

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

Victor, West Virginia

May 5-6, 2014

Monday, May 5, 2014

Board Members Present: Rebecca Duffy, Bob Decker, Kevin McCoy, Karolyn O’Cull (via teleconference), Rick Rothstein, Shawn Sinclair, and Dave West.

Quorum present? Yes

Executive Director: Brian Graham

Staff: Toni Giusto

Consultant: Dan Roddick

Welcome and Introductions

Meeting called to order at 9:00 AM by Board President Rebecca Duffy. Welcome remarks and introductions followed.

PDGA Headquarters Report - Graham

Finance

As of March 31, 2014 the PDGA had a net financial position of \$965,357, as compared to a net financial position of \$1,116,037 at the same time in 2013, representing a decrease of \$150,680.

Balance sheets, P&L, and AR Aging report have been uploaded to the Board Yahoo Group for review.

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:

- “Inspire” from Axiom Discs
- “Thief” and “Enforcer” from Dynamic Discs
- "FD2" from Discmania
- "Scythe", “Claymore” and “Dagger” from Latitude 64
- "Boatman VIP Air", "Northman VIP Air", "Shield", "Tursas VIP Air", and "Underworld VIP Air" from Westside Discs.
- "Torrent" from the DGA
- "PA3" and “X1” from Prodigy Disc
- "Pro Basket" target from Prodiscus
- "Four20" from Vibram Disc Golf
- "Hunter Pro" target from Discgolfova
- “Monstrum” from UB Disc Golf

International Disc Golf Center

A three day course design conference was conducted at the International Disc Golf Center this past weekend in partnership with the Disc Golf Course Designers Group. The first year educational event drew over 40 participants and was organized by Chuck Kennedy and IDGC Superintendent Jason Allind. More educational programs appealing to different subsets of PDGA members are planned for the future.

The Magnolia Open, an annual women's only event held each year at International Disc Golf Center will be held on Saturday May 10th and will be 1 of 62 events comprising the 2014 PDGA Woman's Global Event.

The IDGC Amateur Championships will be hosted on May 31 – June 1.

Sports Industry Outreach/Marketing

Executive Director, Brian Graham attended the 2014 National Association of Sports Commissions Symposium in Oklahoma City on March 31 – April 3. The PDGA received 157 requests for appointments from sports commissions and CVB's from across the US, making it one of the most requested groups at the conference.

Brian Graham will be attending a US Sports Congress meeting in Colorado Springs on May 12-14 in his capacity as a member of the USSC Advisory Committee. Disc Golf will be an activity offered to all conference attendees at the 2014 US Sports Congress in Savannah, Georgia in December.

Memberships Manager Report – Sara Nicholson

As of 4/29/14, the PDGA had 17,324 active members and lifetime membership # 65982 had been issued, compared to 14,966 active members at the same time last year representing a 15.8% increase in memberships thus far in 2014.

(YTD membership charts below)

Gender	Division	Total
Female	Amateur	1085
	Pro	276
Female Total		1361
Male	Amateur	12466
	Pro	3482
M Total		15948
Grand Total		17309

Country	Total
Australia	67
Austria	65
Azerbaijan	1
Belgium	28
Bermuda	1
Canada	282
Croatia	13
Czech Republic	25
Denmark	110
Estonia	64
Finland	839
France	177
Germany	173
Hungary	17
Iceland	13
Ireland	1
Israel	3
Italy	11
Japan	82
Latvia	10
Lithuania	13
Mexico	2
Netherlands	47
New Zealand	7
Norway	145
Poland	2
Russia	13
Slovakia	7
Slovenia	1
South Korea	9
Spain	7
Sweden	332
Switzerland	75
Taiwan	10
Thailand	10
United Kingdom	86
USA	14561
Grand Total	17309

States leading in Membership

State	Total
(TX) Texas	1480
(CA) California	1395
(MI) Michigan	890
(NC) North Carolina	741
(FL) Florida	567
(IL) Illinois	534

Ace - Birdie - Eagle Members

Membershiptype	Total
Ace	212
Birdie	188
Eagle	68
Total	468

State	Total
(AE) Armed Forces Canada	9
(AK) Alaska	45
(AL) Alabama	255
(AP) Armed Forces Pacific	4
(AR) Arkansas	105
(AZ) Arizona	235
(CA) California	1395
(CO) Colorado	412
(CT) Connecticut	77
(DC) District of Columbia	3
(DE) Delaware	68
(FL) Florida	567
(GA) Georgia	469
(GU) Guam	1
(HI) Hawaii	10
(IA) Iowa	314
(ID) Idaho	129
(IL) Illinois	534
(IN) Indiana	275
(KS) Kansas	290
(KY) Kentucky	299
(LA) Louisiana	60
(MA) Massachusetts	209
(MD) Maryland	129
(ME) Maine	23
(MI) Michigan	890
(MN) Minnesota	427
(MO) Missouri	376
(MS) Mississippi	71
(MT) Montana	56
(NC) North Carolina	741
(ND) North Dakota	23
(NE) Nebraska	82
(NH) New Hampshire	34
(NJ) New Jersey	152
(NM) New Mexico	106
(NV) Nevada	161
(NY) New York	272
(OH) Ohio	504
(OK) Oklahoma	325
(OR) Oregon	469
(PA) Pennsylvania	388
(PR) Puerto Rico	1
(RI) Rhode Island	9
(SC) South Carolina	235
(SD) South Dakota	55
(TN) Tennessee	455
(TX) Texas	1480
(UT) Utah	131
(VA) Virginia	288
(VT) Vermont	19
(WA) Washington	408
(WI) Wisconsin	433
(WV) West Virginia	38
(WY) Wyoming	15
Grand Total	14561

Tour Manager Report – Andrew Sweeton

2014 YTD vs 2013 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
2014 YTD	1246	1197	1204	998	25	181	10	8	59	328	677	16	6	1	31	1	0	3	4	60
2013 YTD	1232	1184	1195	977	24	194	10	8	55	348	636	15	7	2	32	1	0	7	11	63
Difference	14	13	9	21	1	-13	0	0	4	-20	41	1	-1	-1	-1	0	0	-4	-7	-3
% Difference	1%	1%	1%	2%	4%	-7%	0%	0%	7%	-6%	6%	7%	-14%	-100%	-3%	0%	0%	-57%	-64%	-5%

Note: the 2014 numbers have one less week of sanctioning than the 2013 numbers.

- 1) We have 1,246 total events in the 2014 database and 1,204 of them are unique events. 1,197 events have completed all sanctioning requirements including payment and are thereby listed on the online calendar. Please note that the 2013 comparison numbers above included an extra week of sanctioning so the 2014 numbers show a bit lower than they should.
- 2) Since the last tour report, the March Ratings Update was published on 3/18 and the April Ratings Update was published on 4/15. The next Ratings Update is scheduled for 5/25.
- 3) As of the morning of 4/30 we have 62 sanctioned events in the database for the 2014 PDGA Women's Global Event on May 10th which represents over 80% of all sanctioned events around the globe being run on that day. Countries participating besides the United States are Australia, Canada, Finland, Germany, and Japan.

2014 Worlds

Registration for both Worlds opened at midnight on Friday April 18th. To say that registration happened in a landslide is an understatement - nine divisions filled in less than 24 hours. Below are charts showing the divisions and how quickly many of them filled. In comparison, it took about two weeks for the *first* division to fill last year. Chuck Kennedy and I will be working on the course schedules in consultation with the hosts to see if and where we can make adjustments to get a few more players in.

This year 5,852 Amateur members and 2,330 Pro members earned invites to Worlds. My suggestion for 2015 Worlds is the same that I made at the Portland summit meeting - we should increase the number of points needed to earn an invite by at least 50% in order to reduce the number of invitations. A 50% increase in the point requirements would cause approximately a 35-40% decrease in invites in total.

Pro Worlds - 9 of 12 divisions filled				
Div	Spots	Spots left	Waitlist	Time to Filled
MPO	144	0	40	13 hrs 55 min
MPM	72	0	15	17 hrs 10 min
MPG	72	0	9	1 Day 9 hrs 58 min
MPS	24	0	14	16 hrs 25 min
MPL	6	4	0	
MPE	2	0	2	2 Days 7 hrs 41 min
MPR	2	2	0	
FPO	40	0	1	5 Days 15 hrs 49 min
FPM	8	0	1	6 Days 17 hrs 10 min
FPG	8	0	0	3 Days 12 hours 30 min
FPS	2	0	0	2 Days 17 hrs 55 min
FPL	2	2	0	
Totals	382	8	82	

Am Worlds - 9 of 18 divisions filled				
Div	Spots	Spots left	Waitlist	Time to Filled
MA1	288	0	15	3 Days 22 hr 20 min
MM1	72	0	35	12 hr 40 min
MG1	72	0	24	21 hr 49 min
MS1	32	0	20	15 hr 26 min
ML1	4	1	0	
FA1	40	8	1	
FM1	14	0	1	6 Days 15 hr 39 min
FG1	12	5	0	
FS1	2	0	0	1 hr 28 min
FL1	2	2	0	
MJ1	36	10	0	
MJ2	36	18	0	
MJ3	13	0	0	7 Days 11 hr 58 min
MJ4	4	3	0	
FJ1	2	0	3	10 hr 50 min
FJ2	2	0	5	17 hr 15 min
FJ3	4	1	0	
FJ4	4	3	0	
Totals	639	51	104	

Events Manager Report – Michael Downes

As you know, I have been doing Event Management, as well as PRE-Event Management. Prior to NT and Major Events, I coordinate the travel and delivery and receiving of the PDGA Tour Trailer. I handle the inventory of the trailer. I also create and send out press releases to all major media outlets in the area. Prior to NT events, I also coordinate, announce and manage the PDGA Clinic, as well as arrange the shipment of DGA baskets for spectator giveaways. This year, I have attended 5 events so far, including 3 Major Championships in the month of April (Am World Doubles Championships, NCDGC, US Masters), and 2 out of 8 National Tour events (Memorial and Texas States). While I am at an event, I properly brand the PDGA with the assets included in the trailer (tents, banners, tv's, promotional material, etc) and assist tournament teams with the production of their event. I am a marshal for these events, as well as a media person, including the photography.

I am currently putting the finishing touches on the new tour trailer which was purchased last year. We have a plan for it to be on the road for the first time at the USAmateurDGC in Michigan in early June. More space=more assets=happy campers all around 😊

When I am not on the road, I manage the Marco Polo Program, including reviewing the applications for requests for funds, making a recommendation for approval for those that are worthy to our Board of Directors, and allocating funds appropriately. Once the project has begun, I collect reviews and publish on our website. This year we have funded a project in Ireland and it is beginning its development. I handle the Innovation Grants, which are submitted and distributed twice a year. This includes reviewing submissions and making recommendations for grant recipients. After the Board has approved grants, I contact grant recipients and allocate funds appropriately. We are looking forward to reviewing our first round of grants for 2014, which we will award in June.

I have been managing our State Coordinators. After updating the contact list with our newest electees, I set up a facebook page so that all SC's would have a place to discuss strategies, post pictures, advertise events, and share information. Since the page has been developed, we have 35 members in the group, and it is working great. I am on the lookout for another SC to support the large state of Texas, which will divide the responsibility similar to the way it is handled in California.

I have recently been trained to process TD Reports by Big Dog, and have been assisting him with those to take a fraction of a huge workload off his plate.

I am just beginning my second year of work with the PDGA, and all in all, I am quite pleased with the way things are developing. Now that I have a year under my belt, I know what to expect and can begin to implement some new ideas to help bring consistency and standardization to the biggest events in our sport. I continue to learn and grow within my position, and look forward to another great season in 2014!

Technology Director Report – Steve Ganz

Infrastructure

Migration to Acquia was completed in early March and after some tuning our infrastructure is as solid as it has ever been. We're now running 4 load balanced web servers, a search server and 2 database servers. As a result, performance and stability has increased markedly and our ability to accommodate surges in traffic is easier than ever. All of this comes at a much lower cost than before.

Traffic

[PDGA.com](http://pdga.com) and it's associated properties continue to see steady traffic increases year over year. In the first quarter of 2014 we've seen unique visitors increase by 6.22%, sessions increase by 8.02% and pageviews increase by 16.52% over the same time period last year. Average time on the site has increased by 12% and the bounce rate has decreased by 8.75%

pdga.com Audience Overview: Jan 1, 2014-Apr 28, 2014

- **Sessions:** 1,616,805
- **Users:** 441,021
- **Pageviews:** 7,884,563
- **Pages / Session:** 4.88
- **Avg. Session Duration:** 00:05:51
- **Bounce Rate:** 36.02%
- **% New Sessions:** 24.22%

Membership Registration System

Our primary focus remains on finishing the membership registration system scheduled to launch for the 2015 membership season. Technical specifications have been completed and development is underway to make the necessary modifications to better accommodate International membership options and enable guest checkouts which will allow the purchase of memberships and renewals by third-parties on behalf of other members. Development will continue through May at which point we'll be able to

complete the final integration with our internal systems at PDGA headquarters and begin an extensive testing phase.

Enhanced Tournament Registration Integration

Tournament directors now have the option of enabling automatic tournament registration list updates to their event pages at PDGA.com without having to log into the PDGA Tournament Manager and upload. Feedback from tournament directors and players alike has been overwhelmingly positive. We'll be working on increasing awareness of this and other features.

Worlds Registration

The Disc Golf Scene is handling all registrations for both Pro and Amateur World Championships this year. In addition to automatic registration list updates mentioned previously, Pete Crist developed additional features to accommodate these large events like automated checks against invitation lists and qualification criteria, automatic wait-list management, one-click refunds and withdrawals, and many others. While there are some bugs to work out, the system was able to handle the initial rush rather well.

API Access

We are now providing access to our member lookup API to 10 authorized developers who are providing tournament registration services in the United States, Europe and Australia.

Mobile Application Development

PDGA Disc Golf Android App 1.0 is moving along slowly while good progress is being made on the PDGA Disc Golf App version 2.0. We're still a ways away from the finish line on both of these.

Heartbleed

Along with a majority of web servers in use today around the globe, we were also affected by Heartbleed, a vulnerability in the server software responsible for encrypting secure transactions. It was first publicly announced on April 7th and all of our web servers were patched by April 8th and our SSL certificates were re-keyed on April 9th. I have confirmed that our membership and tournament registration vendors have patched this vulnerability in their systems as well.

Media Manager Report – Matt Gregoire

Increase Traffic to PDGA.com

The most important goal I have for the 2014 disc golf season is to bring as much new and/or repeat traffic to PDGA.com as possible. Our website should continue to serve as the first stop for anyone online searching for disc golf content on the web for PDGA members and non-members alike. We accomplish this by having fresh, unique, and creative content covering current and upcoming disc golf events and stories from around the globe.

We are consistently the first website to have an article posted covering each day of our National Tour and Major events and it must remain that way going forward. Combine this with interesting and creative articles in between those events and we will continue to grow our traffic and dominate the web as far as disc golfer traffic. Increasing traffic should lead to an increase in advertising, thus an increase in non-dues revenue.

PDGA Social Media Presence

It took two and a half years to grow the Twitter account from 300 followers to 10,000. In the past 90 days alone @PDGA has added another 1,700 followers, a 17% increase. In that same time period our Facebook page has increased from 25,700 to 34,000 likes, a 27% increase. The same trends exist on our Instagram account and the live tweeting account, @PDGALive.

These upward trends will continue and will only get better as I am now able to commit my full attention to the accounts as a full-time employee. A majority of posts and tweets directly or indirectly link to PDGA.com in some way, which goes right back to the overall goal listed above.

PDGA Weekly Newsletter

This is a project I've been working on for the last few months. It's now cleaner, fresher, has the same look and feel of PDGA.com, and its mobile friendly. As stated in the past, my goal with the new newsletter is to get the subscribers interested in content that we, the PDGA, have been producing on our own website instead of directing them to dozens of other disc golf websites.

The newsletter will eventually feature content from other websites in a separate section, but they will be limited to the highest quality of disc golf sites and articles. The ability to sell ad space in the newsletter is now possible again, and I'll be reaching out to the companies that have shown interest in that here in the next couple of weeks.

We were able to recover the entire email distribution list of subscribers from the previous vendor and we are adding a link to the footer section of PDGA.com to give potential new subscribers a quick way to sign up.

NT and Major Events Coverage

As a volunteer I didn't have enough vacation time to attend all the NT and Major PDGA events to provide live scoring and live Twitter coverage. That's no longer an issue, and we'll continue to use this as a way to provide the fans of disc golf with live scores, commentary, pictures, and even videos (thanks to Instagram). This is something that we get a lot of praise for online, especially when DiscGolfPlanet isn't already there covering it with live streaming video. Our members love it, and at this point I think it's fair to say that the TDs and even the touring professionals have come to expect it.

IDGC Superintendent Report – Jason Allind

The International Disc Golf Center has had a strong and busy start to the 2014 season, we look to continue the momentum throughout the year. In January we began with the annual IDGC Ice Bowl, which was the largest Ice Bowl we have hosted to date. We had 121 players and raised close to \$3000 for the two local food bank charities, we split our donations between a Columbia County and Richmond County Food Bank. In March we hosted our second charity tournament of the year "Easter Seals Disc Golf Classic" for Easter Seals of East Georgia, this was our 3rd annual event. Again it was our biggest Easter Seals event to date at 59 players and raised close to \$2000 for the charity as all prizes were donated. These are both great partnerships between the IDGC and local charities, I look forward to growing these events even more in coming years. The next event at the IDGC is the Disc Golf Course

Design Conference, this is a partnership between myself and Chuck Kennedy. The conference will consist of multiple top course designers in the country coming together to network and talk about best practices in course design. We have 43 conference attendees registered for the first ever course conference and we are thrilled to have them here.

The IDGC Pro Shop is also having a positive start to 2014, we have been busier than we have ever been this time of year. Pro Shop sales from 1/1/2014 to 4/30/2014 are up 15% versus last year for the same time period. Our IDGC Visitor numbers have also increased to 859 versus 814 at the end of April in 2013. The Pro Shop continues to stock all of the disc golf manufacturers that we can at very reasonable prices for the consumer, we consistently have the newest items from all manufacturers at the item release dates. I am also continuing to work with Brian to develop new PDGA Merchandise to house at our online store and the IDGC Pro Shop.

Our community outreach initiatives have also reached a broader population in 2014, we have hosted groups from all over the Augusta area. Visitors have included but not limited to local elementary and junior high schools, wounded warrior project employees, Boy Scout troops, senior living communities, collegiate teams, and travel writers. I also work closely with the Augusta Disc Golf Association to plan events around the community and here at the IDGC. We are collaborating on a Legacy Discs Battle of the Aces event later in the year at the IDGC.

The IDGC courses are under ongoing maintenance, erosion control, trash cleanup, and improvements. The Augusta area was hit with a major ice storm in late February, the courses took on some extensive damage and weak branches/trees are still coming down to this day. Cleanup efforts have been ongoing since then and the majority of the holes and pin positions have been cleared. Upcoming projects for the year will include more pedestrian and cart bridges to ease long walks on certain holes, matching visible pin flags for all the courses, and the possibility of adding a second set of baskets permanently to the Steady Ed Headrick Memorial Course. The Steady Ed Headrick course remains in the short positions for most of the year, which stays in line with Ed's promotional vision and to provide a more recreational friendly course for the average visitor of the IDGC.

Office Manager Toni Giusto introduced herself, gave a brief talk about her experience and what she had discovered in the previous six (6) months, relative to accounting procedures, and monitoring events and membership funds. She and Bob Decker had a 30 minute side discussion about QuickBooks reports and the assigning of classes to track expense. Also Bob made a suggestion about exporting PayPal payments as an Excel template, sorted to categorize, then imported to QuickBooks to facilitate ease of data input.

Discussion continued, with comments from each Board Member and the Consultant;

Shawn - Do we have a new intern (yes, for 6 months, under the guidance of Mike Downes);
Kevin – remarked on his approval of the latest staff hirings (Duffy and Graham concurred);
Dan – stated that regarding the Sports Council attendees' level of interest in disc golf, suggested appointments be streamlined to free Graham up for other PDGA ventures (this was done by presenting each registrant with a FAQ sheet about disc golf);
Brian – said Summits may benefit from the Trade Show model, which incorporates hard work, team building activities, and social activities

Bob – State Coordinators need to be educated as to who Brian Graham is (has been briefly addressed in Mike Downes’ Facebook thread).

An open discussion ensued about invitational Director’s Cup for State Coordinators and Tournament Directors and “Regional Development Centers”, a topic to be addressed later in the meeting.

Headquarters Report ends 8:45 am.

Global Disc Golf Day - Graham

Brian Graham updated the Board on recent discussions with John and Dee Houck regarding the PDGA taking over the Worlds’ Biggest Disc Golf Weekend beginning in 2015. Discussion ensued including a possible name change to Global Disc Golf Day or something similar, and the Innova/Millennium-centric aspect of this event evolving to include all manufacturers, bringing together manufacturers and TDs, promoting beginner friendly disc sales, stressing the concept of new players with plastic in-hand. Dan noted it was like Audubon’s “Big Year” in bird counting. Bob said it would be another educational opportunity.

Disc Golf Foundation - Graham

Brian Graham updated the Board on recent discussions with several board members of the Disc Golf Foundation (DGF), an independent 501(c)(3) charitable non-profit organization with similar goals as the PDGA. Graham had expressed interest in the PDGA assuming management of the DGF in order to make it stronger and fulfill the PDGA’s need to have a charitable arm. Graham further explained that the IDGC endowment currently receives contributions passed through the Disc Golf Foundation, which was established as a not-for-profit vehicle for the promotion of the sport of disc golf. Bob Decker suggested acquiring an existing 501(c)3 organization, rather than create a new one, citing a rather lengthy process. Article of Incorporation and By Laws were requested by Bob, and a suggestion that the Foundation should include a PDGA Board Member to facilitate reporting back to the PDGA.

Break at 10:15 am.

Meeting resumes at 10:30 am.

Disc Golf Sustainability - Issues – Roddick/Graham

Dan Roddick presented to the group an assessment of the risks associated with disc golf in comparison with other sports. He pointed out that all sports missiles from javelins to table tennis balls carry some degree of risk and that risk is greatly affected by the context of use. Given the development of disc golf equipment and use, and the maturity of the sport, he recommended the PDGA take a proactive stance to educate all stakeholders regarding the necessity for responsible play, courses and equipment.

Lunch 12:00 pm – 12:45 pm

Regional Development Centers – Graham

Brian Graham defined a relationship between the PDGA and proposed regional pilot centers, wherein the centers are multi-use course facilities with assets and programs already in place. These could be utilized for the training of a regions’ officials and TDs, and be a source of disc golf promotion and

education. He proposed releasing details of the concept and seeking bids/proposals from regional CVBs, Parks & Recreation and sports tourism entities throughout the US as potential partners in the concept. The board expressed support of the idea and encouraged Graham to proceed with exploration of this program.

Disc Festival vs Elite Event – Graham

Brian Graham reported to the Board that he had investigated the creation of a new elite competition managed by the PDGA but multiple discussions with members of the sports tourism industry had convinced him that a disc festival might be more appealing to that industry. Graham stated that an elite competition with a limited number of competitors did not provide communities with the level of economic impact they required to make a sizable financial investment into the event while a larger multi-disc sport festival could provide those numbers. Graham explained the challenges with the world championships and questioned whether the board was ready to change the focus of these events from a family reunion style format open to all members, to an elite competition for the best players in the world. Graham reiterated the need for a family reunion style event but felt that another event could be created to serve that purpose and could include a tradeshow component for the disc golf industry. Discussion ensued and Rothstein proposed a poll be taken of past winners about ratings opinions. Board members agreed that this would be a good first step. Graham agreed to do more research and to bring more information back to the board.

Day 1 Wrap-up – Duffy 2:15 pm

Rebecca asked what the Board would like to see change at the PDGA. Comments were primarily about embracing the sustainability of disc golf, with Shawn expressing that he'd like to see membership pride grow, citing the level of pride exhibited by tri-athletes.

The meeting was adjourned at 2:30pm EST and the group attended a team building activity.

Dinner – 6:45 pm

Evening Discussions - 9:00 pm

Tuesday, May 6, 2014

Pro Tour Proposal – Steve Dodge (teleconference)

Steve Dodge requested funding to create a for-profit corporation to promote a new National Tour. The proposed corporation would ideally provide consistent quality for players, vendors and spectators on NT events, and would own the television rights to coverage, estimated by Steve Dodge at 20,000 viewers. Steve requested the PDGA re-purpose funds already ear-marked for the current National Tour, and asked for \$140,000 over the next 3 years, with the goal of the new tour to be financially sustainable by the 4th year. He proposed to contribute \$75,000 in personal funding, the project contingent upon \$50,000 being raised by the disc golf community. Should the community NOT support the effort, the project was off the table.

Graham questioned why the PDGA would invest its member's money into funding a for-profit business for anyone.

Dan Roddick questioned Steve about what indicators he used in predicting sponsor growth, as cited in his model. His answer was the PDGA didn't give 100% focused attention on the NT.

Rebecca Duffy commented that weather and Parks & Rec entities are issues to consider when scheduling a 10-weeks-in-a-row Tour, and asked what Steve's plan for that was. Steve replied that the Tour needs to be critical to the event, and that weather would be considered and factored in.

Don Roddick asked what Steve's disc golf remedy for 10-weeks-in-a-row and Cold Turkey the rest of the year was. His response was scheduling, stating that the NT is too beholdng to the Event date, the time between events is too disparate and the drive time from one event to the other is too long.

The Board thanked Steve Dodge for his presentation, promising a May 15th decision date. A discussion followed.

Strategic Plan Implementation – Graham

Brian Graham reviewed the 5 Key Strategic themes from the organizational strategic plan and requested board input in several areas that would allow him to move forward with their implementation. While the following is a broad review, the Executive Director will approach individual Board Members as needed to flesh out a detailed course of action.

1. Grow the sport through broadcasting, educational programs and our club networks – The Board was generally in agreement that we should continue to focus on media growth and that we should support of continue on-line streaming and television broadcasting.
2. Make the disc golf experience awesome for our competitors and player community – Board and leadership to set strategic direction on social media functionality by evaluating and deciding whether to build or acquire/integrate. Graham explained Partnering with DiscGolf Scene for tournament registration has been implemented.
3. Foster an active and engaged membership with a focus on providing the highest quality products and services – A. The Board agreed to discontinue the Affiliate program; B. re-assume responsibility of the Disc Golf Foundation; and C. give Brian the okay to move forward with creating new membership level(s) with a focus on club members
4. Market and grow the awareness of disc golf – A. Broadcast partnering is underway; and B. Board agreed to the hiring of a Consultant with “found money” as an incentive for pay.
5. Relentlessly pursue excellence in how the PDGA operates and accomplishes its goals – A. A strategic plan is operational; and B. the adoption of that planning process is the goal of the current Spring Summit.

Let's Get Educated – Duffy

President Rebecca Duffy queried the Board as to what they think education meant and the following suggestions were made:

Rick Rothstein – Tournament Director training;

Toni Giusto – Reach out to parents of disc golfing kids;

Kevin McCoy – the EDGE program, a curriculum at the IDGC;

Don Roddick – Piggyback on events as an opportunity, i.e. Ultimate camp;

Bob Decker – Boy Scout Jamborees;

Dave West – Educational programs;

Rebecca Duffy & Brian Graham – An “Education” tab on the PDGA website;

Shawn Sinclair – Scholarships from First Tee camp from a non-profit entity, endowment.

Disc Golf's Sustainability – Strategies – Roddick/Graham

Roddick and Graham again outlined the issues of sustainability and proposed embracing a culture of responsibility, laying out a three-pronged approach:

#1. Education and awareness

#2. Responsible course design

#3. Equipment considerations

Dan and Brian stated that, as in all sports, an educated player, aware of his or her responsibilities, has the most effect on overall risk. Key elements will be information for players, signage on courses and manufacturers products that promote responsible use of their equipment. The PDGA needs to dial up this effort now as we take our place as a more mature sport, looking toward our growth in the future.

In the area of course design, PDGA must work with the Course Designers Group to better inform course designers and site hosts regarding the specifics of responsible design, which is intended to minimize risk to players, spectators, the public and the environment. This involves established courses, new installations and event arrangements. The PDGA should also enhance the guidelines for sanctioned events regarding responsible competitive arrangements, especially in regard to interaction with spectators.

In conclusion, it was agreed that a key to all of this effort will be a cooperative working relationship with manufacturers. As the number and substance of manufacturers have grown, we now need a well-organized method to have the disc golf industry fully participate in determining the development of the game, including, most essentially, its equipment. Graham reminded the Board that the creation of a manufacturers group was recommended in the recently completed strategic plan. The Board voted unanimously in support of creating a Consortium of Manufacturers to fulfill that mission.

Day 2 Wrap-up and closing remarks – Duffy 1:45 pm

President Duffy thanked those present for a successful Spring Summit and concluded the meeting.

The summit meetings were adjourned at 2:00pm EST and the group attended a team building activity.