world and the Marco Polo program that was approved at the Spring summit before welcoming International Program director, Brian Hoeniger to the meeting. Hoeniger gave the Board an update on the International Program and expressed his support of the concept. Hoeniger proposed that he would submit an outline of the program to the board by the Fall summit.

Graham read the following approved motions from the Spring summit regarding the PDGA's financial investment in international support and growth:

APPROVED MOTION from 2011 Spring Summit(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 5/11/11 remainder being available for special projects as approved by the board to meet the mission of the PDGA.

APPROVED MOTION from 2011 Spring Summit (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.

Feldberg discussed a proposal in front of the Board to financially support the development of disc golf in Barbados through a program that would be implemented by a PDGA member with family in that country. Hoeniger expressed his support of the project due to the sustainability of projects with dedicated involvement from PDGA members. The BOD discussed the potential level of financial support for the project.

MOTION (Nesbitt/Feldberg)

To authorize the PDGA office to work with Brian Hoeniger to develop details of funding up to \$5000 from the disc golf development line item from the spring summit to support the Barbados proposal, contingent upon office review and approval.

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

Motion passes 6-0

The Board expressed the need for checks and balances and directed Graham and Hoeniger to discuss the proposed project with the family of Philo Braithwaite.

PDGA Global Event – Kennedy

Chuck Kennedy gave the Board an update on the upcoming PDGA Global Event scheduled for the weekend of August 20-21, 2011. Chuck informed the BOD that there were already events scheduled in Japan and England, and several other international countries had expressed interest in taking part.

Player of the Year & Rookie of the Year Procedures – Feldberg

Dave Feldberg discussed ideas and a proposed new process for determining the annual Player of the Year and Rookie of the Year awards. The BOD discussed the need for more formal language and further review of the proposal before proceeding. Chuck Kennedy proposed that the year end world rankings be used to determine the Player of the Year but that the Rookie of the Year should use the current process due to the limited, or lack of head to head competition between the candidates. The topic was tabled for further investigation and discussion at the Fall summit.

PDGA Mobile Scoring Application Update – Pozzy

Theo Pozzy gave the BOD an update on the ongoing development and testing of the PDGA i-phone application and reported that the app was on schedule to be unveiled at the Amateur World Championship in Rochester, NY. The app has been submitted to Apple for review prior to availability on the Apple app store. An ad will appear in the Summer issue of DiscGolfer magazine. The price point is currently being debated and a sales production matrix was created and sent to the BOD for review. The Board discussed the merits and risks of moving forward with a similar Android application but ultimately decided that it would be best to wait to see how the i-phone app is received before committing additional funding.

Review of PDGA Rules Q&A for 2012 Publication – Korver

Juliana Korver gave the BOD an update on the review of the Rules Q&A's, as well as recent changes to some of them. Nesbitt questioned the use of video evidence to determine rules infractions, Kennedy clarified that our current rules do not forbid it. Discussion ensued and the Board unanimously agreed to request the Rules Committee to debate the subject of precluding the use of video evidence to implement rules and to bring an opinion back to the board for review.

Surveying Membership Demographics – Nesbitt

Dave Nesbitt gave the BOD an update on the process to create a comprehensive member poll to be conducted in conjunction with the summer PDGA elections.

Confidence Vote on Bylaws - Nesbitt

This topic, which was tabled earlier in the meeting, was re-introduced by Dave Nesbitt. A straw poll was conducted and it was determined that the BOD would offer a confidence vote to members on the upcoming elections ballot regarding the appointment of members to the Board of Directors.

Meeting adjourned at approximately 11:50pm EST