

Board of Directors Teleconference Minutes
Professional Disc Golf Association (PDGA)
January 14, 2015

Proceedings:

Meeting called to order at 8:37pm EST by Board president, Rebecca Duffy

Board Members:

Present: Rebecca Duffy, Bob Decker, Kevin McCoy, Rick Rothstein, Shawn Sinclair, Dave West

Quorum present? Yes

Others Present: Executive Director Brian Graham, Dan Roddick

Old Business:

Meeting Minutes

MOTION (McCoy/Sinclair)

Approve the meeting minutes of the November 2014 teleconference.

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

Motion passes 6-0

Closing of On-line Motions

- Change the frequency of Board teleconference meetings back to monthly. Approved 6-0
- Approve the proposal for Worlds registration changes as submitted by Andrew Sweeton. Approved 5-0

Office Report - Graham

Finance

As of September 30, 2014 the PDGA had a net financial position of \$670,917 as compared to \$893,591 at the same time last year, representing a decrease of \$222,674. 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, development of the new online membership registration system, and other projects.

Profit & loss statement, balance sheet, statement of financial position, and AR aging summary have been uploaded to the BOD Yahoo Group for review.

2013 Financial Audit

The 2013 financial audit was completed by the Cleveland Group, CPA's and delivered to the office on December 23, 2014. Observance of year-end inventory for our 2014 audit occurred on December 30 at the International Disc Golf Center and Breiner Enterprises, Inc.

As a result of adjustments made due to the audit, our federal tax form 990 for 2013 was amended by our tax accountant and a draft of the amended form was provided to the office and treasurer on January 5, for review and approval before being filed.

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:

- "Titan" disc from Prodiscus
- "Atom" disc from MVP Disc Sports
- "Whale" disc from Innova Champion Discs

- "Pro DG T1, target from Prodigy Disc
- "Scale", disc from Reptilian Disc Golf
- "Ballista" disc from Latitude 64
- "Fireball", "Insanity", "Virus", and "Wrath" discs from Axiom Discs
- "Supreme Oracle" disc from Ching
- "Roc X", a variant of the Roc, a previously approved disc from Innova Champion Discs

Memberships Report – Nicholson

Memberships

As of 12/31/14, the PDGA had 24,443 active members and lifetime membership # 70,315 had been issued

- Compared to 20,587 active members at the same time last year
- This represents an 18.7% increase in memberships over 2013 and is the largest annual percentage increase in memberships in PDGA history.

The new online PDGA membership registration system was successfully launched at the end of 2014 and all memberships are now real time on our website.

Tour Report – Sweeton

2014 Tour

	2014 vs 2013 Tour Breakdown																			
	Totals			Location (Unique)			Tier Level (Unique)													
	Total	Paid	Unique	US	Canada	Intrntl	Major	NT	A	B	C	A/B	A/C	B/C	C/A	C/B	XA	XB	XC	Leagues
2014	2124	2124	2042	1620	55	367	10	8	65	475	1246	18	1	6	1	41	1	5	17	148
2013	1891	1891	1815	1478	33	304	10	8	61	460	1045	13	0	6	2	38	1	7	27	137
Difference	233	233	227	142	22	63	0	0	4	15	201	5	1	0	-1	3	0	-2	-10	11
% Difference	12%	12%	13%	10%	67%	21%	0%	0%	7%	3%	19%	38%	100%	0%	-50%	8%	0%	-29%	-37%	8%

- 2014 saw the PDGA Tour break the 2K mark for number of events. We had a total of 2,124 events to be reported. 2,042 of those were unique events. Total growth was over 12% with growth of unique events at 10% in the US, 67% in Canada, and 21% in International countries.
- Since the last tour report, the November and December player ratings updates were published on-time and the PDGA Office work is nearly completed on the January update. As of midday on 1/9 we have all but 27 events reported so the January 27th ratings update will include 98.7% of all 2014 events.

2015 Tour

- To date the 2015 Tour database already contains 380 events of which 351 have met all sanctioning requirements and are listed on the 2015 online calendar.

---- End Tour Report

Technology Report – Ganz

Membership Registration System

As of this writing, the new membership registration system has processed almost 8,000 membership transactions since the launch date of October 1st, 2014. In the first week of January we had almost twice as many active members than we did last year at this same time. This is due in part to immediacy of the new

system but also because of reduced friction and overall experience from start to finish results in more completed registrations.

We are constantly working to address issues and enhance the system on both the membership and administrative sides of the system. We also continue to identify areas for improvement as we work our way through the busiest membership registration season the organization has ever seen.

PDGA Certified Rules Official Exam

Like the membership registration system, the rules official certification system updates the membership records immediately so that members can register for restricted events without delay. So far the exam has been taken almost 2,500 times in 4 different languages for a close to 750 certifications.

These two new systems were put to the test during The Memorial Championship registration which required players to be both current members and certified rules officials on the first day of the event. Because of our tight integration with discgolfscore.com, players were notified at the time of tournament registration if they weren't eligible to register for the event and then directed to or renew their membership and/or complete the rules official certification process and then register for the tournament without having to wait what used to be days or weeks to register.

Current Projects

- Redesign of pdgalive.com
- Redevelopment of the course directory map for speed and stability
- PDGA authorized developer program
 - Building additional web services
 - Creating terms of use and documentation

Upcoming Projects

- Event sanctioning process improvements
- Ratings process improvements
- New membership level requirements gathering

---- End Technology Report

Media Report – Gregoire

PDGA.com Content

Despite it being the off-season, content has stayed relatively fresh on the website. My goal has been to get 1-2 stories published per week as the amount of tournaments has slowly but surely slowed to a near-halt, and I've been able to meet that goal thus far. This goal is important for multiple reasons, one of which is that it guarantees that the feature story of the weekly newsletter (now being sent to 24,000 people per week) is a story that came directly from our website, thus driving more traffic to the site.

I've been working with Speedy and Steve to move the current Disc Golf Hall of Fame website over to PDGA.com. Considering how busy we all are at the moment, it is moving forward at what I consider to be an acceptable pace.

Web Advertising

I'll be finishing up my proposal for new ways to advertise with us online, as well as new prices for the current ads we offer, sometime in the next week. I was hoping to have it ready by the end of the day tomorrow (Friday January 8th) but I don't want to make any promises I can't keep especially considering that our first child is now due in less than a week. It could be any day now!.

Web Traffic

As the end of the year has finally come around, I've now put together a PDF that shows how our web traffic has increased between 2013 and 2014. The increases have of course come from increases in active membership, which are at an all-time high, but I'd like to think that a good chunk of the increased traffic has something to do with how much better, faster, and more user-friendly the website is today than it ever has been.

I've attached a PDF of the traffic stats. Please keep the following in mind:

- PAGE 1: SESSIONS - A session is the period time a user is actively engaged with your website. All usage data (e.g. a user going to multiple pages on the site) is counted towards a single session.
- PAGE 2: PAGEVIEWS - Pageviews is the total number of pages viewed. Repeated views of a single page are counted.
- PAGE 3: USERS - Users that have had at least one session within the selected date range. Includes both new and returning users.

Social Media

Our Facebook page, Twitter account(s), and even our Instagram account (despite an overall lack of use outside of using it for live tournament coverage) are still growing rapidly, and they will continue to grow as long as we keep providing more content to the fans. This often involves working with other disc golf websites, meaning the links we provide go somewhere other than PDGA.com. At the same time it increases our social media presence by bringing in more followers, which in turn ends up driving more traffic to PDGA.com over the long run.

A feature was recently added to Facebook pages allowing for a "Sign Me Up" button. We added it to our page and pointed it to our new membership join/renewal system. With the simplicity of the new join/renew system, this will hopefully help to add even more to our already record high active membership levels.

---- End Media Report

Committee Reports

Rebecca Duffy urged the board members to use their positions as liaisons to energize and engage their respective committees. Duffy announced that board member Karolyn O'Cull had submitted her resignation to dedicate time to family and finishing school, and that the military and women's committee liaison positions were open as a result. Duffy will act as liaison to the Women's committee and Duffy and Dave West will both serve on the military committee.

Senior Committee – Dave West reported on conversations with senior committee chairman, Bill Griffith on the need to add members to the committee, the 2015 National Senior Games, and the creation of a senior disc golf club. West also gave a short presentation on seniors which are the fastest growing demographic in our membership as supported by data provided by the office.

Worlds Committee – Brian Graham reported that the office staff had compiled quite a bit of data that the committee would need to make educated decisions when considering new options and formats for our world championship events. The office staff is planning a meeting to discuss options prior to a committee meeting that is in the works. McCoy informed Graham that he would be at the IDGC a day in advance of the upcoming Ice Bowl and that he would be prepared to meet in person at that time.

New Business:

2015 PDGA Budget Approval – Graham

Brian Graham presented draft 2 of 2015 PDGA budget and gave the board an overview of the income and expense line items, as well as a summary of changes.

MOTION (Decker/McCoy)

To approve draft 2 of the 2015 PDGA budget as presented by Executive Director, Brian Graham.

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

Motion passes 6-0

Open Board Position / BOD Memberships – Duffy

Rebecca Duffy reminded everyone of the recent resignation of Karolyn O’Cull from the Board of Directors and advised of the options in appointing a replacement until September, when that position is set to expire. Dan Roddick advised that the BOD should consider a cameo selection of a celebrity or other high profile person since the term would only be for 8 months. Discussion ensued and the BOD decided to take some time to consider the options and to try to identify candidates for consideration in the meantime.

Brian Graham questioned whether BOD members should receive complimentary memberships from the association to thank them for all of their volunteer time. Discussion ensued and the Board was in agreement that they should continue to pay for their own memberships themselves, since all of our other hard working volunteers do.

Monthly Teleconference Dates - Graham

Brian Graham presented draft 1 of the 2015 Board teleconference schedule and asked whether there were any conflicts with the proposed dates. Discussion ensued and changes were made to a few dates to accommodate various schedules.

Action item: Graham to update accordingly and upload the approved schedule to the BOD Yahoo Group.

Spring Summit Dates – Duffy

Brian Graham requested that the BOD finalize the exact dates of the Spring Summit so the office could proceed with planning. Discussion ensued and the dates will be May 20-21 in Monterey California in conjunction with the St. Jude Charity Disc Golf Invitational.

Disc Golf Book Endorsement – Graham/Roddick

Dan Roddick and Brian Graham reported on their review and support of a new book on disc golf written by Justin Menickelli of Western Carolina University. Roddick reported that Menickelli had been very open and cooperative in seeking and accepting input and suggested edits from those in the sport and that the book shed a very positive light on the sport and the PDGA, while also addressing some undeniable challenges. Roddick and Graham both recommended that the book be officially endorsed by the PDGA.

MOTION (Duffy/Sinclair)

To approve endorsement of the disc golf book written by Justin Menickelli.

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

Motion passes 6-0

MOTION (Decker/West)

To adjourn the January board teleconference.

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

Motion passes 6-0

The meeting was adjourned at 10:46pm EST.