

**Board of Directors Fall Summit Meeting**  
**Professional Disc Golf Association (PDGA)**

**September 23 -24, 2013**

Tuesday, September 24, 2013

Board Members: Rebecca Duffy, Robert Decker, Kevin McCoy, Karolyn O’Cull, Rick Rothstein, Shawn Sinclair, and Dave West.

*Quorum present? Yes*

PDGA Staff: Brian Graham, Andrew Sweeton, Michael Downes, and Sara Nicholson.

Consultants: Dan Roddick, Pat Govang, Chuck Kennedy

Guests: Todd Breiner

Meeting called to order at 9:03am by Board President Rebecca Duffy

### **Event Stats (Sinclair)**

*The million dollar question how do we get more members and retain them?*

Items to consider:

- Is the membership cost too high/low?
- Would we get more members with a different fee structure?
- What do other organizations charge?
- Is it worth the risk?

2012 Memberships:

- 18089 Paid Members
- Amateurs 13,207 x \$50 = \$660,350\*
- Pros 3,965 x \$75 = \$297,375\*
- Jrs 917 x \$30 = \$27,510
- \$10 fees +/- \$190,000
- Total = \$1,175,235

\*Note this estimate excludes discounted and comp membership totals.

2012 Tournaments Played:

- 107,006 Total individual tournaments played
- 33,063 Total unique players
- 18,862\* PDGA unique
- 14,201 Non PDGA unique
- 20,000 +/- Non PDGA total
- Some players pay the \$10 before renewing.
- Some players play multiple events at \$10

What do other organizations charge?

- USA Triathlon: Adults - \$45, Youth - \$15
- US Masters swimming: \$43
- US Bowling Congress: Adults - \$21, Youth - \$17
- USA Table Tennis: Adults - \$49, Youth/Collegiate - \$25
- American Motorcycle Assoc: \$49
- US Tennis Assoc: Adults - \$25, Youth - \$20
- USA Racquetball: Adults - \$50, Jr - \$25
- Surfing America: \$50
- USA Ultimate: Adults - \$50, Youth - \$30
- USA Skiing Assoc: Adults - \$150, Youth - \$80

Suggestion for New Membership cost Tiers:

- 18,089 PDGA members 2012
  - 17,172 Ams & Pros
    - @ \$40 = \$686,880
  - 917 Jr's
    - @ \$15 = \$13,755
- Total = \$700,635

What this suggested cost scale would do to us financially:

Estimated total with current membership fees = \$1,175,235 – 700,635 (amount that the new breakdown will subtract from our income. We would need \$474,600 more to break even.

How would we get this amount to break even?

- Need 11,865 new members at \$40 to break even with \$10 fees. 7115 without \$10 fees
- We had 14,201 unique non PDGA players.
- 84% conversion rate to break even with \$10 fees.
- 50% without \$10 fees.
- So the unknown issue is the \$10 fees?

Is the risk worth it?

- How large of a potential loss would the PDGA be willing to absorb for this type of effort?
- Are these membership prices too low?
- Would \$50/\$25 work better?
- Should we raise the price of the one event fee?
- Should we apply the one event fee towards a new memberships or renewal?
- Do we leave it alone?

Discussion: Change it or leave it alone?

It's not about price it's about worth. If people value something and want to do it/join then they will. It shouldn't be about making the membership cheaper, but making it better.

The Pros play \$25 more than the Amateurs to help fund and market the Professional Tour. We have to be more transparent about what we are doing for disc golf and our members.

## **Strategic Planning Session (Govang)**

(Rundown of Monday's strategic planning)

### Mission Statement: Growth

- Grow the awareness of disc golf through:
- Sustainably leverage our social-networks broadcasting media to share our top competitions to the broadest audience possible.
- Exposing disc golf to millions of kindergarten through 5<sup>th</sup> grade youths and expanding our collegiate competitive program.
- Collaborating with clubs and other partners welcome new players
- Targeting increasing the number of women players and supporting efforts to grow specific demographics.

### Metrics:

- Competitive golf viewership and social network growth. Goal: >25%/year
- % of sustainable K-5 and collegiate programs per region. Goal: 25% by 2016
- Tracking new player (not member) growth across our clubs. Goal: >15%/year
- Women membership growth, women-specific events, new women players. Goal: >25%/year

### Discussion:

Setting the goals and thinking about the organizational change that is needed to reach the goals we set. We have to implement a philosophy for accommodating change. Where are our growth opportunities? We need to be the ones to manage the growth in these high growth areas. It's important for us to create a priority list in order to move forward most effectively.

### Mission Statement: Player Experience

- Make the experience awesome for our competitor and player community:
- Lead, organize, and promote the top competitions with the highest quality possible
- Support and collaborate with our Tournament Directors to evolve, embrace and improve our tournament standards and rules.
- Grow the connections between the player's on-course experience and on-line services.
- Support and collaborate with our network of clubs to identify and implement improvements to benefit the recreation player base.

### Metrics:

- Measure adherence to standards for all Majors, NTs and World Championships; Including qualifications, registration, course standards, event execution and rules enforcement.
  - Goal: All Majors, NTs and World Championships exceeding standards by 2015
- Develop, implement and quantify Tournament Director collaboration network, regional educational and best practices sharing events, and a TD certification program.

- Goal: 100% certification by 2015; 50% of TD attending regional events by 2015.
- Build club collaboration network, refine and expand league program, offer club members a path into the PDGA that is not tournament-based.
  - Goal: 100% affiliate club conversion by 2015; Grow club participation by 100% by 2016; PDGA leagues in 60% of clubs by 2016.

Discussion: Club program needs to offer more it's just a \$5 membership discount.

END OF MONDAY'S RUNDOWN

## Member Service (Ranked #3):

Survey Question: The PDGA Membership structure and prices have both remained unchanged and successful through recent years. Membership income grows steadily at 10-13% each year. Less than 9% of the PDGA known player base (1.2M people) are PDGA members. Please select the following statement you most agree with:

- 25.4% - Approximately 25% of current, active PDGA members do not play in tournaments. Should the PDGA introduce a lower-fee/non-tournament playing memberships those members will renew at the lower rate resulting in an immediate drop in membership income. The current model works well, grows every year and we shouldn't fix what isn't broken.
- 72.4% - Many disc golfers do not join the PDGA because they perceive membership to be for active tournament players. Given that five \$10 temp fees equals one amateur annual membership fee, it's not a surprise that the average member plays just over 5 tournaments per year. The organization needs to appeal to a broader base of disc golfers and offer a compelling membership option for that demographic.

Survey Question: The PDGA Ratings system has been a key membership benefit for the past 10 years. It was developed by volunteers and is designed to handle the high number of variables inherent in disc golf including course style, # of holes, etc. Please select the statement below that you most agree with:

- 28.3% - The ratings system is one of the best offerings of the PDGA. It is highly reflective of the players' skill. The organization should continue to embrace and expand its use of the ratings system.
- 58.6% - The ratings system is a benefit – but there are some flaws. The organization should continue to identify them and improve the system accordingly.
- 4.5% - The ratings system is great for tournaments, but doesn't work well for leagues.
- 6.2% - The ratings system is too complicated and confuses new players. The system should be redone in favor of a simpler, possibly less accurate system.

# #3 Rank: Member Service

	Greatest							Average Response	Rank
	1	2	3	4	5	6	7		
Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.									
Broaden membership offerings online/social networking	176 12%	194 14%	211 15%	228 16%	217 15%	178 12%	224 16%	3.789	3
Measure and improve customer service level	156 11%	158 11%	207 14%	266 19%	230 16%	218 15%	193 14%	3.890	4
Revisit and redefine membership levels to appeal to more disc golfers	559 39%	274 19%	225 16%	131 9%	111 8%	75 5%	53 4%	2.265	1
Increase support and number of programs to assist members in growth	133 9%	264 18%	301 21%	290 20%	239 17%	141 10%	60 4%	3.211	2
Increase first year member renewal rates	73 5%	179 13%	139 10%	164 11%	220 15%	301 21%	352 25%	4.621	7
Increase coverage of top events and offer more free services to non-members	196 14%	175 12%	172 12%	187 13%	234 16%	220 15%	244 17%	3.968	5
Increasing membership renewals for the entire membership	135 9%	184 13%	173 12%	162 11%	177 12%	295 21%	302 21%	4.269	6

Discussion: Member Service - What are we already doing and what more can we do?

Membership levels – It is risky decreasing the cost of membership when the price of everything else is going up. Focus on increasing the value of membership. Possible options to make all sides happy could be including a TD Membership level and a better Club membership. Reevaluate the new member package and initiation. Give more to renewals? Offer individual event ratings to nonmembers as part of the one-time nonmember tournament fee.

Top Membership expenditures:

- Providing and fulfilling membership packages: \$227,000
- Publishing DiscGolfer Magazine: \$155,000

Increase program support/numbers to assist members in growth. – support local clubs to help them grow disc golf in their area; provide credentials for clubs to use when going to their parks departments or local schools. Internal PR growth to these programs we create is as important as the program itself.

Online/Social networking - New features in the future for our website including PDGA member profiles and social networking. There are already new features for player’s profiles including showing their rating at the time of the event for future comparison and showing up and coming events on their profile.

Customer service – be more transparent; find a way to isolate our customer service from day-to-day activities. Our members are the most important but how do we manage our daily tasks and still have time for good customer service. How do we know if we’re doing a good job? Create a ranking of services broken down by member demographics.

Coverage of top events – Continue to grow and improve our World Championship coverage. Cover more top Amateur events. Publish and focus on more coverage of the human interest pieces.

Renewals - Our renewals are low every year, but the low numbers are masked by the increasingly higher numbers of new members. How do we keep the renewal rate up? It all comes back to showing the value of our membership.

## Sustainable Excitement (Ranked #4) (aka Marketing and Media)

There are many opportunities to market the sport. In the past the PDGA, at the request of the members, focused on raising the profile of its top events to both increase general awareness of the sport and create opportunities for large sponsors. The PDGA publishes DiscGolfer magazine. For other marketing and media activity the PDGA distributes funds to a number of external marketing efforts including Discgolfplanet.tv, Beach Sports Network, Disc Golf Monthly and Disc Golf Live. Internally, marketing duties including live event coverage are shared by the staff.

Based on available data, PDGA Membership accounts for approximately 9% of disc golfers. Nationally, .4% of the population plays disc golf and compared to other peer sports – disc golf ranks the smallest. Assuming the others remain constant, at our current growth rates we approach the size of ultimate in 6 years.

Ranked areas of focus by the membership:

- 1) Coordinate and focus our marketing efforts to raise public awareness of disc golf; ie grow the sport.
- 2) Pursue and push for competitive disc golf to be on television. The Beach Sports Network relationship this year offers 4 programs on disc golf at a cost of \$15K. As viewership builds, advertising is expected to cover the production costs.
- 3) Pursue and push for competitive disc golf to be broadcast online where the organization has greater control over the ‘channel’ to the viewer to bring sponsors/advertising revenue.
- 4) Marketing the sport is the responsibility of the players organization, the PDGA should focus and coordinate its efforts with a dedicated marketing resource on staff.
- 5) Reevaluate the validity, focus and impact of Discgolfer Magazine.
- 6) The sport of disc golf will grow with or without the PDGA marketing efforts. The budget in this area should be pared back.

\* Members say grow the sport not just the PDGA.

## #4 Rank: Sustainable excitement (aka Marketing and Media)

	Greatest							Average Response	Rank
	1	2	3	4	5	6	7		
Grow PDGA amongst disc golfers	180 13%	304 21%	238 17%	270 19%	255 18%	125 9%	45 3%	3.140	4
Grow the sport of disc golf	724 51%	278 20%	202 14%	111 8%	49 3%	37 3%	16 1%	1.770	1
Reevaluate DiscGolfer magazine	42 3%	85 6%	123 9%	137 10%	265 19%	463 33%	302 21%	5.013	6
Grow disc golf coverage on television	270 19%	316 22%	272 19%	210 15%	168 12%	111 8%	70 5%	2.832	2
Grow disc golf coverage online	91 6%	269 19%	367 26%	362 26%	218 15%	89 6%	21 1%	2.977	3
Scale back marketing, others will do it	22 2%	16 1%	31 2%	70 5%	131 9%	330 23%	817 58%	6.155	7
Prioritize and coordinate marketing with dedicated staff	88 6%	149 11%	184 13%	257 18%	331 23%	262 18%	146 10%	4.128	5

Discussion –What would be the best “bang for our buck”? DG on TV vs broadcasting online?

TV and online offer different demographics we should try to do both but not spread ourselves too thin. Grow the sport but let others (sponsors) help us carry the financial burden. Kick starting is important to grow the sponsorship, but our current model is too risky, no sponsors are going to buy in to our current model. We need to do more research into our numbers and what is and is not working.

Things to think about:

- How do we count who plays disc golf (improve our demographic research).
- Varied marketing efforts or cohesive strategy – which is better?

DiscGolfer Magazine:

Survey Question: Traditionally the PDGA has subsidized or, as they do now, fully support a magazine. This was viewed as something that legitimized the sport and gave local organizers something to help raise sponsorship. The PDGA spends \$155K on the magazine before postage. Please select the option that you most agree with.

- 44.6% - The magazine should continue in its current form.
- 38.1% - The PDGA should re-evaluate the magazine, its purpose and form.
- 14.1% - The PDGA should discontinue the magazine; reallocate the funds to other identified growth initiatives in the organization.

What the percentage of our members think we should be doing to market disc golf:

- 17.7% - The PDGA should continue its current strategy of funding multiple, member-lead marketing efforts including DiscGolfPlanet.tv, Disc Golf Live
- 35.0% - Disc golf needs to be on TV. PDGA should be doing everything it can to get it there – the cost is worth the benefit
- 30.2% - Only disc golfers enjoy watching disc golf, the appeal of the sport on conventional television is limited. The PDGA should focus its efforts on more online/multi-media event coverage, build an audience that will attract sponsors to advertise on the coverage as opposed to sponsoring a tournament with exposure to several hundred players.
- 7.1% - The PDGA should continue to support independent producers of disc golf content, develop a pay-per-view model that provides the necessary financial support rather than subsidizing efforts today with DGtv, Disc Golf Live and Disc Golf Monthly.
- 6.1% - Disc golf is not interesting on television. The PDGA should abandon such efforts and focus on making its sanctioned events better for the members.

Discussion – Continue DiscGolfer Magazine Support.

Pros – Having our own magazine helps to legitimize the sport. It is a good marketing too.

Cons – Not getting what we need from the magazine (getting stale, same thing over and over). Spending a lot of money on the magazine so we can't do other things.

Thought: The staff and BOD need to have more input in the magazine content.

## Operational Excellence (Rank #5):

(How the wheels turn at the PDGA – the board, staff, consultants and volunteers)

Member ranked areas of focus identified throughout the strategic planning process include:

- 1) Better utilize our state coordinators, Tournament Directors and committees: The PDGA has an extended network of elected state coordinators and volunteer tournament directors. In recent years communication with these groups has diminished. The board could, for example, set the direction to evaluate, define, empower and better utilize these groups to both help realize its strategic plan and improve service to its members.
- 2) Review and revisit business partner relationships: In certain instances the organization works closely with partners such as Breiner Enterprises, our membership collection and processing contractor. Today there is no formal measurement of the performance of these partners and no periodic reviews/requests for proposals from outside to ensure the members are getting the best service and value.
- 3) Invest reserves in initiatives with measurable returns: The PDGA has accumulated significant cash reserves. Through the strategic planning process, the board has the ability to identify and invest in initiatives that will broaden the return to its membership. The board should, for example, define potential investment amounts and the expected returns for the membership and how long it will take for the effort to be financially self-sustaining.
- 4) Revisit the structure and role of the board: The board and the election process by the membership results in knowledgeable, sometimes popular players, becoming board members who often have minimal experience leading an organization the size of the PDGA. The board structure needs to be reconsidered. In the past, when the organization was a bit smaller, the board was active in the running of the PDGA. Today, the board is responsible for the strategic direction and performance of the organization. The board should refine/define its role in the organization by both drafting and adopting policies and identifying/transiting items better handled elsewhere in the organization.
- 5) Define and implement organizational metrics: Organizational metrics are the key items that best reflect how the PDGA is doing its job. They are tracked, reported and used to evaluate performance. Today the PDGA tracks membership, course and tournament growth. Outside of tracking spending to the board-approved annual budget, there are no other organizational performance characteristics measured today.

Greatest							Average Response	Rank
	1	2	3	4	5			
Define and implement organizational metrics	167 12%	234 16%	293 21%	345 24%	383 27%	3.382	5	
Revisit the structure and role of the board	186 13%	255 18%	295 21%	361 25%	325 23%	3.270	4	
Review and revisit business partner relationships	245 17%	302 21%	367 26%	291 20%	217 15%	2.953	2	
Invest reserves in initiatives with measurable returns	242 17%	334 23%	273 19%	270 19%	303 21%	3.041	3	
Better utilize our state coordinators, TD's and committees	582 41%	297 21%	194 14%	155 11%	194 14%	2.354	1	

Discussion – How to better utilize our resources: State Coordinators, committees and other volunteer networks. Who is in charge of the committees: the staff or the BOD? Are we effectively handling the capacity of these larger networks before we hire new staff members?

Mike is working on streamlining/making the state coordinator program stronger. Suggestions on how to make the committees and volunteer programs stronger: smoother transitions for new committee members/state coordinators, better communication, and create standards on how we work with each committee. What we need to do: Talk to the committees about what we want and how we can get there.

Straw Poll: Are the committees a Board only thing? Who controls them?

Unanimous: The PDGA staff should take control of the committees.

#### NEXT STEPS:

Putting together all these ideas and developing a strategic plan. The strategic plan will then be used to streamline our focus on projects/programs that work and drop the ones that are wasting time and resources.

Draft of plan released to BOD: October 18.

When: November 12<sup>th</sup> at the BOD teleconference voting will take place for the plan we will be adopting moving forward. Online discussion and questions will continue on these topics until November.

## Feeder Events (*McCoy*)

Proposal: A means to raise Money for bigger events without going out and begging for cash. No one likes to go out asking for sponsorship but everyone loves playing golf, it turns into an automatic fundraiser without the hassle of cold knocking on business doors.

The model:

- Low to mid entry fees: (\$40 entry), players packs up front (give back up to \$50 in retail)
- 1 day events, with a minimum of 2 or 3 Feeder to qualify for the discounted fees or PDGA sponsorship.
- Tons of side events (Prize CTPS, raffles, silent auctions, etc.)

The money comes from

1. Retail to Wholesale markup
2. Proposed new fees
  - a. (League settings) \$25 sanctioning fee (or waived) with .50 cents going to PDGA and the other .50 cents staying with club hosting the big event.
  - b. Regular fees, but when the big event comes around offer the event sponsorship from their previous fees collected from the feeders.
3. Other fundraising efforts (Raffles, Prize CTPs, Silent Auctions, etc.)

Results

\$40 x 50 players = \$2000 (minus players pack/payout) \$1000

\$5 CTP's x \$50 = \$250 (Donated swag for prizes)

How we would market: The PDGA wants to help raise money for your event or PDGA wants to sponsor your event.

Discussion – Should we do this?

Consensus is no. This is already happening; Tournament Directors are already running feeder events. There is no need for us to create another event Tier level or spend time on this when it already works with our current system. Creating something like this could also cause members to perceive this as TDs/PDGA trying to take money from the Amateurs to give to the Pros.

## Competition Items *(Sweeton)*

### Recommended Competition Changes for 2014

#### Amateur Women Divisional Rating Breaks

Andrew Sweeton and Chuck Kennedy recommend we change the ratings breaks for Amateur Women in 2014 to better reflect the levels of ability we are observing on tour. Currently the spread between the top and bottom players in the Advanced (FA1) division is too great and with the current influx of new female players, the FA3 division is bogged down with newer very unskilled players. We recommend bumping up the ratings breaks by 25 points to close the upper gap and creating a new FA4 (Novice) division for the lower ability players (this also then matches the men's divisions.) This change would require that we make a corresponding change in the PROS PLAYING AM program and the Amateur reclassification ratings criteria to match.

#### Proposed Amateur Women Ratings Changes

		Previous Ratings Requirement	New Ratings Requirement
Advanced Women	FA1	Any (required for 800+)	Any (required for 825+)
Intermediate Women	FA2	<800	<825
Recreational Women	FA3	<750	<775
Novice Women (NEW)	FA4	n/a	<725

#### Matching Changes to PROS PLAYING AM Program

		Previous Ratings Requirement	New Ratings Requirement
Advanced Women	FA1	<850	<875
Advanced Master Women	FM1	<800	<825
Intermediate Women	FA2	<800	<825
Recreational Women	FA3	<750	<775
Novice Women (NEW)	FA4	n/a	<725

#### Matching Changes to Amateur Reclassification Criteria #3 (Maximum Rating)

	Previous Ratings Requirement	New Ratings Requirement
Open Age	<900	<925
Masters Age	<850	<875
Grandmaster Age	<800	<825
Senior Grandmaster Age	<750	<775

## MOTION (McCoy/Rothstein)

Accept Andrew Sweeton's suggestion for the FA4 division and the new rating breaks.

In Favor: All

Opposed: None

Motion passes 7-0

### Uploading of Unofficial Results

TDs should be required to upload their event scores within 24 hours of the completion of their event. Most TDs do upload their scores, but some still don't. Despite it not being a requirement, players believe it is and expect it. We should close this gap now in prep for a future web application.

Discussion – How to handle this? Board agrees that Ganz and Sweeton should handle the implementation of this new expectation to the Tournament Directors.

### A-Tier Added Cash Requirement

A-Tiers have had no reported troubles adding \$1800 to the Pro purse during the past two years. I recommend we raise this to \$2250 which places the requirement halfway between a B-Tier and an NT.

Discussion leads to agreeing to raise the added cash to \$2000 for an A-Tier.

### Tour Mileage Restrictions

The number of tournament players is growing by leaps and bounds, and the number of tournaments each year is growing by leaps and bounds. The only parameter not growing is the calendar itself as we are still constrained by 52 weekends in a tour year, and in some regions of the country, as few as half of that in a viable disc golf season. The 2014 tour will easily have more than twice as many tournaments and twice as many tournament players as there were during the 2008 tour. Attempting to provide protection for a tour twice the size using the same level of minimum mileage restrictions as in 2008, has already become a scheduling hindrance. As the tour continues to grow we will one day need to consider doing away with minimum mileage restrictions altogether, especially for lower tier events, but for now I think we should lower the restrictions as shown below:

Current Mileage Restrictions				
Tier	NT	A	B	C
Major			300	200
National Tour		1000	300	200
A	1000	400	200	100
B	300	200	100	50
C	200	100	50	25

Proposed Mileage Restrictions				
Tier	NT	A	B	C
Major		1250	300	200
National Tour		750	250	200
A	750	300	150	75
B	250	150	75	40
C	175	75	40	

Discussion – Current mileage restrictions vs. Proposed Mileage restrictions

Note: Change wording from restrictions to mileage protections.

### **MOTION (McCoy/Decker)**

Approve Andrew's new proposed mileage protections for 2014.

In Favor: All

Opposed: None

Motion passes 7-0

### Points Requirements for 2014 Worlds

Some Board members have suggested that we need to reduce the number of invites to Worlds. This past year we invited 4,740 Amateurs and 2,265 Pros to Worlds. To provide a feel for how a 25 or 50 percent increase in the point requirement would impact the # of invites, see below.

<b>2013 Pro Worlds Invites Based Only on Points Earned</b>								
Div	2013 Pts Req	# 2013 Invites	125% of Points	# of Invites based on 125%	% Left	150% of Points	# of Invites based on 150%	% Left
MPO	500	1156	625	917	79%	750	815	71%
MPM	250	312	313	175	56%	375	142	46%
MPG	50	375	63	220	59%	75	203	54%
FPO	10	277	13	263	95%	15	246	89%
FPM	10	17	13	5	29%	15	3	18%
	TOTAL	2137	TOTAL	1580		TOTAL	1409	66%

Note: Men's Senior Grandmasters and older and Women's Grandmasters and older who complete ANY PDGA event are invited. The above numbers would not affect those invites.

Andrew's suggestions for Pro Worlds:

- Increase MPO to 750 points (still 815 invites)
- Increase MPM to 300 points (still 189 invites)
- Increase MPG to 65 points (still 220 invites)
- Increase FPO to 25 points (still 207 invites)
- Remove the point requirement entirely from FPM. Any current member in that division who completes a PDGA sanctioned tournament would get an invite.

2013 AM/JR Worlds Invites Based Only on Points Earned								
Div	2013 Pts Req	# 2013 Invites	125% of Points	# of Invites based on 125%	% Left	150% of Points	# of Invites based on 150%	% Left
MA1	500	1470	625	1239	84%	750	1037	71%
MM1	200	312	250	253	81%	300	219	70%
MG1	50	348	63	313	90%	75	280	80%
FA1	15	275	19	232	84%	23	211	77%
FM1	15	17	19	13	76%	23	11	65%
MJ1	150	4	188	1	25%	225	1	25%
MJ2	100	2	125	2	100%	150	2	100%
FJ1	6	3	8	0	0%	9	0	0%
FJ2	6	3	8	2	67%	9	2	67%
	TOTAL	2434	TOTAL	2055		TOTAL	1763	72%

Note: Men's Senior Grandmasters and older, Women's Grandmasters and older, Junior 3 and Junior 4 divisions, as well as all International Players who complete ANY PDGA event are invited. The above numbers would not affect those invites.

Andrew's suggestions for Am Worlds:

- Increase MA1 to 750 points (still 1037 invites)
- Increase MM1 to 250 points (still 253 invites)
- Increase MG1 to 75 points (still 280 invites)
- Leave FA1 as is.
- Remove the point requirement entirely from FM1 and the Junior I and Junior II divisions. All of those divisions have had very few invites generated under the current points system. Like the senior divisions and the younger junior divisions, any current member in those divisions who completes a PDGA sanctioned tournament would get an invite.
- Due to a few requests from players, consider adding the Senior Legend and Grand Legends Amateur Men's divisions with no points requirements for an invite.

Discussion – Should we do this?

Huge paradigm shift of making it an elite event with elite players vs the family atmosphere it has been in the past. Should we make it ratings based? Agreed we should not change it for 2014 so late in the year and decide if we want to make changes for 2016. Ultimately this should be decided after the strategic plan has been implemented.

TD Reward System

For several years the idea of a TD Rewards program has been discussed. Andrew put together a TD points calculation using criteria based on player fees generated by tournaments:

\*Majors – no points – the PDGA pays into these events already (stipend).

\*Leagues – no points - the LD receives something already (50 cents per player per week).

NTs – 5 points per player

A-Tiers – 4 points per player

B-Tiers – 3 points per player

C-Tiers – 2 points per player

Mixed Tiers – points assigned accordingly (example: A/B – 4 points per Pro, 3 points per Amateur)

For the 2012 Tour year this would have generated 258,954 points across all TDs. Potential rewards the Board might consider would be 5% back, which equals **\$12,947.70** in "TD Bucks" or 10% back which would be **\$25,895.40** in TD Bucks. TDs would be able to redeem their TD Bucks at the PDGA Store for tournament supplies, etc.

Misc:

- We would need to offer more stuff in the online store and speed up our delivery process of online orders.
- Automate the process so points are calculated automatically online and eventually be in the TD's personal profile page. If the TD redeems point then they will be instantly subtracted so the TD always knows how many points are in their "account". (It could be done manually until the technology is in place)

Discussion – The board directed us to create this reward proposal, where do we go from here?

Answer: Wait until the strategic plan is in place before moving forward on this proposal.

Item for Consideration

PDGA Rules Exam Levels

PDGA Competitor Exam

An exam administered by the PDGA that when passed demonstrates a member's basic knowledge and understanding of the PDGA Official Rules of Disc Golf which govern play. This exam is required for all competitors in PDGA sanctioned events above a B-Tier and PDGA Sanctioned League Directors.

This exam is open book and includes 20 multiple choice questions on fairly simple disc golf rules and penalties. An experienced player should be able to take this test in 15 minutes or less.

This exam is provided for \$10 and is good for three years or until a major rules revision occurs.

PDGA Tournament Official Exam

An exam administered by the PDGA that when passed demonstrates a member's advanced knowledge and understanding of the PDGA Official Rules of Disc Golf which govern play, as well as the PDGA Competition Manual for Disc Golf Events which outlines guidelines and procedures for running PDGA sanctioned tournaments. This exam is required for all PDGA Tournament Directors, Assistant Tournament Directors, and those designated as Tournament Officials for a tournament.

This exam is open book and includes 30 multiple choice questions on basic rules and penalties as well as tournament procedures. An experienced TD should be able to take this exam in 30 minutes or less.

This exam is provided for \$10 and is good for three years or until a major rules revision or competition manual revision occurs.

PDGA Certified Rules Official Exam

An exam administered by the PDGA that when passed demonstrates a member's comprehensive knowledge and understanding of the PDGA Official Rules of Disc Golf which govern play, the PDGA Competition Manual for Disc Golf Events which outlines guidelines and procedures for running PDGA sanctioned tournaments, as well as the ability to correctly apply those rules, guidelines, and procedures to complex scenarios. This exam is required for PDGA Marshals and recommended for Competition Tournament Directors for all PDGA Majors and National Tours.

This exam is open book and includes 50 multiple choice questions on advanced rules, penalties, tournament procedures, and complex scenarios requiring the application of multiple rules. This exam is provided for \$10 and must be passed every two years.

Discussion – The exam is currently not a one size fits all. Different exams could better serve our members.

### Pro Payouts to Non-Members

We receive many complaints from both members and TDs concerning non-members taking cash payouts out of Pro divisions in sanctioned events.

Suggestions from Andrew:

I think we should require a player to be a current PDGA Pro member in order to be eligible to accept payout in a Pro division of a sanctioned event.

If a player is not a current PDGA Pro member they would only be able to cash if the first \$75 is withheld by the TD and forwarded to the PDGA for a Pro membership.

If a player is a current Amateur member who wishes to accept cash to turn Pro, the first \$25 is withheld by the TD and forwarded to the PDGA for an upgrade to Pro membership.

If a player is non-member or current Amateur class member and they wish to maintain their Amateur status then the payout would skip them entirely and slide down a place in the standings. The player would NOT receive merchandise in lieu of cash.

Discussion – Should we require a player be a registered Pro to accept cash at a Sanctioned event? No final decision made at this time.

2014 National Tour Schedule discussion:

- Dates
- How many events to include for 2014.

Straw Poll (Keep the events to 8 total on the tour?)

Unanimous - Yes

Summary of NT Schedule discussion: Andrew will keep working on the dates with the Tournament Directors and the BOD will not micro-manage the process. Once final dates are established Andrew will bring this information back to the BOD.

## **Marco Polo Report** (*Downes*)

The Marco Polo Program was conceived and approved by the PDGA Board of Directors in 2011, with an official start date of January 1, 2012. The goals of this program are to support the introduction of Disc Golf into new countries and to strengthen its development in other countries around the world. The program provides funding for innovative international projects that promote the growth of Disc Golf, and that create links between PDGA, the countries, and

the local Disc Golf communities. Since the inception of the Marco Polo Program in 2011, several successful programs have been launched and continue to thrive.

Progress reports for all completed projects have been uploaded to the Marco Polo page on PDGA.com (<http://www.pdga.com/international/marco-polo>).

Now our members are able to see exactly where money has been distributed, why the program was selected, and status of the program, complete with pictures and budge information.

The programs and locations we have assisted thus far are as follows:

Project Location	When Approved	By Whom	Amount	Project Goals	Timeframe	Status
<b>Barbados</b>	2011	Board	\$5,000	New course/Kid clinics	6/2011-2012	Completed
<b>Mexico</b>	2012	AK	\$2,100	Build new course at youth camp	7/20-28/2012	Completed
<b>Ghana</b>	2012	AK	\$5,000	Disc Golf Center/Clinics	6/11-12/1/2012	Completed
<b>Spain</b>	2012	AK	\$4,625	School course in Oviedo	3/2012-12/2012	Completed
<b>Israel</b>	2012	AK	\$5,000	Israel's first disc golf course	8/2012	Ongoing
<b>Scotland</b>	Jun-13	MD	\$1,200	Dunbar School Program	8/1/2013	Ongoing
<b>Australia</b>	Aug-13	MD	\$5,000	Course upgrades/Youth Demos	5/1/2013	Ongoing

What is most important? Growth and promotion or building a membership base?

According to the member survey, growth, is the most important thing to our members which the Marco Polo Program is successful in helping with this goal.

## **Pro Worlds Future (*Graham*)**

Our World Championship events are running at their best level ever in the history of our World Championships. The main problem we continue to have with this event are the courses.

Solution to this problem: Seek out special locations where we control the environment and get out of public parks. Specialized venues that want us to host an event at their facility.

The question to the Board: Is our World Championships a family affair or an elite experience? (Example: European Open Course where an 1000 rated round was 2 over par – more challenging courses)

This proposal could remove the age related World Titles from the World Championship model all together. Is this a change we want to make?

Discussion: What are our options with this proposal? Change Worlds?

Straw Poll to proceed (yes or no)

Consensus: Proceed with the plan to work on implementing this, but leave our World Championships the way they are and create a PDGA Championship elite showcase event implementing this new controlled venue model.

Plan: 2014 seek out venue and get the details in place. 2015 roll out the Championship.

## **Disc Golf Broadcasting Future (*Graham*)**

For 2014 do we want to continue with BSN Network?

If we want to work with them for 2014 they want us to sign a contract/partnership with them moving forward. The contract would not lock us in to a broadcasting group (ie Disc Golf Planet). We can use any broadcasting group for our production of the shows that will be played on BSN.

Discussion: Continue broadcasting on Cable television or put our resources somewhere else.

Note the reach on this network is 90 million viewers. Good idea as long as the cost and the risk stay low.

Straw Poll: Is disc golf broadcasting something the BOD wants Brian to continue to look into?

12 – Yes

1 – No

1 – Maybe

Decision: Brian will get more details and bring the proposal back to the BOD.

## **Technical Standards Update (*Roddick*)**

Stork went through the evolution of our Technical Standards. How they started and where we are today.

The question for us now: What does the future look like for technical standards?

With all the new manufactures and discs on the market we have to be certain we are holding everyone to the same standard and if the disc doesn't meet the standard (i.e. weight limit) we have to start following up and making sure the standards that are in place are followed by everyone.

We have to change the culture so players do not want the illegal discs. There has to be consequences for players using discs that do not meet our technical standards.

## **Closing Comments (*Duffy*)**

MOTION (Decker /West)

To adjourn the meeting.

Yes: Duffy, McCoy, O'Cull, Rothstein, Sinclair, Decker, West

Motion passes 7-0

The meeting was adjourned at 4:44pm PDT

