

PDGA Board of Directors  
Spring Summit  
International Disc Golf Center  
May 6-7, 2013  
Minutes

Attendees

Board of Directors

Rebecca Duffy  
Robert Decker  
Kevin McCoy  
Karolyn O'Cull  
Rick Rothstein  
Peter Shive

Staff

Brian Graham  
Andrew Sweeton  
Sara Nicholson  
Marcy Borelli  
Jason Allind  
Steve Ganz  
Michael Downes

Consultants

Dan Roddick  
Jack Kelly  
Pat Govang  
Chuck Kennedy

Guests

Todd Breiner  
Shawn Sinclair  
Harold Duvall  
Peter Crist  
Mom and Oldman Wallis  
Jay and Des Reading  
Alan Kane  
Pete May

Monday, May 6, 2013

The Board went into executive session at 8:30am

Meeting started at 12:25 pm

Rebecca Duffy started the meeting by welcoming the Board, staff and guests. She followed with introductions.

**PDGA Technology Report by Steve Ganz and Pete Crist**

Pete Crist gave a report on discgolfscene.com and PDGA partnership for tournament registration.

Steve Ganz gave a report on the new website which is slated to launch in August. He has commitments from consultants to make the launch happen.

Steve also gave a tour of the new website which included a demonstration of the membership function. Membership numbers are issued immediately and the user is presented with a temporary card that can be printed out. This will eliminate the lag time between a member signing up or renewing and when they show current. It will occur simultaneously.

## **PDGA Organizational Statistics by Chuck Kennedy**

Chuck reviewed the member ratings distribution and showed the growth of different areas.

Some noted observations:

- Number of Open & Master Pro participants is not keeping up with the average growth globally
- It appears that Baby Boomer Pros moving into the older divisions have been helping boost pro participants and average rating in the MPG and MPS divisions.
- The Baby Boomer Ams are also powering growth in the divisions for 50 and older.
- For some reason, the Master Pro & Am divisions have the weakest participant growth among men.
- Overall Pro women growth has been slower than average but Am growth higher than average for an overall net performance somewhat better than average with the older Am women divisions doing the best.
- Junior participant growth is about average. The big story is the high profile emergence of several boys at the highest Super Gold level not only in the U.S. but also overseas which includes the highest rated player ever.
- Outside North America, the primary participants are Pro Men, Women and Boys. The amateur scene is only now starting to develop but only in a few countries.
- The emphasis on Pro divisions outside North America drives down the average level of competition as measured by the average player ratings compared to U.S. for the same division for men, women or over age 39.
- Junior Boys outside North America have higher ratings than the U.S. but participants in Junior girls is almost non-existent.
- Are there higher ratings among European junior boys because only the best can progress into pro when there are fewer opportunities to play in Am divisions at their skill level when Junior aged or eventually older?
- Increases in Amateur participants is the main factor driving overall growth in the PDGA.  
(Tables 1 & 3)

He also discussed 1100 rated rounds and how they are occurring.

He updated the challenge factors in the course directory for the app.

## **Strategic Planning Session 1 – Pat Govang**

The primary goal for the Spring Summit is to frame options around the key themes of the strategic plan so that member surveys can be conducted. There should be a strategic plan in place with goals for 2014 by November. In order to accomplish this there were four sessions with each focusing on a different aspect. The first session discussed the following:

Vision – statement that best captures the future

Mission statements – captures imagination and inspires people

Goals – quantifiable results to determine success

There was discussion regarding the current vision statement and whether it fits our current goals or needs revision.

The discussion then moved to an audience participation session where the current PDGA activities (income and expenses in different areas) were being compared to the mission statement. The areas that were compared were memberships, tournament entries, the Tour, marketing, other sports, international activities, and actions by the board.

The discussion moved to the SWOT Analysis which looks at the strengths, weaknesses, opportunities and threats for the association. This again was an audience participation session.

### **Outside Perception of Disc Golf – Jack Kelly**

Jack Kelly discussed his experience at the NASC conference and how rapidly the sport has grown within the convention. He also discussed the inclusion of the sport at the senior games and the placement of baskets within the athlete's village. If you build it they will come. If you have a story you will get the media.

Tuesday, May 7, 2013

The board went into executive session at 8:00am

The meeting started at 9:00am

### **Disc Golf in the Kingdom – Stork**

Why do this? Why do disc golf? Does it look as fun as it is to play? What makes us us? It has unique appeal. "Sustainable excitement" - Stork

Let's not lose the unique appeal, the momentum and translating it to the spectators.

### **Strategic Planning Session 2– Opportunities continued – Pat Govang**

The discussion continued with SWOT Threats. This again was an audience participation session.

The next phase of the strategic analysis was an audience participation exercise to discuss the top issues in small groups. There were 5 top issues: growth, player experience, operational excellence, member service, and sustainable excitement. Each group evaluated a list of questions to determine if they were relevant to the strategic planning for the future.

### **EDGE Grants Report – Duvall**

Rec'd \$15K from assoc

\$14,700 – 34 grants – 24 states and Guam – reach kids in underfunded or underserved schools

Grants varied – typically they included 40 discs, 3 travelers, and curriculum

Harold discussed the sustainability of disc golf. He suggests the technical standards re-evaluate the high speed, heavy weight drivers.

The USDGC and Innova would strongly support the initiative. The USDGC would be glad to be a test bed if the association requested.

**MOTION – Decker/McCoy**

Motion that we direct the tech standards committee to look into the sustainability issue relative to our equipment standards.

Motion passes unanimously.

**2013 USDGC Rules variance request – Harold Duvall**

Harold requested to modify the OB rule to use the traditional OB rules in certain areas and the other is a hazard area – would compromise most of the rope areas – throw from the hazard area with your penalty stroke. It eliminates staff to make the call.

**MOTION - Shive/Decker**

Motion to approve the rules variance for using traditional OB rules along with hazard rules for the roped areas for the 2013 USDGC.

Abstain – McCoy

Yes – Duffy, Shive, Decker, Rothstein, O’Cull

Motion passes

**2015 US Masters – Michael Downes**

Downes discussed the various bids submitted for the 2015 US Masters

### **MOTION - McCoy/Decker**

Motion to accept Mike's recommendation for the 2015 US master to be held in Charlotte, NC.

Abstain – Shive

Yes – Duffy, McCoy, Decker, Rothstein, O'Cull

Motion passes.

### **2015 Amateur World Championships – Michael Downes**

Downes discussed the various bids submitted for the 2015 Amateur World Championships

### **MOTION - O'Cull /Rothstein**

Motion to approve Kalamazoo for 2015 Amateur World Championships and recommend Madison to submit for 2016 Amateur World Championships.

Yes – McCoy, Shive, O'Cull, Duffy

No – Decker

Motion passes.

### **A Heretic Review Recent PDGA Budget Trends – Peter Shive**

The self described heretic – Peter Shive.

Basic message – the little people in the PDGA community have been left behind.

What might be the PDGA be like? What could it be doing differently? Peter posed a list of 14 items that he would like to see be implemented. These include benefits for TDs and state coordinators, a tour for Amateurs, POY awards for all Pro divisions, and for major Amateur divisions.

### **National Collegiate Disc Golf Championship – Alan Kane**

Alan Kane presented an update on the recent National Collegiate Disc Golf Championship held in April of this year. The NCDGC provides a firm foundation on which to build this segment in our sport. This poses a great opportunity for the PDGA to present their brand to the players. The NCDGC also bridges from recreational player to tournament player, gets them addicted to the tournament play, leads to a larger

number of members. The event is fun and with branding the PDGA to this segment the players will connect the fun times at collegiate tournament with the PDGA.

Additionally, recruiting of new players is done by the team players themselves. As players graduate or advance through school they recruit younger players to carry the torch the next school year.

Based on the points posed, Alan is requesting a sponsorship package from the PDGA.

**ACTION ITEM:**

Task Brian to work with NCDGC to develop a sponsorship package.

**President's Discussion – Duffy**

Thanked staff, board, consultants, and volunteers

Fall Summit – Portland, OR 9/23 & 9/24

**ACTION ITEM:**

Brian to do a feasibility study for changes to junior divisions.

Student membership to change to junior or youth membership.

Next for strategic plan - consolidate information – present to the board – targeted surveys

**MOTION - O'Cull/McCoy**

Motion to adjourn.

Motion passes unanimously.