

**Board of Directors Teleconference Minutes**  
**Professional Disc Golf Association (PDGA)**  
February 12, 2013

**Board Members:**

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

*Quorum present?* Yes

*Others Present:* Executive Director Brian Graham, Dan Roddick, Pat Govang

**Proceedings:**

*Meeting called to order* at 8:32pm EST by Board president, Rebecca Duffy

Rebecca Duffy announced that David Feldberg had resigned his position on the PDGA Board of Directors for personal reasons.

**Old Business:**

*Meeting Minutes*

**MOTION** (Shive/O’Cull)

Approve the meeting minutes of the January 2013 teleconference.

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

Motion passes 6-0

*Closing of On-line Motions*

Motion: (O’Cull/Rothstein) – To accept Pat Govang’s Strategic Plan proposal. (Passed 5-1)

Motion: (McCoy/O’Cull) - To approve the agreement with CAP Sports to distribute 4 disc golf cable television programs (Passed 4-2-1)

*Headquarters Update*

*Memberships - Nicholson*

As of 2/6/13, the PDGA had 8,422 active members and lifetime membership #57396 had been issued

- Compared to 6,307 active members at the same time last year
- This represents a 33.5% increase in memberships thus far in 2013

*Office Report - Graham*

*Finances*

The 2012 year end organizational financial report is nearly complete and will be available for board review later this month. The accounting firm of Pennington and Barry has been engaged to perform our 2012 year end financial audit.

*Tech Standards*

Approvals of the following discs and targets in the past month by the tech standards committee were certified by the PDGA Board of Directors via online poll:

- Certify TSC approval of one disc (P3) from Discmania Oy. (Passed 4-0)
- Certify TSC approval of the "Black Basket" target by Westside Golf Discs. (Passed 6-0)

- Certify TSC approval of three discs (Assault, Sabotage, Vendetta) from DMI Sports, a new disc manufacturer based in Pennsylvania. (Passed 5-0)
- Certify TSC approval of the "Shock" disc by MVP Disc Sports. (Passed 6-0)

### Tour Report – Sweeton

#### 2012 Tour

Final Tour Stats - 2012 vs 2011																				
	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
<b>2012</b>	1688	1688	1618	1323	23	272	8	6	55	390	947	10	4	1	36	4	1	5	24	127
<b>2011</b>	1384	1339	1334	1088	21	225	9	8	55	383	797	10	4	0	33	4	1	4	26	0
<b>Difference</b>	304	349	284	235	2	47	-1	-2	0	7	150	0	0	1	3	0	0	1	-2	127
<b>% Difference</b>	<b>21.97%</b>	<b>26.06%</b>	<b>21.29%</b>	<b>21.60%</b>	<b>9.52%</b>	<b>20.89%</b>	<b>-11.1%</b>	<b>-25%</b>	0%	1.8%	18.8%	0%	0%	100%	9%	0%	0%	25%	<b>-7.7%</b>	<b>12700%</b>

2012 Growth without Leagues						
	Totals			Location		
	Total	Paid	Unique	US	Canada	Intrntl
<b>2012</b>	1561	1561	1491	1204	23	264
<b>2011</b>	1384	1339	1334	1088	21	225
<b>Difference</b>	177	222	157	116	2	39
<b>% Difference</b>	<b>12.79%</b>	<b>16.58%</b>	<b>11.77%</b>	<b>10.66%</b>	<b>9.52%</b>	<b>17.33%</b>

- 1) 1,688 events in 2012 representing a 22% growth rate over 2011 (of which 42% were PDGA Leagues.)
- 2) The eleventh and final Ratings Update for 2012 events will occur on 2/26. At that time the final calculations can be done for:
  - a. 2012 Player Totals and Total Purse
  - b. 2012 POY/ROY Awards
  - c. 2012 Divisional EOY Awards
  - d. 2013 Worlds Invitations

#### 2013 Tour

1. The first Ratings Update for 2013 events will be on March 26<sup>th</sup>.
2. As of 2/11/2013 we have 629 events already listed in the database for 2013 (increase of 350 over last month), and 574 have completed their sanctioning requirements and appear on the online schedule.
3. At this point last year we had 561 events in the database (increase of 12%).
4. We continue to pursue final signed copies of agreements for the 2013 Majors and National Tours (missing two majors, one NT.)
5. Requests have been made from the 2013 Worlds Host's for their registration data requirements. We have the data back for AM Worlds, waiting on Pro Worlds. I'll be working with Todd this week on setting up Am Worlds registration.

6. Important - I'm waiting on the Worlds Committee to approve a standardized Worlds registration process so it can be published.

### *Technology Report – Ganz*

#### *Tournament Registration*

Our tournament registration partnership with Disc Golf Scene has been quite a success thus far. Over 60 events and 1,246 players have taken advantage of the new system in the 2 months since we officially launched. Feedback has been overwhelmingly positive.

#### *Website Development*

Great progress has been made towards completing the major pieces of development of our new website platform. The membership registration system is complete and testing has begun.

Overall, we still have a lot of quality assurance, bug fixing, content migration and back office integration left to do.

#### *Tournament Manager Updates*

Added the ability to quickly switch between tournaments for tournament directors running multiple events.

Working on a single player lookup to compliment the player information page for eligibility checks without having to upload the entire player registration list.

#### *Android Application*

Developers have a couple of bugs they are trying to iron out before releasing the latest beta. Discussions around pricing for the application have taken place.

#### *PDGA Database*

Waiting for Theo to find some spare cycles to begin working on the PDB to speed up data synchronization between the back office and our online systems as well as integration with our new member registration system.

#### *Office Internet Connectivity*

Ongoing discussions with the County to hookup a fiber data connection to the IDGC. Most recent visit was to scout the site to get a scope on the work needed. This connection will be much more stable and likely be at least 10x faster than what we have. This will ideally improve productivity at the office and speed up critical processes like membership and ratings updates.

--- End Technology Report

#### *Strategic Planning*

An engagement letter with Ethosphere Consulting to facilitate the development of a long term strategic plan for the PDGA was signed on January 23<sup>rd</sup>. Pat Govang will be back in the office from February 13-18 to complete our organizational and SWOT analysis, develop survey target groups and questions, and to identify participants for each.

#### *Events Manager Update*

Michael Downes began work as the new PDGA Events Manager on Monday, February 4, 2013. He is currently working to prepare the tour trailer for the 2013 National Tour Elite Series. Michael will be representing the PDGA later this month at the Memorial Championships, where he will be supporting that event and undergoing training by additional office staff in attendance.

### *Beach Sports Network*

Following review by our attorney and approval by the PDGA Board, the PDGA office signed the agreement with CAP Sports to distribute cable television content for the Beach Sports Network to 60 million+ households in 2013. The PDGA will be partnering with Terra Firma Media Group to post-produce four 30-minute disc golf programs for BSN. The first disc golf event to be filmed will be the Memorial Championship and the event is scheduled to be broadcast on numerous regional sports networks around the country at the beginning of April.

### *New PDGA Tour Trailer*

A new 7'x22' cargo trailer was ordered on Jan. 22, 2013 and is expected to be ready for pickup later this month. The custom trailer will contain a small event office in the front end and a larger cargo area in the rear to transport organizational and tour assets. The trailer will be wrapped with graphics and customized to hold our equipment with plans for it to hit the road in early May.

### *Youth & Education Committee*

The PDGA Youth & Education Committee has now been organized with Steve Lambert as committee chairman. This newly organized committee combines and replaces the former Youth committee and Education committee. Committee members as of 2/11/13 are Sarah Cunningham, C.J. Johnson, Adam Wright, Scott Leader, Tony Tomasino, Jorey McComas, Dave Smith, and William Safford. A new Yahoo Group has been created for the committee and the committees matrix has been updated.

- End of Headquarters Update

### *Committee Reports*

Competition – Jenkins reported on discussions by the committee regarding ratings based registration for National Tour Events and Majors to ensure that these events have the best pro players.

Youth & Education – Rick Rothstein was named the board liaison to this committee.

PDGA Europe – Karolyn O’Cull was named the board liaison to this committee.

Technical standards – Bob Decker and Brian Graham reported on discussions and solutions with Prodigy Discs to address a number of overweight discs that were recently released.

Women’s – Karolyn O’Cull reported on discussions and plans by the committee to promote and support women’s only events.

### *Military Committee Discussion - Graham*

Brian Graham gave the board a brief overview of the PDGA’s recent history pertaining to the military and armed forces and requested that we create a Military Committee to explore ways to promote disc golf to members of the armed forces. Pat Govang stated that the Military Commissary System was one of the worlds largest retailers and could be a huge opportunity for the PDGA. The board was in agreement that a Military Committee should be created and Graham was tasked with moving forward on this initiative.

## **New Business**

### *Strategic Planning Process – Pat Govang (guest)*

Pat Govang provided the board with an overview and status of his work on the strategic planning process. A draft copy of his initial organizational assessment and SWOT analysis was also presented and discussed. Pat requested some time to speak with each individual board member later this week.

### **MOTION (Decker/Rothstein)**

To proceed with phase 2 of the strategic planning process with Ethosphere Consulting.

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

Motion passes 7-0

Pat will be visiting the International Disc Golf Center over the next 4 days to continue work on the strategic plan with the office staff.

### **MOTION (Shive/McCoy)**

To adjourn the meeting

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

Motion passes 7-0

Meeting adjourned at approximately 9:45pm EST.