

Board of Directors Teleconference Minutes
Professional Disc Golf Association (PDGA)
March 11, 2014

Proceedings:

Meeting called to order at 8:34pm EST by Board president, Rebecca Duffy

Board Members:

Present: Rebecca Duffy, Bob Decker, Kevin McCoy, Karolyn O’Cull, Rick Rothstein, Shawn Sinclair, Dave West

Quorum present? Yes

Others Present: Executive Director Brian Graham, Dan Roddick

Old Business:

Meeting Minutes

MOTION (McCoy/West)

Approve the meeting minutes of the January 2014 teleconference.

Yes: Decker, Duffy, McCoy, Rothstein, Sinclair, West

Motion passes 6-0

Closing of On-line Motions

Appoint Michael Downes to serve as the chairman of the WFDF International Disc Golf Committee: (McCoy/West)

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

Motion passes 7-0

Headquarters Update

Finance

The 2013 PDGA Year End Financial Report and supporting documents were uploaded to the Yahoo Group for BOD review. The PDGA ended 2013 with a net financial position of \$850,588, as compared to a net financial position of \$823,362 in 2012, representing an increase of \$27,226.

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:

- “Tiger” disc from Paradigm Disc Golf
- “Inertia” and “Switch” discs from MVP Disc Sports
- “Daedalus” disc from Innova
- “Witness” disc from Dynamic Discs
- “Chimera” disc from Deity Discs
- “Impulse”, ”Motion”, and “Tesla” from MVP Disc Sports
- “Outlaw” disc from Legacy Discs
- "Claws", "Gui", and "Wings" discs from Yikun Sports

WFDF Agreement

The PDGA signed a memorandum of understanding with the World Flying Disc Federation (WFDF) on February 24, 2014 to rejoin as a full organizational member. PDGA Events Manager, Michael Downes was approved by the WFDF Board as the chairman of the newly created International Disc Golf Committee at their March meeting. Members for the new committee are currently being identified by the PDGA office.

Beach Sports Network

CAP Sports in Charlotte, North Carolina will once again be managing distribution of the 18 cable television shows produced by Beach Sports Network partners, PDGA, EVP Pro Volleyball Tour, and Upstate Watercross Productions. Terra Firma Media Group will be producing the following four disc golf shows: 2014 National Collegiate Disc Golf Championship, 2014 Japan Open, 2014 PDGA Pro Disc Golf World Championships, and the 2014 United States Disc Golf Championship.

Spring Summit

The 2014 Spring Summit will be held on May 5-6 in West Virginia. The summit will include team building exercises in addition the meetings and is limited to PDGA Board and staff members.

PDGA Tour Trailer

The PDGA Tour Trailer made its 2014 debut at the Memorial Championship in Arizona on Feb. 26 – Mar. 1st. The trailer will be making stops at the Texas States National Tour Event and the Amateur World Doubles events in March before heading to the Collegiate Disc Golf Championships and Tim Selinske U.S. Masters tournaments in April.

IDGC Events

The PDGA International Disc Golf Center hosted an Ice Bowl tournament on January 25th and \$2500 was raised for two local food banks. The IDGC will be hosting another charitable event on March 22 to benefit Easter Seals.

Memberships - Nicholson

As of 3/5/14, the PDGA had 12,886 active members and lifetime membership # 64514 had been issued

- Compared to 11,143 active members at the same time last year
- This represents a 15.6% increase in memberships thus far in 2014

Tour Report – 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	835	782	803	704	9	90	10	8	54	230	434	16	3	2	22	1	0	0	3	20
2013 YTD	857	790	830	711	15	104	10	8	53	247	426	13	5	2	30	1	0	1	4	30
Difference	-22	-8	-27	-7	-6	-14	0	0	1	-17	8	3	-2	0	-8	0	0	-1	-1	-10
% Difference	-3%	-1%	-3%	-1%	-40%	-13%	0%	0%	2%	-7%	2%	23%	-40%	100%	-27%	0%	0%	-100%	-25%	-33%

2014 Tour

- 1) We have 835 total events in the 2014 database and 803 of them are unique events. 782 events have completed all sanctioning requirements including payment and are thereby listed on the online calendar. After an initial quick burst of sanctioning early this year, things have slowed down a bit, but the 2013 numbers above included a few more days of sanctioning so the 2014 comparison numbers show a bit lower than they should (as we are currently averaging about 10

sanctioning requests per day.) That said, there are a few notable items in the numbers in that the non-US events are down 17% and leagues are down 33% over last year.

- 2) Since the last tour report in January, the January and February ratings updates were published on 1/21 and 2/18 to complete the 2013 Tour reporting. The first ratings update for the 2014 Tour is scheduled for 3/18 and the data is currently in Roger's and Chuck's hands and should be published on time. That update will include 82 tournaments and 1 league.
- 3) As of the morning of 3/10 we have 49 events in the database for the 2014 PDGA Women's Global Event on May 10th. Of those 49 WGE events, 47 have met all sanctioning requirements and are listed on the online calendar. Countries participating besides the US are Australia, Canada, Finland, Germany, and Japan. We have reminded the other two TDs (1 US, 1 Australian) what they need to complete to be sanctioned and we have also been sending notes to the TDs of other May 10th events inviting them to include their ladies in the WGE. These invitations have resulted in five of those 49 events deciding to participate in the WGE!

Other Tour Items currently being worked on:

- 2014 Touring Pro List
- 2014 PDGA Amateur and Junior World Championships Invitation List
- 2014 PDGA Professional World Championships Invitation List
- 2015 Majors and National Tour Schedule

---- End Tour Report

Technology Report – Ganz

Server Migration

After two months of preparation, the planned migration of our web infrastructure to the Acquia Cloud platform was completed during the early morning hours of Thursday, March 6th. We're still fine tuning but the overall performance of the site under typical loads is even better than before.

Membership Registration System

With the server migration complete, the primary focus turns back to finishing the membership registration system scheduled for launch for the 2015 membership season. We've spent a significant amount of time developing an automated testing platform which will allow us to make functional improvements more quickly and with confidence.

Enhanced Tournament Registration Integration

We've been working with The Disc Golf Scene on tighter integration points between our two services. Beginning soon, tournament directors will 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. This should make tournament directors happy and players even happier.

More Tournament Registrations, Lower Transaction Fees

Currently the PDGA collects .50 cents per registered player only for PDGA sanctioned events using The Disc Golf Scene tournament registration services that are referrals from the PDGA. Referrals are those events received by The Disc Golf Scene from the generated link in the PDGA event confirmation email sent to tournament directors by the PDGA. During a recent review we found that less than half of all PDGA Sanctioned Events on The Disc Golf Scene were direct referrals from the PDGA. We are recommending that beginning April 1st, the PDGA collect .25 cents per registered player from all PDGA Sanctioned Events on The Disc Golf Scene regardless of whether it was a referral from the PDGA or an organic sign-up directly with The Disc Golf Scene. This will provide the same, consistent level of service

and integration to all PDGA tournament directors and players using The Disc Golf Scene for tournament registration services.

Mobile Application Development

While we are still slowly plugging away on our PDGA Disc Golf Android App 1.0, we are making good progress on a separate development track on the PDGA Disc Golf App version 2.0 that will launch with a completely new design and a slew of new features simultaneously on both Android and iPhone.

---- End Technology Report

Media Report – Gregoire

PDGA.com

I'm always making sure there is fresh content on PDGA.com. In addition to producing original content and event coverage, I've been collaborating with outside sources to generate additional content. At any given time I have about a dozen or so potential story options in the queue and determine which one should be next based on relevancy and quality of content.

I'm also working on developing new sections for areas of interest on PDGA.com. In the short term, I'll be working on building out our Discgolfer magazine section featuring comprehensive archives of past issues.

Social Media

On the social media front, and thanks to some help from a disc golfer at Google we now have the "Verified" name of PDGA just like we do on Twitter. I have yet to find the time to start developing our Google+ presence but once I do it should be easy to link our Facebook, Twitter, LinkedIn and Google+ account so that we are sharing the same content consistently across all three at the same time. Facebook likes and Twitter followers are growing at a faster rate than ever before.

The PDGALive account on Twitter has grown as well, making our live coverage of NT events more important than ever. This year's Memorial coverage generated 25% more visitors and almost 50% more page views than last year's event.

National Tour

Michael Downes and I work together to publish a flyer for each NT to send to the tournament directors about the pro clinics. We also send out press releases about the events a week or so ahead of time as well.

I've also been working with Steve Ganz to redesign PDGALive.com in support of the National Tour Elite Series. We're aiming for a new look with a responsive design and the ability to view tweets, leaderboard, photos, and video clips during the events.

E-Newsletter

Last but not least, I am building a custom template via Constant Contact for our newsletters now that our contract is up with Multibriefs. This should be ready next week and I'll be sending out test versions of it to the staff and board looking for feedback. The newsletter will now be done 100% in house and we will be focusing on driving traffic to PDGA.com.

---- End Media Report

- End of Headquarters Update

New Business

Office Staffing – McCoy

Kevin McCoy discussed the organization's lengthy IT priority list and questioned whether the time was right to consider increasing staff in this area. Discussion ensued. Brian Graham mentioned the recent addition of new media manager, Matt Gregoire and the positive affect the addition was having to the workload of the office. Bob Decker warned that the association ended 2013 with a small deficit so the timing was not right for the addition of new staff. McCoy expressed his wishes for the association to enter into more working relationships with existing vendors. Graham agreed and stated that he would discuss these points with technology director, Steve Ganz.

Technical Standards Discussion - Roddick

Dan Roddick gave the Board an overview of a proposal received recently with a confidentiality clause.

2013 Annual & Financial Reports – Graham

Brian Graham reported on the completion of the 2013 PDGA Year-end financial report, as well as the creation of a new annual report, which have both been uploaded to the Board Yahoo Group for review. Discussion ensued and Graham answered a number of questions from board members regarding the reports and general office accounting practices. The reports will be reviewed as part of our upcoming independent audit.

Spring Summit – Duffy

Rebecca Duffy gave the board a brief overview of the upcoming Spring summit scheduled for May 5-6 in West Virginia. Graham requested that board members book their flights as soon as possible in order to get favorable rates, and to send their itineraries to the office. Duffy requested agenda items for the meetings. Graham reminded the Board that a good part of the summit meetings would be discussions and plans for implementation of the strategic plan.

MOTION (O'Cull/West)

To adjourn the meeting.

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

Motion passes 7-0

The meeting was adjourned at 10:00pm EST and the Board entered into executive session.