

Board of Directors Fall Summit Minutes

Professional Disc Golf Association (PDGA)

September 13 and 14, 2012

Thursday, September 13, 2012

Board Members:

Present: Bob Decker, Rebecca Duffy, Dave Feldberg, Avery Jenkins, Kevin McCoy, Rick Rothstein, Karolyn O’Cull, Peter Shive

Quorum present? Yes

Others Present: Executive Director Brian Graham, Dan Roddick, Andrew Sweeton, Sara Nicholson, Marcy Borelli, Steve Ganz, Alan Kane, Jack Kelly, Todd Breiner, Shawn Sinclair and John Duesler

Proceedings:

Meeting called to order at 9AM ET by Board President, Rebecca Duffy

Duffy welcomed board members and guests to the fall summit and thanked them for taking time out of their busy lives to attend.

HQ Report - (Graham)

State of the PDGA

As of May 31, 2012 the PDGA had a cash position of \$620,749 compared to a cash position at the same time last year of \$765,213. This decrease of \$144,464 is due primarily to outstanding membership and PDGAstore sales deposits not yet transferred into our account from Breiner, Enterprises, Inc.

As of May 31, 2012 the PDGA had a net financial position of \$969,791 compared to a net financial position at the same time last year of \$783,486. This represents an increase of \$186,305, however this surplus will decrease as we move into fall, the time of year when our membership income historically decreases and our expenses increase as we begin preparing for the next season.

The finances of the PDGA remain healthy and a surplus is once again expected at the end of the year.

With the addition of a new staff position at the beginning of 2012, the PDGA office is much better equipped to handle the growth of the sport and our association than we were at this same time last year. The hiring of Steve Ganz as our director of technology was crucial in many respects other than the obvious, which is that we now have a highly skilled and qualified professional managing IT for us. Steve’s addition has allowed me to realign staff responsibilities to what they should be, making the office more efficient.

Example: Dave was doing half tour and half IT which meant that Karolyn and then Marcy had to cover the other half of the tour, which meant I was performing routine office tasks that did not allow me the time to do the types of things an executive director should be doing to advance our association.

Challenges:

Andrew Sweeton is currently working extraordinary numbers of extra hours each week to keep up with the tour which has nearly tripled in size since the first tour manager was hired in 2004. Steve Ganz will be working to automate event processing, which should offer some relief but it may also be necessary consider hiring an entry level employee in the near future to assist Andrew and Marcy with pre and post event processing.

Fulfillment is probably one of our biggest challenges at this time as BEI seems to be struggling with adequately handling the growth we have been experiencing. The bigger problems we faced in 2012 in terms of fulfillment are mainly related to the lack of communications on requests for information, as well as the timely delivery of monthly reports, invoices, deposits, and Eagle/Ace/Birdie and multi-year membership packages. A summit agenda item is scheduled to discuss some of these problems and to give Todd Breiner the opportunity to let us know how he plans on addressing these issues so that we do not experience them again moving forward.

Sara Nicholson will be giving you a detailed report on memberships. Andrew Sweeton will be giving you a detailed report on the PDGA tour. Marcy Borelli will be giving you all a report on the PDGA office and enhancements she has made as office manager to make us more efficient. Steve Ganz will be giving a detailed technology report during his scheduled agenda time immediately following these reports.

Office report – Borelli

As the office manager I have many hats to wear that include bookkeeping, accounts payable and receivable, human resources, assisting the Tour Manager with TD reports, sanctioning agreements and tour insurance. We have been transitioning the financial recordkeeping from Quicken to Quickbooks in a staggered manner. Next up is to move invoicing over from the current manual process. The goal is to continue to streamline process to be able to work more efficiently and effectively.

Membership report – Nicholson

Sara reported on the state of membership to date and stated there was a 7% increase of steady growth. There weren't spikes but growth is maintaining a consistent increase. Please see chart below:

***2012 Current : 16,504**

Am:	12936	78%
Pro:	3568	22%
Female:	1,205	7%
Male:	15,299	93%

MEMBER LEVEL UPGRADES

	2008	2009	2010	2011	*2012
Eagle	25	32	37	48	57
Ace	174	207	232	233	225
Birdie	69	106	143	154	157
Total	268	345	412	435	439

*As of 9/5

TOTAL SUPPORTING MEMBERS

	2008	2009	2010	2011	*2012
Supporting	n/a	83	79	142	166

*As of 9/5

States with largest # Current

TX: 1,474	OH:551
CA:1,243	WI:526
MI: 927	FL:490
NC:788	CO:473
IL:594	MN:429

States with lowest # Current

RI: 13	MS:31
VT: 13	ME:33
HI:15	ND:33
NH:18	WV:50
WY:30	LA:53

Sara has been focusing on customer service and has worked to create discount codes to improve member retention and to handle member complaints. As of 9/5/12 there have been a total of 535 discount codes used for a total of \$7875.00 with the league and women's codes being the most successful.

Discussion ensued with some points to ponder going forward:

Gear efforts towards other age groups by developing strategies geared towards them. A larger membership leads to larger partnerships with outside sponsors.

Tour Report – Sweeton

Andrew gave updates on this year's events and leagues on the schedule.

YTD breakdown:

2012 YTD vs 2011 YTD Tour Breakdown																				
	Totals			Location			Tier Level													
	Total	Paid	Unique	US	Canada	Intrntl	Major	NT	A	B	C	A/B	B/C	C/A	C/B	XA	XA/XB	XB	XC	Leagues
2012 YTD	1599	1566	1501	1230	23	248	8	6	55	373	858	10	3	1	32	4	1	5	22	123
2011 YTD	1301	1262	1258	1022	20	216	9	9	55	365	740	10	4	3	32	3	1	7	24	0
Difference	298	304	243	208	3	32	-1	-3	0	8	118	0	-1	-2	0	1	0	-2	-2	123
% Difference	22.9%	24.1%	19.3%	20.4%	15.0%	14.8%	-11.1%	-33.3%	0%	2.2%	15.9%	0%	-25.0%	-66.7%	0%	33.3%	0%	-28.6%	-8.3%	12300%

YTD Growth without Leagues						
	Totals			Location		
	Total	Paid	Unique	US	Canada	Intrntl
2012 YTD	1476	1443	1378	1114	23	241
2011 YTD	1301	1262	1258	1022	20	216
Difference	175	181	120	92	3	25
% Difference	13.5%	14.3%	9.5%	9.0%	15.0%	11.6%

Event Statistics report:

YTD Reported Event Statistics							
	Reported Events	Total Players	Pro Players	%	Am Players	%	Pro \$
2011 YTD (est)	959	66171	22283	34%	43888	66%	\$1,558,209
2012 YTD	1097	74992	23696	32%	51296	68%	\$1,569,170
% Diff	14%	13%	6%		17%		1%

League stats

Reported League Lengths and Players				
Format	Count	Total Wks	# of Players	Avg/wk
6 weeks	7	42	648	15.4
7 weeks	2	14	287	20.5
8 weeks	7	56	1,356	24.2
9 weeks	8	72	787	10.9
10 weeks	39	390	6,821	17.4
Total	63	574	9,899	17.2

\$ 4,949.50

PDGA Technology Report - Ganz

Steve went through Google analytics to show that page load time has decreased, traffic has increased dramatically, visits are higher, and bounce rates are lower.

Coverage of tournaments drives traffic to the website; more traffic comes from Twitter and Facebook; coverage of our sport means everything to the growth of the sport. Audio coverage is another avenue we should consider.

Steve also listed several feature enhancements made to the website:

- Sort on any column on a statistics page
- On historical events the player rating will reflect the rating at that time
- Division count on results page
- Hover over a player to get their home town information
- Non-current can't see rating anywhere
- Upcoming events for every player
- Place is now calculated after each round instead after the final round
- Unofficial results don't switch to official until the ratings update,
- Released the first update to the Tournament Administration page in 9 years and renamed TM (Tournament Manager)
- Better flow, messaging, live scoring has been updated

Along with enhancements Steve cleaned up some pages including the women's page and the IDGC page. He will continue to clean up the code on the pages in between other projects.

Accuvant was released as our website vendor and we contracted with Bluespark to handle the transition to the new website platform. Steve is very confident that the new vendor is highly competent. They are very easy to work with and are enjoying the challenge.

The mission is to kill the PDB, PDGA DataBase, and to keep the data on the web, where we can more easily crunch and massage data. The next step is to move towards online membership. Then move towards creating a tournament registration system where TDs can promote their own events on the website and everything will be centralized, all in one place.

Steve would also like to kill the TD report and put it online.

As for the message board it currently contains lots of historical articles so Steve would like to keep it around, but disassociate it from the PDGA – still sponsor it but make it a general forum.

Some other website changes discussed include creating a deceased persons page and make deceased persons stats active, fixing the hole-by-hole, because it currently defaults back to hole 1 or the lowest hole that doesn't have a score by creating a switch to turn that function off.

Android App Update – decision was made to not launch it on our current platform; developers are great, but busy, even though we are paying them have other properties for the office. They can't respond faster than they are and we probably need to find super passionate people who have the strong desire to help.

DiscGolfPlanet Proposal - Duesler

John Duesler gave a presentation on creating a PDGA Media Group. The highest point of any association is good media. John proposes to form a separate entity/partnership known as PDGA media group. We need to stay at the top of what has become the disc golf industry. The main challenge for the future is to keep up with the industry and what happens to the sport. We now have the platforms to be successful, the infrastructure with the CVBs. Membership retention is important and content is king;

The media group will grow member retention and gain more sponsors/advertisers. The proposal is to work together and partnering with DGP to develop top notch content.

Areas of emphasis include the website, Unsolicited Media Management, Brand & Corporate Partnering, Discgolfplanet.tv.

Benefits would include overcoming challenges; PDGA gets the best of the best; it will address urgent needs, and put PDGA in front.

What do you get for the money: Create content for website, including video, articles.

Advisory Board & BOD Appointments - Decker

Bob feels that the organizations needs to consider an Advisory Board – a group of experts that may only show up at a board meeting only when we feel we need to get information, for brainstorming.

Examples – legal, financial, investment banker, media, skilled

Would like to see the approval to form an advisory board?

Once the advisory council is approved a list of skills that this organization always has access to no matter what the elected board makeup.

The advisory council members are not board members and have no voting power.

MOTION (Decker/Feldberg)

Move to form an advisory council with the purpose of providing expert skillsets to the board of directors.

Yes: Shive, McCoy, Rothstein, Jenkins, Decker, Feldberg, O’Cull Duffy

Motion passes unanimously

ACTION ITEM – Each staff and board member to provide a list of skillsets

PDGA Mission Concerns (a minority report) - Shive

The information presented by Peter came from the 2011 Actuals posted by Brian Graham and Tour results posted by Andrew Sweeton. He noted that the PDGA spent about \$200,000 to run its top-down (Majors and NT’s) events, but earned about \$400,000 from its bottom-up (A, B and C-Tier) events.

Peter asks what is the major impact of these two kinds of events? He feels that we are neglecting the bottom-up “grass-roots” effort. There is a double standard. The league program will have the most far reaching impact over the long term. Leave more of the money in the bottom-up events, in the communities to grow disc golf in the grass roots. And make more of an effort to appeal to the recreational players. We would see a much greater effect if we water the grass roots.

State/Senior Games - Jack Kelly

Jack spoke about the State and Senior Games. There is a movement towards multisport event such as the Beach Sports Festivals. Multiple sports being held at the same time at Beach Sports Festivals

The State Games gather sports to be held at the same time. There are 29 states holding State Games, of which 19 have disc golf. State Games is growing and it is a way for exposure in individual states.

The Senior Games is a national event that happens every other year with the next one occurring in Cleveland in 2013. The committee of the Senior Games is very interested in adding disc golf as a sport, but it would have to be an exhibition sport before becoming an official sport. There are 13-14,000 attendees at the Senior Games.

Jack suggests that the PDGA set up a festival atmosphere and give away discs. We could also put marketing material in the packets at the state games.

There is a lot of growth awareness in our sport

Collegiate Disc Golf - Kane

The National Collegiate Disc Golf Championships started in 2007 with 6 teams and by 2012 had 40 teams plus and additional 20 teams in the “First Flight.”

There is a percentage decline in memberships among collegiate players which is due in part to the number of players we are drawing into collegiate disc golf and not in members not renewing.

Alan went through how the NCDGC has evolved to include different levels of qualifiers.

Rankings were developed to create interest and comparability among teams from different regions.

Reasons for Collegiate Disc Golf:

- Opportunity to introduce competitive disc golf
- Students are learning independence
- Well-educated, will become future sponsors
- Turnover – new crop of players every year
- Marketability
- Pique interest, recognition, relatability, vested interest
- Bridge disc golf with the general public

PDGA Benefits:

- Direct:
 - Premier events are PDGA sanctioned
 - NCDGC will require PDGA membership

- Indirect:
 - Lower the average age of members – be members longer
 - New revenue source
 - Potential for new courses

International Report – Brian Graham

Brian reported on the meeting in England during his trip to the European Open.

He also reported on the survey results for the International Survey

2014-15 Majors Bids – Alan Kane

Alan gave a report regarding Majors bids and made recommendations.

Discussion regarding how much time in advance bids are requested. Also discussed was site visits to ensure the venues and courses were appropriate for events of this magnitude and that there are protocols in place for such visits.

MOTION (Decker/Feldberg)

Move to approve the bid for the IDGC to host the 2014 USWDGC.

Y – Shive, McCoy, Decker, Duffy, Feldberg, O’Cull, Jenkins

N – Rothstein

Motion passes

MOTION (Decker/Rothstein)

Move to approve the bid for MOOD Disc Golf to host the 2015 USWDGC.

Y – Shive, Rothstein, Decker, Duffy

N – O’Cull, McCoy, Jenkins

Abstain - Feldberg

Motion passes

MOTION (Shive/McCoy)

Move to approve the bid for the Tulsa Disc Sports Association to host 2014 USMDGC.

Y – Feldberg, O’Cull, Shive, McCoy, Rothstein, Jenkins, Decker

Motion passes

MOTION (Shive/Rothstein)

Move that we reopen the bid for 2015 USMDGC.

Y – Feldberg, O’Cull, Shive, McCoy, Rothstein, Jenkins, Decker

Motion passes

ACTION ITEM: Set new deadlines for bids – Alan Kane, Brian Graham

MOTION (Decker/Shive)

Move to approve the bid for Portland, OR to host the 2014 Pro World DGC.

Y – Feldberg, O’Cull, Shive, McCoy, Rothstein, Jenkins, Decker

Motion passes

MOTION (Feldberg/O’Cull)

Move to approve the bid for Pittsburgh, PA to host the 2015 Pro World DGC.

Y – Feldberg, O’Cull, Shive, McCoy, Rothstein, Decker

Abstain - Jenkins

Motion passes

MOTION (Decker/Shive)

Move to approve the bid for Kalamazoo, MI to host the 2014 Amateur World DGC.

Y – Feldberg, Shive, Decker

N – O’Cull, McCoy, Rothstein, Jenkins

Motion fails

MOTION (McCoy/Feldberg)

Move to approve the bid for Minnesota to host the 2014 Amateur World DGC.

Y – Feldberg, O’Cull, Shive, McCoy, Rothstein, Jenkins, Decker

Motion passes

MOTION (Decker/McCoy)

Move that we reopen bids for the 2015 Amateur World DGC to be addressed at the Spring 2013 Board Summit.

Y – Feldberg, O’Cull, Shive, McCoy, Jenkins, Decker

N – Rothstein

Motion passes

Friday, September 14, 2012

Board Members:

Present: Bob Decker, Rebecca Duffy, Dave Feldberg, Avery Jenkins, Kevin McCoy, Rick Rothstein, Karolyn O’Cull, Peter Shive (departed early for flight)

Quorum present? Yes

Others Present: Executive Director Brian Graham, Dan Roddick, Andrew Sweeton, Sara Nicholson, Marcy Borelli, , Alan Kane, Jack Kelly, Todd Breiner, Shawn Sinclair and John Duesler

Strategic Planning Discussion - Graham/Kelly

Brian Graham and Jack Kelly discussed the purpose and importance of the board creating a strategic plan to set a direction for the organization and to give the office an outline of what the board wants them to pursue. This plan should be a 2-3 page stating strategic objectives.

Some items to ponder when developing the plan are:

- What are our core values?
- Who are we to ourselves, who are we to the outside?
- Boards set strategic guidelines, ethical guidelines
- Staff needs a clear understanding of the what the board expects
- Strategic statement of positions
- The office needs guidance from the board on future pursuits – media, Olympics, tv,
- Board should set general policies to direct the staff
- We need to take members goals into account
- We need to define the goals of the PDGA
- Define an international objective

Professional Disc Golf – Is that our true mission? – Feldberg

Dave Feldberg posed the question, “how do we mix hobby and professionalism?” Dave brought up several questions for the board to consider, especially when creating the strategic plan:

- Do we own the tour or do we want to sell it off to a sponsor or partner to run?
- Do we want a national tour?
- Do we run it, have an external body run it?
- Who controls?
- Competition vs convention
- What is the Worlds invite policy
- Am vs pro still a viable distinction?
- Should we rename the world championships?

Blue Sky Session

The blue sky session extended the conversation and discussion around the national tour and major events and what role they should play in the future.

It was determined that the number 1 item on the strategic plan should be to define what our national tour and major events are.

Course Reviews / Disciplinary Committee - Sinclair

Course reviews for worlds

Who determines the quality of the courses? For the upcoming Worlds in 2013 Executive director Brian Graham appointed Shawn Sinclair and Phil Arthur for the site reviews.

Shawn outlined the areas to be aware of when conducting the course review:

Maintaining the integrity of the competition

- Consistency from one course to the next
- Consistency in literature / website
- Staff understanding their individual course
- Wants to take focus off the scoring spread – the flow of the course

Course flow

- Least amount of backups with alternate pin positions or tees
- Address holes that require spotters
- Different skill levels on courses

Disciplinary Committee

Shawn discussed the need to get the message out that anyone can submit case. At this time the actual process is not known to the majority of the players.

Shawn recommends that once the complaint leaves the Discipline Committee and gets to the sub-committee, there needs to be a deadline so that the process can continue in a timely manner.

Shawn suggests adding board discipline to routine scheduling such as the newly enacted process for tech standards certification.

Shawn also noted that the appeals process needs to be revised so that the appeal does not suspend the suspension.

ACTION ITEM – Check with lawyer regarding sentence about appeals process – Brian Graham

Test Certification

MOTION (Feldberg/Decker)

Move to approve the Ballistic new Ripped Disc.

Motion passes unanimously (Peter Shive absent)

Tour Trailer Future - Graham 30

Discussion surrounding whether we are happy with the trailer concept. If so, do we get new, bigger one as we have outgrown the current trailer? Or, do we remove equipment? Do we repurpose the current trailer for am events?

While the trailer helps to create a presence at our larger tournaments, the trailer takes up a tremendous amount of time from staff administratively and sending staff out to events. Do we want to continue a presence at the events? If yes, then how do we want to move forward?

ACTION ITEM – find new rig for future event presence – Brian Graham, Alan Kane

PDGA Leagues - McCoy

Kevin discussed the new PDGA Sanctioned Leagues. The largest positive was that we had 241 new members that signed up through leagues, of which 43 only played leagues.

The problem that seemed to develop was with the ratings for players that were rated over 974 are decreasing. Kevin discussed this with Chuck Kennedy and Chuck recommends to separate the league ratings from the tournament ratings. In light of this Kevin would like to move to a tier rating or at the least what Chuck suggested and separate them.

Kevin discussed other ideas he has for the league system that include reinvesting funds back to the leagues by offering free memberships or reward the league directors instead of offering the free membership.

Kevin mentioned looking at discgolfsce.com as a platform for leagues on our website. He would also like to see a global system used for leagues so that leagues could compete against each other.

The discussion moved to developing a team league spinoff where the ratings are used in league to develop 9 player teams competing against other 9 player teams.

MOTION (Decker/Feldberg)

Move that we use at least 10% of the \$0.50 revenue from the league program to promote and reward the league program.

Y – Feldberg, O’Cull, McCoy, Rothstein, Jenkins, Decker

Motion Passes

ACTION ITEM – Plan for dual ratings for over 974 after discussing with Ratings committee (Andrew Sweeton, Chuck Kennedy)

BEI Fulfillment Issues - Graham/Breiner

Discussion regarding Breiner Enterprises, Inc. as the fulfillment vendor for the PDGA. For the most part there aren't fulfillment issues, but the issues that do crop up could be easily resolved with better communication from the fulfillment office to the PDGA office.

ACTION ITEM – Fulfillment house to create an accessible document of returned items (Todd Breiner, Brian Graham)

Regional Issues Discussion / Affiliate Clubs – Rothstein

Rick posed the question: “Should the PDGA be involved in both the development and the growth of local disc golf clubs?”

He went on to give a brief history on his background in disc golf along with the regional system utilized in the past in lieu of the current state coordinator system. He discussed the affiliate program and if that is watering the grass roots of disc golf. He suggests that the PDGA partner up with leagues, team plays to grow the membership and utilization of the affiliate club program.

Educational and Youth Development Strategies - Feldberg

Dave discussed developing two separate funds to facilitate the growth of disc golf for high school age children. The funds consist of a Youth Development Fund of which he offered to start the fund with \$1000 of his own money.

The second fund would be an Educational PDGA Awareness fund that would pay for the production of print and digital media explaining the basics of disc golf. Dave offered to start the fund with \$1000 of his own money along with \$1000 from Ken Climo.

MOTION (Feldberg/Decker)

Open a Youth Development Fund with \$1000 from Feldberg.

Y – Feldberg, O’Cull, McCoy, Rothstein, Jenkins, Decker

Motion passes

MOTION (Feldberg/O’Cull)

Open a PDGA Educational Awareness Fund with \$1000 from Dave Feldberg and \$1000 from Ken Climo.

Y – Feldberg, O’Cull, McCoy, Rothstein, Jenkins, Decker

Motion passes

ACTION ITEM: Discuss newly formed funds – Dave Feldberg, Brian Graham

ACTION ITEM: Discuss formation of 501(c)(3) for donations – Marcy Borelli, Bob Decker

Courses for Campuses - McCoy

Kevin presented the Courses for Campuses program in which he would like to develop a program to build 9 hole courses on college and high school campuses. He is currently working on a prototype course and looks to have a pilot program in 2 different states with 2 courses in a similar locale in each state to foster a competitive league between campuses.

Disc Golf in the Kingdom – Roddick

Stork suggests that we all read or re-read Michael Murphy’s “Golf in the Kingdom” to remind us that what we’re all involved in is much more than just a game. For many of us, it has become a most central part of our lives and thus we, gathered here, have what might be seen as a sacred trust.

Shivas Irons and Seamus McDuff can help remind us of that obligation and opportunity.

We, as a group, are doubly blessed because we have the opportunity to both play this wonderful game and also a chance to guide its development. Many people go through their entire lives and never are blessed with such a trust.

These opportunities shouldn’t be taken lightly. When we look at how such trust is routinely squandered by our political representatives we should observe and avoid duplication. Our sport can be life fulfilling at its best and we must give it our best as well.

In doing so, I hope we will be mindful of several things:

- To never lose touch with the playing experience. Witness other more "mature" sports. All in all, too many "suits" spells trouble. Just sayin' ...
- To continue to foster the diversity of play from the fun of the most casual duffer round to the most elite level of championship play. It all matters.
- To preserve the opportunity for easy access to the decision-making process of the sport. We do our best work with the help of many.
- To think BIG and always seek to magnify the effects of our efforts and the efforts of others. We want to plant seeds that GROW wild and make our game an ever more satisfying part of our lives. Shivas would expect no less from us.

ACTION ITEM: Read or reread Golf in the Kingdom or view the film – all staff and board members

Closing Remarks

Rebecca Duffy thanked everyone for attending and their contributions. Some points to ponder further include:

NT/Worlds invite criteria

Tour trailer

Youth and education development