

Board of Directors Teleconference Minutes
Professional Disc Golf Association (PDGA)
November 4, 2014

Proceedings:

Meeting called to order at 8:35pm 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/Decker)

Approve the meeting minutes of the September 2014 teleconference.

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

Motion passes 7-0

Closing of On-line Motions

Follow Michael Downes’ recommendation to approve funding of a Marco Polo Grant for Disc Golf Italia. Approved 4-2.

Office Report - Graham

Finance

As of September 30, 2014 the PDGA had a net financial position of \$790,826 as compared to \$969,789 at the same time last year, representing a decrease of \$178,963. The majority of this decrease is a result of the organizations increased financial investment in information technology projects over the past year on the new website and development of the new online membership registration system.

Profit & loss statement, balance sheet, statement of financial position, and AR aging summary have been uploaded to the BOD 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:

- "H2" and "H4" discs from Prodigy Disc
- "All In One" disc from HOLE19 sarl, a new disc manufacturer based in France
- "Kaxe Z" disc from Kastoplast
- "Chainzilla" disc from Skyquest Discs
- "P1x" disc from Discmania
- "Sparta" disc from Prodiscus
- "Heat" disc (Ace Race 2014) from Discraft
- "Buffalo", "Mammoth", "Ogopogo", and "Sabertooth" from Daredevil Discs

PDGA Europe Teleconference

Brian Graham and PDGA international program director, Brian Hoeniger conducted our annual PDGA Europe teleconference on Sunday, Nov. 2nd. The 3-hour long meeting was held via Skype and 20 country coordinators and PDGA Europe representatives participated in the meeting from the following countries:

- Austria
- Switzerland
- Spain
- Lithuania
- Croatia
- France
- Germany
- Latvia
- Hungary
- Iceland
- UK
- Netherlands
- Italy
- Slovakia
- Denmark
- Finland

Director's Cup

The PDGA office staff hosted the second annual Director's Cup on October 25-26 at the International Disc Golf Center. This unique event combines educational sessions with a ratings based competition and is free to all invitees including PDGA state coordinators and tournament directors of sanctioned events. The event was once again very successful and very well received by the attendees. The office is currently planning to host additional Director's Cup events in other regions of the country in 2015.

Active Policy Solutions

The PDGA has contracted with Active Policy Solutions to provide consulting and other services related to disc golf courses and compliance with the Americans with Disabilities Act (ADA). The initial contract has APS researching the ADA's current criteria for our courses and for establishing the PDGA as the experts on disc golf so that we will have a seat at the table when disc golf course criteria is established.

Memberships Report – Nicholson

Memberships

As of 11/3/14, the PDGA had 22,955 active members and lifetime membership # 69125 had been issued

- Compared to 19,629 active members at the same time last year
- This represents a 16.9% increase in memberships thus far in 2014

The new online PDGA membership registration system was successfully launched and is currently being utilized. The new registration system is fully integrated with the PDGA website and database so there is no longer a week long lag between joining and seeing their name online.

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	2092	2089	2015	1599	53	363	10	8	66	476	1223	18	6	1	40	1	0	5	15	146
2013 YTD	1883	1875	1809	1474	33	302	10	8	61	463	1031	13	6	2	38	1	0	7	27	142
Difference	209	214	206	125	20	61	0	0	5	13	192	5	0	-1	2	0	0	-2	-12	4
% Difference	11%	11%	11%	8%	61%	20%	0%	0%	8%	3%	19%	38%	0%	100%	5%	0%	0%	-29%	-44%	3%

Note: 2013 numbers are from 11/11/2013, 8 days later in year than 2014 numbers.

- To date we have 2,092 total events in the 2014 database and 2,015 of them are unique events. 2,089 events have completed all sanctioning requirements including payment and are thereby listed on the online calendar (all but 3.) At 83% of the tour year complete, we stand at 11% growth in total. US is at 8%, Canada is at 61%, and International is at 20% growth.
- Since the last tour report, the September and October player ratings updates were published on-time and the PDGA Office work is completed for the November update with the data now in the hands of the ratings crew looking towards a November 18th publication date. With 1,898 events

due to have been reported by the October 28th submission deadline, 1,821 events (96%) are imported and will be complete with the November ratings update.

2015 Tour

- The 2015 Major, NT, & A-Tier schedule is set and was published on Tuesday, October 28th which was a month+ earlier than in the past. This earlier publishing of the schedule has received extremely positive feedback from TDs, State Coordinators, and touring players.

We also opened up sanctioning for 2015 events on October 28th and already have 45 events in the 2015 Schedule Database.

--- End Tour Report

Technology Report – Ganz

Membership Registration System

The membership registration system was launched on October 1st without any major problems and by all accounts appears to be a success.

The only significant issue we ran into was discovering immediately after launch that our PayPal account is unable to accommodate the auto-renewal feature we wanted to implement. Because of this, we are currently evaluating whether or not to stick with PayPal and switch to a new account or move to a more modern and flexible payment processing system like Stripe.

We've been working to find and fix other issues that have appeared as quickly as possible and continue to identify areas for improvement.

From October 1st, 2014 through November 2nd, 2014 the new membership registration system processed 1,260 membership registrations. From October 1st, 2013 through November 2nd, 2013 the old membership registration system processed 837 membership registrations. This represents a year-over-year increase in membership registrations of over 33%.

Action Item for BOD: With the end of the year approaching fast, the BOD will need to make a decision about switching to an annual membership program instead of the traditional seasonal model as it exists today. This will provide our members with a full 12 months of membership benefits regardless of when they sign up. If the BOD agrees, we would make this switch on January 1st.

PDGA Certified Rules Official Exam

We also successfully launched the PDGA Certified Rules Official Exam on October 1st. With over 4,000 certifications expiring at the end of 2014, this new system will come in handy. Like the membership registration system, this service updates the membership records immediately so that the member can register for restricted events without delay.

Miscellaneous Items

Current projects include:

- Redesign and development of pdgalive.com
- Ratings process improvements
- Android app

Projects on the roadmap:

- Event sanctioning process improvements
- New membership level requirements gathering

- PDGA developer program

---- End Technology Report

Media Report – Gregoire

Website

As always, I am doing my best to keep fresh content on PDGA.com. As this is the off-season now, the amount of things I have at my disposal to write about, as well as the amount of content coming in from outside sources has slowed down significantly. That being said, I am still pushing to get at least 2-3 new stories up per week right now. It's great to have help, which is why I've developed very strong relationships with Zach Parcell (AllThingsDiscGolf.com) and Jake Slater (TheHyze.com). They are both willing to share content they have on their websites to ours when needed. McFlySoHigh and a few other YouTube channels have been keeping up with different events around the country, which gives me new videos to share as well.

Social Media

We reached a new milestone on Facebook this weekend, hitting 50,000 likes on our page. Our Twitter account is nearing 15,000 followers, another milestone I will happily celebrate. The growth and reach of these accounts since I was hired in January has been fun to watch. Our Facebook page has now doubled from 25k to 50k and our Twitter followers went from 10,000 to almost 15,000 in the 10 months since I've been able to focus on them as part of my full-time job. The @PDGALive account on Twitter has become a staple for pdgalive.com's live-scoring and it's something that fans and players alike look forward to at tournaments, especially when there is no live streaming coverage.

Newsletter

The new newsletter is being sent to just under 24,000 addresses every Tuesday at 12:30pm EDT. Compared to other newsletters, statistically speaking, we are having a very successful open rate (averaging around 20%) and click-through rate (averaging around 16%). We are also selling ad space in the newsletter now, currently with two slots being used by DiscGolfCenter.com and DGA. I will continue to look into ways to make this newsletter better throughout the winter.

Advertising

Of the many projects I have lined up for the next few months, one of the biggest and perhaps most important is the re-vamping of our advertising program. Updating the prices for each section based on traffic is first on the list, but we also want to look in to some new types of ads we can offer as well, e.g. Google Responsive ads. Once the prices and content of pdga.com/advertising have been updated and the order form has been adjusted to match the page, I will be researching the possibility of creating an online order form to replace the downloadable Excel version that we use now.

Miscellaneous Items

Off-season projects include:

- Reworking and updating several pages on PDGA.com.
- Updating the PDGA Wikipedia page.
- Migrating the Disc Golf Hall of Fame website to PDGA.com.
- Researching ways to generate revenue on YouTube, perhaps by working with third party companies like WhistleSports Network.
- Working on a Google Plus page for the PDGA.

---- End Media Report

New Business:

2015 Charity Event – Graham

Brian Graham gave the Board an update on discussions with St. Jude's Children's Research Hospital to partner with the PDGA in create a new elite level professional disc golf event as a fundraiser for that charity. The event has been tentatively planned for May 22-24 at the Bayonet & Black Horse golf club in Monterey, CA. The PDGA would be responsible for course design, layout and managing the competition while St. Jude's would be responsible for building a charitable event around the competition. The event will be pro only and will be formatted and organized for television broadcast and live streaming.

Graham explained that the partnership would be much more than just a tournament but would also entail pier to pier fundraising, a celebrity event and other unique components. Graham will be attending a site visit and meeting at Bayonet on Wednesday Nov. 19th and will bring back additional details as they become available.

Rebecca Duffy suggested that the Board consider having their spring summit in conjunction with the event and a majority of board members agreed.

Back9network – Graham

Brian Graham gave the Board an update on discussions with Back9network to develop a working relationship. The arrangement would initially be in the area of media sharing whereby Back9network would take disc golf articles from PDGA.com every couple of weeks and publish them on their website, which gets 4 million unique visitors each month. Additionally, Executive Director Brian Graham is to be interviewed for one of the six television shows produced by the network for their dedicated channel on DirecTV. The PDGA and Back9network will continue to explore ways in which the two entities can work together to promote disc golf together.

Sustainability Updates – Graham/Roddick

Brian Graham gave the Board an update on a couple of projects currently underway to address sustainability of the sport. Graham stated that sustainability was his number one priority and anything related received his immediate attention.

Graham discussed the recent contract with Active Policy Solutions in the Washington, DC area to work with the PDGA on issues related to disc golf courses and compliance with the Americans with Disabilities Act (ADA). Active Policy Solutions was able to confirm with the Department of Justice that there have been no federal rulings pertaining to disc golf course compliance. The next steps will be to help establish the PDGA as the experts in the field of disc golf so if the topic is ever addressed by the DOJ, the PDGA will be included in the discussions.

Graham also proved the BOD with an update on the recent creation of the PDGA Disc Golf Manufacturers Consortium. The group is limited to representatives of manufacturers of PDGA approved equipment. The group is currently underway with 22 members and a private Google Group has been set up for discussions. The purpose of the manufacturer's consortium is to help strengthen our industry by providing a forum to discuss issues of common interest and to address challenges to the growth of the game and sport.

New Worlds Model - McCoy

Kevin McCoy questioned what the status or process was for moving forward in defining and introducing a new model for the World Championships, as discussed at the Fall Summit. Graham stated that there had only been informal discussions amongst office staff up to this point but that the Worlds Committee would soon begin more formal discussions and planning once the office staff gets past the current heavy planning period for the 2015 membership and tour season.

State Coordinator Memberships – Graham

Brian Graham gave the Board an update on the ever increasing role of state coordinators and questioned whether the PDGA should provide them with a complimentary membership in the second year of their 2-year term.

MOTION (McCoy/West)

To approve a complimentary membership for state coordinators in the second year of their 2-year term.

Discussion ensued and the overall consensus was that the office should better define the roles of the state coordinators in order to empower them as representatives of the organization. Graham agreed and stated that he would have Michael Downes review the program for changes and improvements and the office would bring back more information.

MOTION (Decker/McCoy)

To table the previous motion.

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

Motion to table passes 7-0

MOTION (McCoy/O’Cull)

To adjourn the meeting and enter into executive session.

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

Motion passes 7-0

The meeting was adjourned at 10:08pm EST and the Board entered into executive session.