

Board of Directors Teleconference Minutes
Professional Disc Golf Association (PDGA)
August 18, 2015

Proceedings:

Meeting called to order at 8:38pm EST by Board President, Rebecca Duffy

Board Members:

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

Quorum present? Yes

Others Present: Brian Graham, Dan Roddick, Justin Menickelli (BOD member elect)

Rebecca Duffy welcomed Board member elect Justin Menickelli to the meeting as an observer since his term does not officially begin until September 1st, and informed him that he would be taking part in the board officer elections for the 2015-16 year later in the meeting.

Old Business:

Meeting Minutes

MOTION (West/Sinclair)

Approve the meeting minutes of the July 2015 Spring Summit.

Yes: Duffy, Decker, McCoy, Sinclair, West

Motion passes 5-0

Closing of On-line Motions

Approve the minutes of the May 2015 Spring Summit.

Approved 4-0. (1 abstention)

Office Report - Graham

Finance

As of June 30, 2015 the PDGA had a net financial position of \$1,217,751 as compared to \$1,194,360 at the same time last year, representing an increase of \$23,391

Profit & loss statement, balance sheet, statement of financial position, and year to date 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:

- "Colt" disc from Innova Champion Discs
- "Phenom" disc from Legacy Discs
- "Relay" disc from MVP Disc Sports
- "Rocket" disc from Prodiscus
- "Charge" disc from TOBU Discs
- "Raketen" disc from Latitude 64
- "FD3" disc from Discmania
- "Grym" disc from Kastaplast
- "New M1" disc from Prodigy Disc
- "Moab" disc from Millennium Golf Discs
- "Ka-Kaa" disc from Las Aves Disc Golf
- "Kyng Roller" disc from TOBU

Organizational Advancement

The PDGA is currently undergoing the most prolific period of growth in the history of the organization in terms of member and event growth. Additionally we are enjoying media exposure of our sport at unprecedented levels and we are being presented with new exciting opportunities and partnerships on a daily basis. Disc Golf is becoming main stream and the credit for it should be shared by all of our members, who are demonstrating how an association should and can work to accomplish its mission.

The increase in PDGA staff and our substantial investment in IT and technology over the past couple of years have allowed us to efficiently handle this exponential growth all while providing improved core services and support to our members.

The roles of the Board have been successfully transformed from that of a hands on board who the organization heavily relied on in the past to assist with day to day business, to a more traditional board role of setting the policy and direction of the organization while providing the staff with the support and expertise necessary to accomplish our duties.

Memberships Manager

Stephen "Vic" Allen began work as the new PDGA memberships manager at the pro world championships on Aug. 1 in Pittsburgh. He returned home for a few days following the event to pack and move to Georgia and he began work in the office on Monday, August 17 where Sara Nicholson began 2 days of hands on training. Sara will continue to train and transition duties over to Vic via phone and email until the end of September.

St. Jude Disc Golf Charity Invitational

Officials from St. Jude Children's Research Hospital will be visiting the International Disc Golf Center on August 20 for meetings to discuss next year's event which will once again take place on Memorial Day weekend at the Bayonet Golf Course in Seaside California. The PDGA and its members were successful in raising a quarter of a million dollars for the charity in our first year. We will be exploring ways in which to engage our entire membership and disc golfers around the world in our fundraising efforts.

Wounded Warrior Project

Through the hard work of PDGA Military Committee member Gene Varano, a series of national disc golf clinics and projects have been proposed and approved by the Wounded Warrior Project. These clinics will take place in 16 cities across the United States over the next year and will be geared towards introducing disc golf to wounded warriors and their families. The PDGA will be furnishing a branded tent, feather banners and copies of DiscGolfer Magazine to each clinic and the participants will receive a starter bag and three discs as well as instruction. The regional clinics have been approved to receive \$250,000 in funding from the Wounded Warrior Project to cover costs.

Disc Golf Hall of Fame Classic & Fall Summit

The PDGA office staff is busy preparing for the Disc Golf Hall of Fame Classic NT and A-tier events which will take place at the International Disc Golf Center on Sep. 11-13. The event will be the series finale for the 2015 National Tour so bonus checks and series trophies will be presented. There are currently 230 players registered making it the largest event held at the IDGC since its opening in 2007. The Board of Directors Fall Summit will be held on Monday and Tuesday Sep. 14 and 15 immediately following this event.

World Championships

The PDGA office staff just concluded servicing and staffing two of the most successful and well run world championship events in the history of the PDGA. The am worlds host team in Kalamazoo, and the pro worlds host team in Pittsburgh both did outstanding jobs and demonstrated how a close working partnership with the PDGA can result in smooth and professionally run major events. Final reporting is still underway with more detailed information still to come.

The Pro Worlds livestream as produced by Disc Golf Planet was seen by a record-setting audience that spans our six years of support for livestream production. Full analysis of the data is currently ongoing but the following highlights should be noted:

1. 80% increase in unique viewers in 2015 vs. 2014
2. 73% increase in the number of sessions generated by viewers in 2015 vs. 2014
3. 89% increase in page views generated by viewers in 2015 vs. 2014
4. 13% decrease in "bounce rate" by viewers in 2015 vs. 2014 (meaning that more viewers stuck around longer)
5. 171 nations registered viewership throughout our 7 days of livestreaming in 2015 vs. approximately 86 in 2014.

Memberships Report – Nicholson/Allen

Memberships

As of 8/17/15, the PDGA had 26,750 active members and lifetime membership # 77,264 had been issued

- Compared to 21,220 active members at the same time last year
- This represents a 26.1% increase in memberships over the same time last year

Tour Report – Sweeton

2015 Tour

	2015 YTD vs 2014 YTD Tour Breakdown																				
	Totals			Location			Tier Level														
	Total	Paid	Unique	US	Canada	Intrntl	Major	NT	A	B	C	A/B	A/C	B/A	B/C	C/A	C/B	XA	XB	XC	Leagues
2015 YTD	2260	2235	2169	1774	55	431	20	7	77	568	1271	21	1	1	9	1	37	3	8	14	222
2014 YTD	1816	1801	1745	1389	43	313	10	8	65	432	1033	17	1	0	6	1	35	1	4	13	121
Difference	444	434	424	385	12	118	10	-1	12	136	238	4	0	1	3	0	2	2	4	1	101
% Difference	24.4%	24.1%	24.3%	27.7%	27.9%	37.7%	100%	-13%	18%	31%	23%	24%	0%	100%	50%	0%	6%	200%	100%	8%	83%

Please note the 2014 YTD numbers are extrapolated from 7/1/14 and 9/21/14 data as the BoD did not meet each month in 2014.

These numbers are the true growth. Specific Location and Tier numbers are skewed as 2015 Data is based on all events to be imported, not just unique events as listed in past years.

- To date, the 2015 Tour database contains 2,260 events of which 2,235 have met all sanctioning requirements and are listed on the 2015 online calendar.

The fourth player ratings update for 2015 events was published on July 28th. The next update originally scheduled for August 25th was pushed back one week to September 1st due to the constraints on available processing time during the closer than usual Am and Pro Worlds schedules.

---- End Tour Report

Technology Report – Ganz

PDGA Technology Summit

- Held in Charlotte, NC on June 5th - 6th with Steve Ganz, Theo Pozzy, Andrew Sweeton, Chuck Kennedy, Roger Smith in attendance
- Objectives:
 - Create plan to eliminate the duplication of data and minimize manual processing through automation.
 - Develop a prioritized technology roadmap to achieve solutions
 - Detailed walk-through and analysis of the current tournament life cycle took 8 hours to complete.
 - Phase 1 will include:
 - Migrating tournament data source online
 - Automating sanctioning process
 - Auto publishing League and C-Tier events

- Creating approval queue for B-Tier and above

Website Analytics

- It was another record breaking year for the PDGA Disc Golf World Championships as PDGA.com saw close to a 50% increase in users and sessions over last year.
- Aug 4, 2015 - Aug 8, 2015
 - Users: 110,182
 - Sessions: 349,559
 - Pageviews: 1,601,704

Mobile Apps

- Fixed outstanding bugs in iOS app and released new version to the App Store
- In the design phase for a new version and hope to begin development in the Fall with a complete rewrite of code base will enable easy porting to other mobile platforms.

PDGA Tournament Manager

- Tournament Directors can now send an email blast to all participants
- Improved export feature to remove unused columns

---- End Technology Report

Media Report – Gregoire

The new PDGA Media Policy has been published and a Media Credentials Request Form has been published as well. A custom version of the form was created for Pro Worlds and media badges were created for each of the approved requests. These were the only people (outside of players, caddies, and marshals) that were allowed inside the ropes at Pro Worlds. It was successful, but as with any new policy, there is room for improvement. I am already receiving requests for Ledgestone currently and we will be updating the credentials form.

One big positive from the policy was that we required YouTubers to include the PDGA logo in the videos. I have not watched all of the videos from Worlds, but the ones I did watch did include our logo. This might not sound significant, but it is, as this was almost always something that was left out of videos of OUR events.

Our social media channels continue to explode in popularity. We have now crossed 60,000 likes on the PDGA Facebook page alone, and we are for the first time within reach of having more likes than the Innova Facebook page, which would make us the biggest disc golf page on Facebook. Our Twitter accounts (@pdga and @pdgalive) are enormously popular as well and constantly adding followers by the day. @PDGA now has 18,000 followers and @pdgalive has an additional 7,500. Add in our Instagram followers and we have a reach of about 100k!

I am working on a plan for the remainder of the year and for next year that will help us get more photographs from events available online, same-day, and articles about our events up quicker after the day's action comes to an end. It will require partnerships with other disc golf blogs and working more with local journalists and photographers.

Expect changes to the media policy in the near future as we continue to streamline and improve the process.

---- End Media Report

New Business:

2015-16 Board Officer Elections - Duffy

Rebecca Duffy gave the Board an overview of the elections process and described the four Board officer positions before opening the floor for nominations.

President:

Dave West nominated Rebecca Duffy for the position of Board President. Duffy accepted.

No additional nominations were made so a vote was called.

Elect Rebecca Duffy for Board President - Sinclair, Decker, McCoy, West, Menickelli, Duffy

Rebecca Duffy is the PDGA Board President by a 6-0 vote.

Vice-President:

Rebecca Duffy nominated Dave West for the position of Vice-President. West accepted.

No additional nominations were made so a vote was called.

Elect Dave West for Board Vice-President – Sinclair, Decker, McCoy, West, Menickelli, Duffy

Dave West is the PDGA Board Vice-President by a 6-0 vote.

Treasurer:

Dave West nominated Bob Decker for the position of Board Treasurer. Decker accepted.

No additional nominations were made so a vote was called.

Elect Bob Decker for Board Treasurer - Sinclair, Decker, McCoy, West, Menickelli, Duffy

Bob Decker is the PDGA Board Treasurer by a 6-0 vote.

Secretary:

Bob Decker nominated Kevin McCoy for the position of Board Secretary. McCoy accepted.

No additional nominations were made so a vote was called.

Elect Kevin McCoy for Board Secretary - Sinclair, Decker, McCoy, West, Menickelli, Duffy

Kevin McCoy is the PDGA Board Secretary by a 6-0 vote.

Duffy questioned whether the Board should make committee assignments at the meeting. Graham recommended allowing new board members Justin Menickelli and Hans Nagtegaal a little more time to learn about the various committees and waiting until the Fall summit to make committee assignments.

Teleconference Meeting Times - Duffy

Rebecca Duffy opened the discussion on the best time for scheduling monthly teleconferences now that we have a board member in the Netherlands. Graham stated that he could be available at the Board's convenience and advised that the west coast board members and Hans Nagtegaal should first compare times to determine what worked best for them since there is a 9 hour time difference between them. Discussion ensued and the board compared their availability based on work schedules. It was determined that meetings during the 2015-16 year beginning in September would be on the second Tuesday of each month at 1:00pm PST, 4:00pm EST, and 10:00pm in The Netherlands. Duffy tasked Graham with creating a schedule based on these times.

Fall Summit Agenda - Duffy

Rebecca Duffy advised the Board of the upcoming Fall Summit to be held at the International Disc Golf Center on Sep. 14-15, following the Disc Golf Hall of Fame Classic National Tour and SuperTour events and asked for agenda items. The following items were requested:

- Disc Golf in the Mainstream (challenges)

- Sustainability
- Committee Liaison Assignments
- Media Policy
- National Tour Outsourcing RFP
- Majors RFP
- Ratings
- New Disc Golf Manufacturers
- Technology

Duffy advised board members to send Graham additional agenda item requests as soon as possible.

MOTION (Decker/McCoy)

To adjourn the August board teleconference.

Yes: Sinclair, Decker, McCoy, West, Duffy

Motion passes 5-0

The meeting was adjourned at 9:29pm EST and the board entered into executive session.