

**Board of Directors Teleconference Minutes**  
**Professional Disc Golf Association (PDGA)**  
August 20, 2013

The Board entered into Executive Session at 8:40pm EST

**Proceedings:**

*Meeting called to order* at 10:20pm EST by Board president, Rebecca Duffy

**Board Members:**

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

*Quorum present?* Yes

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

**Old Business:**

*Meeting Minutes*

**MOTION** (Shive/O’Cull)

Approve the meeting minutes of the July 2013 teleconference.

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

Motion passes 6-0

*Closing of On-line Motions*

**MOTION:** (Shive/Decker) That we appoint Shawn Sinclair to the Board to serve the three-year term beginning September 1, 2013 that was vacated by Peter’s non-acceptance of his election for that term.

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

Motion passes 7-0

**MOTION:** (Decker/Duffy) Effective October 1, 2013, all PDGA board members and executive staff must annually complete the PDGA Conflict of Interest form and attachment. Failure by a board member to comply with this requirement will result in board determined measures that may include removal of that board member’s ability to vote until such time as the completed form and attachment are received. All PDGA Conflict of Interest forms and attachments for board members and executive staff will be posted to the PDGA website within two weeks of receipt. In addition, all candidates for office will be required to complete a PDGA Conflict of Interest form and attachment as part of their election package prior to being accepted as a candidate. The candidates’ PDGA Conflict of Interest forms and attachments will be published as part of the election process.”

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

Motion passes 6-0

*Headquarters Update*

*Memberships - Nicholson*

As of 8/14/13, the PDGA had 18,427 active members and lifetime membership #60965 had been issued

- Compared to 16,197 active members at the same time last year
- This represents a 13.8% increase in memberships thus far in 2013

## Office Report - Graham

### Finances

As of July 31, 2013 the PDGA had a net financial position of \$1,086,567 compared to a net financial position at the same time last year of \$1,080,367 representing an increase of \$6,200.

The office is in the final stages of completing our annual audit with Pennington & Berry.

The finances of the PDGA remain very healthy.

### Tech Standards

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

- the "Rask" disc from Kastaplast, a new disc manufacturer based in Sweden
- four discs (F1, F2, F3, and F7) from Prodigy Disc
- the "Crank" disc, by Discraft

### Tour Report – Sweeton

#### 2013 Tour

	2013 YTD vs 2012 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
<b>2013 YTD</b>	1693	1663	1629	1322	31	276	10	8	60	432	913	16	6	2	37	1	0	7	19	118
<b>2012 YTD</b>	1460	1419	1402	1155	23	224	8	6	56	364	783	7	3	1	29	4	1	6	23	111
<b>Difference</b>	233	244	227	167	8	52	2	2	4	68	130	9	3	1	8	-3	-1	1	-4	7
<b>% Difference</b>	16%	17%	16%	14%	35%	23%	25%	33%	7%	19%	17%	129%	100%	100%	28%	-75%	-100%	17%	-17%	6%

- 1) We have 1,693 total events in the 2013 database and 1,629 of them are unique and 1,663 of those have paid their sanctioning fees and met all sanctioning requirements and are thereby listed on the online calendar. This is 16% growth over the same time last year.
- 2) Since the last tour report, the fifth Ratings Update for 2013 events was successfully published on July 2<sup>nd</sup> and the sixth was published on August 13<sup>th</sup>. The next Ratings Update will be pushed back due to the Summit and is scheduled for October 1<sup>st</sup> with a report submission deadline of September 10<sup>th</sup>.
- 3) The National Tour Points are up-to-date through the Beaver State Fling and were posted the week after that event.

### Technology Report – Ganz

#### Worlds Website Traffic

We broke website traffic records this past Saturday. Surprising even me, our visits, unique visitors, and pageviews were all up over our previous record set last year in Charlotte. I didn't expect a solo Pro Worlds would eclipse last year's record set during a combined Pro/Am Worlds.

Some possible reasons for this.

1. Generic growth and increasing interest in the sport.
2. The sustained stability of PDGA.com over the last year and a half has restored faith in the PDGA brand online as the go-to for tournament coverage.
3. Live scoring and play-by-play commentary via Twitter

4. The outstanding divisional competition that led to so many battles coming down to the wire.

What I found most interesting is that last year's record was set on a Thursday, as was the previous record (see below), and this latest record was set on a Saturday. This is why #4 may have had something to do with it.

Saturday, Aug 10th, 2013 now holds the mantle of most single day traffic for PDGA.com



Visits: 40,720 (+11.34% over previous record)



Unique Visitors: 21,574 (+2.32%)



Pageviews: 313,758 (+36.33%)



Pages / Visit: 7.71(+22.44%)



Avg. Visit Duration: 00:20:19 (+39.08%)

Thursday, Jul 19th, 2012 was our previous single biggest day for traffic in the history of PDGA.com



Visits: 35,688



Unique Visitors: 19,597



Pageviews: 267,079



Pages / Visit: 7.48



Avg. Visit Duration: 00:17:46

Prior to 2012 our biggest day for traffic occurred on Thursday, Jul 30th, 2009 during the combined World Championships in Kanas City.



Visits: 20,498



Unique Visitors: 11,849



Pageviews: 144,146



Pages / Visit: 7.03



Avg. Visit Duration: 00:08:09

### *New Features*

- Added last updated timestamp for Current Registration and Unofficial Results views of Tournament Results
- For the first time since 2005, we were able to preserve unofficial round ratings for divisions with multiple pools after the shuffle and throughout the tournament.

- We now have the ability to link directly to any historical live scoring round. Previously, only the most recent live scoring round for a tournament was accessible. Now, we can retrieve any round we want.
  - For example, here is a link to Pro Worlds MPO Round 2.  
<http://www.pdga.com/tournament/live.php?TournID=14311&Div=MPO&RoundID=2328>
  - More Worlds rounds here:  
<http://www.pdga.com/2013worlds/announcements/pro-worlds-live-scoring>
- Pete Crist has added support for team events to the registration system at Disc Golf Scene

#### *Platform Launch*

Fine tuning and bug fixing continues on the new website. To ensure a September launch, we're going to release the migrated website on the new platform without the integrated membership registration system. There are too many moving parts to try and manage this release as it is, so to mitigate risk, it was decided the best course of action is to break them up into separate releases.

Once we launch the website on the new platform, I will only have one website to manage which will give me the time necessary to focus on the membership registration system and integration with our fulfillment vendor.

---- End Technology Report

#### *Strategic Planning*

The long term strategic planning process continues. Pat Govang submitted a revised agreement on July 8<sup>th</sup> outlining the following scope additions and October deliverables, with a project completion date of October 30, 2013.

#### Scope Additions:

1. Conduct a survey of the entire membership.
2. Facilitate a long term planning session at the Fall Summit.
3. Summarize the results of the Fall session, submit final project documents.

#### Deliverables:

1. Draft of Vision and Mission statements
2. Draft summary of Goals, Strategies, Actions and Results
3. Draft list of Key Performance Indicators
4. Supporting Documentation

#### *PDGA Elections*

The 2013 PDGA elections concluded on July 31. 17,472 ballots were sent out to eligible members with 3,861 members voting, representing a participation rate of 22.10% of eligible voters. Kevin McCoy and Peter Shive received the most votes and secured 3-year terms on the board of directors from September 2013 through August 2016.

#### *Amateur World Championships*

The PDGA Amateur World Championships took place on July 6-13 in Emporia, Kansas to rave reviews from the participants. The local organizing committee, lead by TD Jeremy Rusco, was one of the better prepared groups to ever host the event and the competitions and festivities all ran very smoothly. Emporia Kansas was one of the most hospitable and welcoming cities that has ever hosted a PDGA Major, demonstrating that our near future success may be tied to smaller to medium sized markets. The true amateur format was successfully implemented this year for the first time, meaning all competitors received a very nice player's package and the winners received trophies. The format was very well received by the membership in attendance. A full financial report will be forthcoming.

### *European Open*

Executive Director, Brian Graham attended the 2013 European Open in Nokia Finland and reports back that it was one of the most professional and successful events in the history of disc golf. The final round of the four day event was attended by an estimated 3000 spectators and was broadcast live on Finnish national television. Tournament director, Jussi Meresmaa is to be commended for his work not only on the event but also in helping make Finland one of the fastest growing areas in the world for disc golf. Graham also met with a number of promoters, tournament directors and country coordinators at the event regarding a number of topics including future PDGA Majors in Europe.

### *Professional World Championships*

The PDGA office staff has just returned from the 2013 Professional World Championships, which took place on Aug. 3-10 in Crown Point, Indiana. Despite some early internal challenges, the event ran smoothly and was a resounding success due to a good working relationship between the PDGA staff, LOC and tournament staff. A full financial report will be forthcoming.

### *Connect Sports Conference*

Brian Graham will be attending the Connect Sports Marketplace Conference in Milwaukee, WI on August 22-24. A full schedule of 40 face-to-face meetings with sports commissions and visitors bureaus from around the country has already been pre-scheduled, including meetings with a number of cities that will be hosting PDGA Majors in the next 2 years.

- End of Headquarters Update

### *Committee Reports*

Senior Committee – Rick Rothstein reported on the senior committee and ongoing work by chairman Bill Griffith to create an operations manual for the committee.

### *Strategic Planning Update - Govang*

Pat Govang gave the board an update on the timeline of the organizational strategic plan and survey that is about to be sent to all members. The survey is scheduled to be launched on 8/28/13 with a deadline of 9/6/13 to reply.

## **New Business**

### *2014 U.S. Masters Report - McCoy*

Kevin McCoy gave the Board a status report on his recent site visit to Tulsa, Oklahoma to perform a course review and attend planning meetings for the 2014 Tim Selinske U.S. Masters Championships. The intention of the local organizing committee is to raise the bar for the event and to create national championships for select field events.

### *Official Statement – Shive*

I regret having to leave the Board. I would be happy discuss the reasons at greater length with any future Board member. I wish the best to the current Board and to the PDGA.

### *Future of the Pro Worlds – Graham*

Brian Graham outlined recent internal discussions for potentially changing the Pro Worlds model and other National Championships so that they can reach a higher level of professionalism. A Fall summit agenda item has been scheduled for more detailed discussions on the topic.

*2013 Fall Summit - Graham*

Brian Graham reminded the board that the Fall summit would be held on Sept. 23-24 in Portland, Oregon on the Monday and Tuesday following the U.S. Women's Disc Golf Championships. Graham requested that Board members submit agenda requests as soon as possible so the office could begin work on the schedule.

*Marco Polo Program – Graham*

Brian Graham informed the Board that an application for a Marco Polo grant had been sent to them for review and that an online poll would be set up for voting. Peter Shive stated the need for the Board to have a process in place for longer term evaluation of the projects to determine success.

Action Item: Add a requirement in the Marco Polo Grant agreement for longer term reporting by the grantee, so that the office can determine the success of the program.

The Board entered in executive session at 10:50pm EST, and exited executive session at 10:53pm EST.

**MOTION** (Shive/Decker)

To adjourn the meeting.

Yes: Duffy, Decker, McCoy, O'Cull, Rothstein, Shive

Motion passes 6-0

The meeting was adjourned at 10:54pm EST.