

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

Board Members:

Present: Dave Nesbitt, Bob Decker, Dave Feldberg, Avery Jenkins, Rebecca Duffy, Kevin McCoy, Peter Shive

Quorum present? Yes

Others Present: Executive Director Brian Graham, Dan Roddick, Chuck Kennedy

Proceedings:

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

Old Business:

Meeting Minutes

MOTION (Duffy/Jenkins)

Approve the meeting minutes of the September 2011 teleconference.

Yes: Nesbitt, Decker, Feldberg, Jenkins, Duffy, McCoy, Shive

Motion passes 7-0

Closing of On-line Motions

None

PDGA One TV Proposal - Kennedy

Chuck Kennedy introduced an idea for a series of internet video shows to potentially be presented by the PDGA with submissions from existing videographers around the country. Graham mentioned that the concept was similar to one that was launched several years ago under the PDGA Media moniker that did not gain traction due to limited resources available to manage it. Duffy questioned how the venture would be financed and whether it would draw new advertisers or if current advertisers would merely shift their advertising dollars from existing advertising offerings over to this new medium. Duffy also questioned who would produce the shows. Additional discussion ensued and the board decided to continue to discuss the topic via e-mail and future teleconferences.

Office Report – Graham

Memberships

As of 10/5/11, the PDGA had 15,645 active members

- Compared to 14,400 members at the same time last year
- This represents a 8.6% increase in memberships thus far in 2011

Finances

At the end of August 2011, the PDGA had a cash position of \$534,482 compared to a cash position of \$773,811 at the same time last year. This decrease is somewhat deceptive due to the timing of membership deposits which were transferred to our accounts after August 31.

At the end of August 2011, the PDGA had a net financial position of \$904,104 compared to a net financial position of \$777,916 at the same time last year, representing an increase in net financial position of \$126,188.

Graham noted that this is the time of year that income drastically decreases and expenses increase as the current membership season comes to a close and the office prepares for the 2012 membership season.

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

IT Report

New Website

The work on the new website appears to be accelerating and Accuvant has multiple resources currently assigned to the project. Dave Gentry is expecting that the course directory will be finished this week with alpha testing to start immediately afterwards. Dave had a meeting with Accuvant on Monday morning and will be working on a specification documents most of this week. They are tentatively planning on doing beta testing the week of October 24th to 31st.

IT Priority Matrix

The IT Priority Matrix exercise that the board did at the Fall Summit was uploaded to the Yahoo group. We still need to do some more analysis but even these preliminary results will provide guidance. The projects planned for the next two to three months are in line with the matrix and include the following (in no particular order).

- 1) Completion of new website to Drupal 7
- 2) Mobile application development – both new features and an Android version
- 3) Conversion of Tournament-Admin to Drupal
- 4) Integration with PDGAsignup.com
- 5) Changes to existing systems to support changes for the 2012 season.

BEI Membership Integration

Dave Gentry has been unable to arrange a meeting between the office, Theo Pozzy, and Todd Breiner due to vacations since the Fall Summit. Dave expects that we will have a plan in place in the next two to three weeks.

T.E.A.M.S. Conference

Brian Graham attended the T.E.A.M.S. (Travel, Events, And Management in Sports) conference in Las Vegas on Oct. 4-6 where he met face to face with forty sports commissions, visitor's bureaus and companies that service the sports industry to discuss disc golf. An additional 94 sports commissions, visitor's bureaus, and sports industry representatives specifically requested meetings but could not be scheduled due to time constraints, making the PDGA and the sport of disc golf one of the most requested attendees. TEAMS is the worlds largest gathering for the sports event industry and it would be beneficial for the PDGA to have two representatives at this show next year to accommodate more appointment requests.

- End of Office Report

Committee Reports

Tech Standards – Nesbitt reported on the committee's recent investigation into the use of a durometer to assist with determining disc flexibility.

Discipline – Nesbitt reported that there were currently no disciplinary actions under review.

Competition – Jenkins reported that he had not yet spoken with the competition committee chairman.

Course Design – McCoy reported on recent conversations with Chuck Kennedy on the need to revive the committee Yahoo group, as well as discussions on creating a course approval process.

Education – McCoy discussed recent conversations with Jay Reading and Harold Duvall regarding the EDGE program.

Environmental – Duffy discussed recent conversations with Matt Benotsch regarding his involvement with the environmental committee.

International & PDGA Europe – Feldberg will be discussing several topics with Brian Hoeniger.

IT – Nesbitt discussed recent meetings between himself, the office and Accuvant regarding the new website development and the recent boost in productivity from our contractor.

Nominating – Stork reported that he had not yet received any firm commitments from current members of the nominating committee regarding their future participation but would continue the dialogue with them.

Ratings/Stats – Shive discussed the challenges with the timing of creating new metrics for determining Player and Rookie of the Year awards. Nesbitt explained the current process as well as challenges encountered in 2010 as well as the desire of the Board to find a simpler method to determine winners in 2012.

Rules – Nesbitt reported that he has not yet received a response from the rules committee regarding the use of video replay or rules variances at PDGA Majors.

Senior – Nesbitt reported on discussions with committee chairman Don Dillon on the institution of five year age increments and his need for assistance to have disc golf included in the V.A. Golden Age Games. Graham reported on Jon Lyksett's visit to the Huntsman Games in Utah and meetings held to try to get disc golf included in those senior games.

Women – Duffy reported that she was unable to reach committee chairperson Carrie Berlogar, as well as on discussions with Valarie Jenkins. Duffy also mentioned that Sara Nicholson will be joining the committee, and questioned whether the time was right to consider a Women's series.

Youth – Feldberg discussed the inactivity of the committee and mentioned George Alvarez in Miami Florida as a potential candidate for chairperson.

PDGA Survey Results – Graham

Graham reported that the 2011 PDGA Comprehensive Survey was closed on September 16 and the results were published to the Board Yahoo Group for review and comments on September 20, 2011. 13,306 members were sent an invitation to take the survey via e-mail and there were 4,140 responses, representing a return rate of 31%.

The survey results were broken down into the following three documents for easier digestion:

- Survey Responses – Detail
- Survey Responses - Summary
- PDGA Survey Comments

The three members listed below completed the survey and were randomly selected as winners in the survey contest and awarded iPod Touches.

- Anthony Williams, #42561
- Chad Richardson, #42242
- Magic Muncie, #46547

Dave Nesbitt performed an initial review of the results and made a list of observations, which have been uploaded to the Surveys folder in the files section of the Board Yahoo Group for review. The office staff will continue to go over the survey results over the next couple of weeks to identify useful information.

Nesbitt discussed the need for ongoing surveys. Graham questioned whether it was the intention of the board to make the survey results public. Discussion ensued and the office was directed to publish the survey results without comments.

Roddick stated that state coordinators should be surveyed more to gain knowledge and to keep them engaged. Nesbitt proposed and the board agreed that the state coordinators be immediately surveyed with competition questions presented to the board by tour manager Andrew Sweeton.

Nominating Committee – Roddick

Roddick gave the board an overview of an approach to better communicate with the voting members, as well as to better inform future candidates with information, educate them on the needs and experience needed by the association. The nominating committee will be investigating ways to work with future candidates to communicate to the members through video statements using a standard format so that they are comparable. The committee will also look into potential ways for debates.

Action Item: Graham to send Roddick the PDGA's annual elections schedule.

PDGA Merchandise Licensing w/ ProForma – Graham

Graham gave the board an update on the progress with ProForma to select appropriate merchandise for the new online store currently under development.

PDGA Banking and Investment Recommendations – Decker

Decker and Graham gave the board an update on investment options and the intention to begin formulating a plan and strategy during the upcoming budgeting process for 2012.

Appointment of Board Members – Discussion

The Board discussed the future appointment of board members and the type of talent and expertise that they should possess in order to be of maximum benefit to the association.

Policies and Procedures Manual - Nesbitt

Dave Nesbitt reported on the ongoing development of the PDGA policies and procedures manual. Shive suggested splitting up the responsibilities amongst the board members so that it would not be such an overwhelming task for any one person. Nesbitt tasked the board members with reviewing the manual and selecting a section that was of particular interest to them, for refinement.

Disc Festival Committee – Nesbitt

Nesbitt reported on the status and ongoing work to develop the disc festival concept and early discussions with Portland and Kansas City to potentially test the concept in 2012.

New Business:

Conflict of Interest Policy – Shive

Shive questioned whether the PDGA's current conflict of interest policy should apply to the executive director. Graham stated that he had absolutely no problem with complying with the policy and recommended that the board make it a requirement.

MOTION (Shive/Duffy)

That the PDGA Conflict of Interest provision apply to the Executive Director as well as PDGA Board members

Yes: Nesbitt, Decker, Jenkins, Duffy, Shive

Abstain: McCoy

Motion passes 5-0 with one abstention.

Membership for 2012 – Graham

Graham gave the board an update on the current work in the office to prepare membership documents for the upcoming 2012 membership season. Graham reported on discussions and plans for future initiatives to target certain groups such as recreational players by providing incentives to state coordinators and affiliate clubs.

Smoking Ban – Nesbitt

Nesbitt requested board discussion on the smoking ban at the 2011 PDGA Majors and the need to clarify the policy for our members in 2012. Nesbitt turned over chairmanship of the meeting to Rebecca Duffy.

MOTION (Nesbitt/Shive)

That the PDGA continue the non smoking policy at PDGA Majors in 2012 from the 2-minute warning to the time the scorecard is turned in, except in special areas designated by the tournament director, out of the public eye.

Yes: Nesbitt, Feldberg, Jenkins, Duffy, Shive

No: McCoy, Decker

Motion passes 5-2

PDGA League Program – McCoy

Kevin McCoy gave the board an update on preliminary details for the PDGA League program which is currently under development. Discussion ensued on the consumption of alcohol and whether it should be allowed if permitted by the park or course owners.

Action Item: Graham was instructed to consult with our attorney and insurance company on legal ramifications and other potential challenges of allowing the legal consumption of alcohol at league events.

The Board confirmed that they are generally in favor of the league program but requested that Kevin McCoy provide more details as they are developed.

MOTION (Nesbitt/Decker)

To extend the board meeting past the two and a half hour limit.

Yes: Nesbitt, Feldberg, Jenkins, Duffy, Shive, Decker, McCoy
Motion passes 7-0

Communication with membership – Duffy

Rebecca Duffy explained several methods she planned on employing to improve communications with the members with official board communications including front page website articles, announcements, and a dedicated read-only thread on the discussion board.

Shive discussed creating a discussion board thread for all board members but it was decided that he would keep his personal thread and other members could chime in on topics there if they so chose.

Nesbitt discussed his recent article in DiscGolfer magazine and the need for more board members to write articles from time to time. Kevin McCoy agreed to write an article for the Winter issue of DiscGolfer about the league program.

2012 Budgeting Process – Graham

Brian Graham gave the board an update on the process used each year to put together the annual organizational budget which will begin this year in October.

PDGA Staff Evaluation Process – Graham

Brian Graham gave the board an update on the process for annual staff evaluations, which typically take place in early December. Nesbitt relayed to Graham what the board process would be for his annual year end evaluation.

MOTION (Shive/Decker)

To adjourn the meeting and enter into executive session.

Yes: Nesbitt, Decker, Jenkins, Feldberg, Duffy, McCoy, Shive
Motion passes 7-0.

Meeting adjourned at approximately 11:40pm EST