

**Board of Directors Spring Summit Minutes  
Professional Disc Golf Association (PDGA)  
October 15-16, 2018**

**DAY 1**

**Proceedings:**

Meeting called to order at 9:03 am ET by Board President, Justin Menickelli

*Present:* Justin Menickelli (P), David Foss (VP), Nate Heinold (S), Elaine King, Michael Sullivan, Trevor Harbolt

Absent: Bob Decker (T)

*Quorum present?* Yes

*Staff and Consultant Presenters:* Joe Chargualaf, Dan “Stork” Roddick, Brain Hoeniger, Steve Ganz, Peter Crist, Mary Sicard, Andrew Sweeton, Vic Allen, Matt Gregoire, Steve Hill  
*Other scheduled presenters:* Nicole Peritore, Steve Dodge, Jay Reading

**Welcome - JM**

JM stated that Day 1 of the Summit is an open session; Day 2 will be a closed/executive session to allow the Board to work sensitive items. Thank you and kudos to the PDGA staff – “most hard working, genuine people”. Board introductions.

**Office Report – Staff**

-----*Begin PDGA Staff Reports*-----

***Finance***

As of August 31, 2018, the PDGA had Total Assets of \$2,406,983.13 as compared to \$1,695,097.29 as of the same time in 2017, representing an increase of \$711,885.84. The Total Equity during this same period was \$1,581,358.32 which represents our Net Financial Position (assets less liabilities).

Profit & loss statement, balance sheet, statement of financial position, and year to date AR aging summary through August 2018 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 since the last meeting:

**Discs:**

- Crossbow (Nu, 连弩) and Hammer (Choi, 战锤) from Yikun Sports
- Tempest from the DGA
- Shard from Obsidian Discs
- Marksman from Millennium Disc Sports
- Jet Stream, The Crater, and The Eye from Storm Disc Golf

**Targets:**

- El Bandito from El Guapo Baskets at the Championship-level
- DiscGolfPark Target from Innova Europe at the Championship level
- Cardinal Target from PolDyskGolf SP 2.0.0. at the Championship level

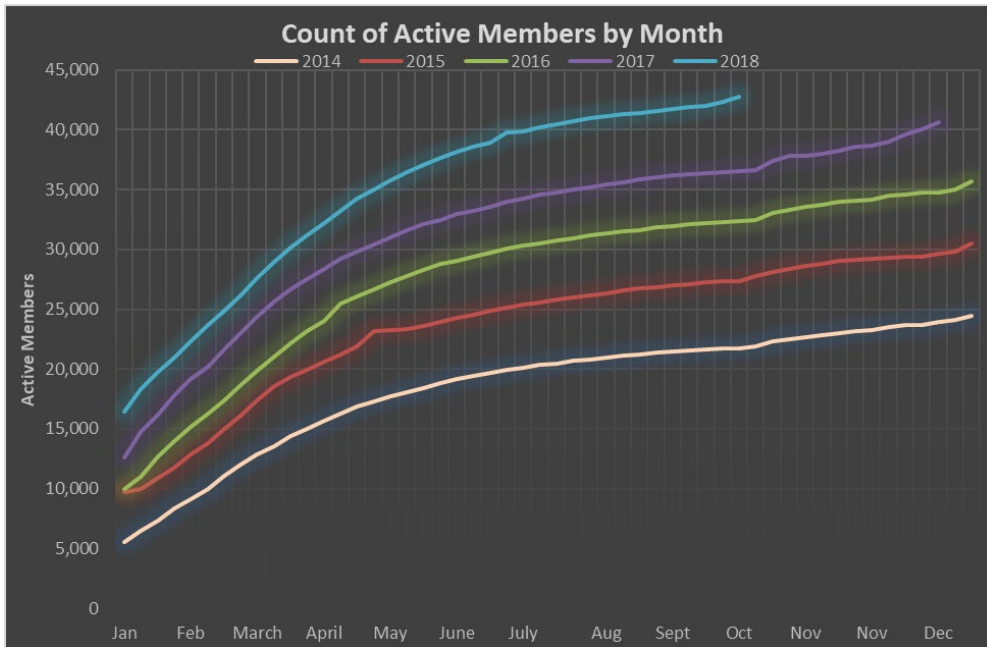
## Memberships – Allen

As of 10/9/2018, there are 42,888 active PDGA members and the latest assigned new member is PDGA #112,866; we finished 2017 with 41,067 active members. At this time last year on 10/9/2017, the latest assigned new member was PDGA #100,652, and in 2016, it was PDGA #88,981.

Please note the negative growth for multi-year members from 2017 – 2018 in the chart below. During the first week of October 2017, we received 1,248 membership orders during the time we were assigning PDGA #100,000.

<b>Multi-year Member Report</b>					
<b>As of 10/9/2016</b>		<b>As of 10/9/2017</b>		<b>As of 10/9/2018</b>	
EXP Date	Members	EXP Date	Members	EXP Date	Members
12/31/2017	1389	12/31/2017	-		
12/31/2018	110	12/31/2018	2644	12/31/2018	-
12/31/2019	72	12/31/2019	173	12/31/2019	2221
12/31/2020	76	12/31/2020	104	12/31/2020	236
12/31/2021	2	12/31/2021	50	12/31/2021	66
12/31/2022	0	12/31/2022	4	12/31/2022	72
12/31/2023	1	12/31/2023	0	12/31/2023	3
12/31/2024	2	12/31/2024	3	12/31/2024	3
Eagle Club	81	Eagle Club	90	Eagle Club	96
<b>Total</b>	<b>1733</b>	<b>Total</b>	<b>3068</b>	<b>Total</b>	<b>2697</b>

<b>As of October 9<sup>th</sup> in –</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2016 - 2017 % Growth</b>	<b>2017 - 2018 % Growth</b>
Multi-year Members	1,733	3,068	2,697	77.03%	-12.09%
New Members - Jan - Oct 9th in	8,777	9,662	9,842	10.08%	1.86%
Eagle	81	90	96	11.11%	6.67%
Professional	7,020	7,671	8,633	9.27%	12.54%
Male	30,516	35,069	39,574	14.92%	12.85%
Active Members	33,048	37,979	42,888	14.92%	12.93%
Amateur	26,028	30,303	34,255	16.42%	13.04%
Female	2,532	2,905	3,314	14.73%	14.08%
Ace	307	307	361	0.00%	17.59%
Birdie	433	536	643	23.79%	19.96%



The chart below shows active members during the fiscal year. Please note the date range.

2012 - 2018 Membership Stats				Notes
Date Range	Active Members	YOY Growth	YOY Order Count	
10/1/17 - 9/30/18	42,212	14.86%	5,461	
10/1/16 - 9/30/17	36,751	13.05%	4,242	
10/1/15 - 9/30/16	32,509	18.63%	5,106	
10/1/14 - 9/30/15	27,403	24.92%	5,466	
10/1/13 - 9/30/14	21,937	15.29%	2,910	
10/1/12 - 9/30/13	19,027	11.90%	2,023	
10/1/11 - 9/30/12	17,004			

The design of the 30-year tag is coming along. The first draft is below, and the inspiration for the 30-year tag is a tribute to Papa Jack. We still need to add color.



Here is the updated Eagle Club logo.



**Discussion:** DF – what about offering a discount for multi-year renewals? VA - Options are available for selecting renewal date. Sarah Hokcom – thoughts on offering a very discounted price for just being a member (not a player)? VA – supporting membership. SG – the system could be changed to handle things like this for seniors, women, non-players, etc. DR – single most common things he hears is the need for a non-player discount. JC – was a spring summit item of discussion; is a board-directed initiative. One of the top 5 priorities of our strategic plan. BH – current membership amount and structure has been in place for 10-12 years without change; need to do a better job communicating as a whole as to where membership dollars go; PDGA needs to promote what it provides to members. SH – discount codes for only new members – leaves out people who may have decided not to renew; why don't we aim for renewing members as well? JC – trying to bring new people to the organization to get to know the PDGA; ultimate goal to get new members; renewing members already have experience with PDGA membership; this was one of the initiatives prioritized at the spring summit. DR – retention is important; we should do follow-up surveys with people who do not renew. JC – this question was asked during the recent 2018 survey and is scheduled for discussion later in this Summit.

## Tour Report - Sweeton

### 1) 2018 PDGA Tour

2018 YTD vs 2017 YTD Tour Breakdown																				
	Totals		Location			Tier Level														
	Total	Paid	US	Canada	Intrntl	Major	NT	A	B	C	A/B	B/A	B/C	C/B	XM	XA	XB	XC	XB/XC	Leagues
2018 YTD	3861	3853	2947	104	810	9	6	123	767	2376	16	2	10	60	9	5	20	91	1	366
2017 YTD	3375	3372	2598	84	693	9	6	103	754	1982	18	2	6	58	12	7	11	85	0	322
Difference	486	481	349	20	117	0	0	20	13	394	-2	0	4	2	-3	-2	9	6	1	44
% Difference	14.4%	14.3%	13.4%	23.8%	16.9%	0%	0%	19%	2%	20%	-11%	0%	67%	3%	-25%	-29%	82%	7%	100%	14%

- As of 10/9/2018 we have 3,861 events with 3,853 having completed all sanctioning requirements so they appear on the online schedule.
- This represents 14.4% growth overall to-date with 13.4% in the US, 23.8% in Canada, and 16.9% Internationally.
- The October 9<sup>th</sup> ratings update was published on time today as scheduled.
- Today was also the submission deadline for TD Reports for the October 30<sup>th</sup> ratings update which will be the ninth update for 2018 events. With the Hall of Fame Classic and BoD Summit the office work for this update should be completed no later than 10/10/17.
- The next submission deadline is November 6<sup>th</sup> for the November 27<sup>th</sup> ratings update.

## 2) 2018 Worlds

All four 2018 Worlds were run successfully, and the final participation numbers were:

- Junior Worlds – Emporia, KS – 194
- Amateur Worlds – Charlotte, NC – 677
- Pro Master Worlds – Kansas City, MO/KS – 137
- Pro Worlds – Jeffersonville, VT – 277 (228 MPO, 49 FPO)

## 3) 2019 Scheduling

The 2019 PDGA Major, NT, & DGPT schedule was released on 10/1/2018 and is shown on the next page. The A-Tier Request Form was activated at that time and TDs have until 10/16/2018 to submit. I'll start the A-Tier scheduling work on 10/17 after the Summit.

**Discussion:** DF – thanks for the work of the tech team. BH – to what extent are there errors in the data that would have been caught in the past? AS – not as much as we thought there might be; problems are actually found quicker now that the process is quicker. SG – players are finding things quicker because of the technology. AJ Risley – thank you to Big Dog and PDGA team for making things so much easier for full-time touring pros; for making the tour easier to navigate, etc.

### Media Report – Gregoire/Hill

#### 2018 Video Coverage Sponsorship

	2018
Events	10
Videos	153
Total Views	4,635,000

### Observations

- We can do a better job of communicating to members just how much we are helping to provide the coverage at our events.
- Views for non-MPO videos are significantly lower across the board, and we will look at ways to refocus our resources to use them more efficiently as a result.
- Pro Worlds was our bread and butter (see below).

### Pro Worlds Coverage – PDGA.com

	2018	2017
Articles	16	8
Total Page Views	25,519	11,107

### Observations

- Google Analytics numbers pulled for the 10 days surrounding Worlds in both years
- More content= more people to PDGA.com
- Mid-round pieces can likely be shorter; strong response to in-depth final round articles

	2018	2017
Pro Worlds Announcement Page	96,084	75,645
Pro Worlds Event Page	160,738	174,173
Pro Worlds Video Page	12,018	N/A
<b>Totals</b>	<b>268,840</b>	<b>249,818</b>

### Observations

- Having a dedicated landing page during each event continues to be an essential. This is something we need to explore how to leverage more for advertising content.
- The addition of UDiscLive could account for the slight dip in views on the event page.

### Pro Worlds Coverage – Videos

	Number of Videos	Total Views
JomezPro	20	1,043,000
Central Coast Disc Golf	10	163,800
SmashboxxTV	6	149,000
PDGA Recaps	5	18,300
<b>Totals</b>	<b>41</b>	<b>1,374,100</b>

## *Observations*

- MPO lead card is where the views go. Jomez had two videos surpass 100,000 views, with another at 97,000.
- Women's post-produced coverage maxed out at 35,000 views (R1/F9)
- Smashboxx broke concurrent viewership records with 11,000+ for final round MPO and 4,100+ for final round FPO
- Recap views dropped in conjunction with the days there was live coverage.

## **Social Media Audiences – as of October 9, 2018**

- Facebook: 90,289 (May summit: 85,877) | 5.14% increase
- Instagram: 50,400 (May summit: 43,200) | 16.7% increase
- Twitter: 27,200 (May summit: 26,500) | 2.64% increase
- Newsletter: 43,674 subscribers/20.4% open rate (May summit: 46,592 subscribers/22% open rate) | 6.26% decrease/7.27% decrease

## *Observations*

- Instagram is where disc golf lives right now. More players interact there than anywhere, and it shows in the response to our content. We had 1,055,509 impressions there during USDGC week alone!
- We've shifted our live-event coverage to Instagram stories, as people seem to prefer the real-time video snippets.
- Twitter just isn't happening anymore for disc golf. We post information there, but it is not our best place for real-time information.
- Newsletter decrease can possibly be attributed to opt-outs from expired members due to membership solicitations or during survey time period.
- Re-upping this from earlier in the year, social media algorithms are always evolving. As a result, when the time comes for a PDGA.com makeover, it will be important to make that a home base for our more "viral" content. It will leverage the natural traffic we have to the website instead of having to rely on outside social networks. This also opens up the opportunity to have more sponsored content on the website if we so choose.

## **Innovations/Trends Implemented since May summit:**

- YouTube channel refreshed, Pro Worlds round recaps released. We will focus on building this audience in 2019.

## **Looking Ahead**

- There is a lot percolating in the video world. We plan to use our YouTube channel in 2019 to fill a much-needed content arena: recaps, highlights, interviews. We will support the shot-by-shot coverage teams and let them populate that space for our premier events, as they have large, loyal audiences built in.
- We are still gathering feedback on the prospective changes to the 2019 PDGA Media Policy. The policy applies only to our events, and not those of the DGPT. Key changes include:

- Giving hosts/tournament sponsors right of first refusal for video coverage (in hopes of assuaging sponsor conflicts)
- Minimum MPO1 and FPO1 next-day coverage requirements
- Requiring any video teams onsite to share their footage with us (consider this our “licensing fee” for being allowed to film and build their own content)
- There will be some challenges with the new policy, in that manufacturer sponsors seem reticent to allow other media teams that they do not sponsor to cover their events. However, we need to communicate that
  - sponsoring a tournament does not automatically equal sponsoring media
  - tournament sponsors will still have first priority in covering the most-viewed cards
  - the new media policy will give them advertising coverage on the channels of the teams that come to events

**Discussion:** NH – policy should apply to all events (majors and NTs); should get input from TDs of large events; need to ensure even coverage between MPO and FPO. EK – media needs to coordinate with tournament sponsorship – should there be one suggested format/structure – the same for all events? Women’s coverage – coordinate with the women’s committee.

### **Marketing – Sicard**

SWOT Analysis Presentation. Strengths – phenomenal growth; competitive tournament play; affordable, family friendly sport; passionate members; board committed to growth of the game; incredibly dedicated staff. Opportunities – develop foothold in education; better supported clubs and leagues; improve fan experience; provide clubs and parks and rec with ammunition to promote sports and courses to local government; golf course re-purposing and shared use trend; partnerships that give back to the community. Weaknesses – sport’s perceived image; lack of public awareness about the sport; need for better organized local club and league support; weak value prop; lack of marketing strategy for key segments (education, TX/CA/MI/NC/FL, ages 25-39, seniors, women); misleading name; inconsistent brand standards. Threats – continued dependence on tournaments for growth; continued emphasis on pros instead of ams; failure to elevate the sport through sustainable and safe course design; ongoing struggle for power over public land and resources; perceived environmental impacts.

### **Technology Report – Ganz**

#### **Event finance and reporting**

- Adoption rate of self-service tournament reporting by tournament directors via PDGA Tournament Manager is over 76% and continuing to grow.
  - For the October ratings update Tournament Directors submitted 316 reports via PDGA Tournament Manager
  - Staff received just 99 reports via email in that same time period.
- Saving over a week’s worth of work every ratings update.

#### **Ratings Process**

- Migrating the ratings prep, import and post steps from PDB into PDGA Admin has begun.
- Errata report is now being generated automatically.
- Theo is working on helping Roger clean up processes on his system.



## Disc Golf Scene

- Fully responsive mobile version of Disc Golf Scene has been released to the public.

## Other

- Membership products for 2019 membership season launched on October 1st.
  - All renewing members now have the option purchase the annual PDGA logo disc.
- Updating PDGA Tournament Scoring app
  - Testing official paperless scoring in 2019 at select events/
- Working on 2019 partnership agreement with UDisc.
- Recruiting and interviewing for full-time developer positions.
- Planning for 2019 PDGA Tech Summit during the first two weeks of January is underway.

**Discussion:** NH - DGS has made life much easier – thanks to SG/PC. DR – significant that SG/PC are very accessible – as well as all staff. BH – when did the new TD report process launch? SG – June. BH – in 4 months, 76% compliance – amazing. SG – focusing on live scoring apart from UDisc. Jay Reading – likes the affiliate club idea – target some TDs to give discounts, etc. SG – considering discounts for sanctioning a lot of events. BH – European members say #1 reason to be PDGA members is player ratings.

-----*End PDGA Staff Reports*-----

## Disc Golf Pro Tour (DGPT) Update - Steve Dodge (SD)

(Presentation) Thanks to the PDGA for working with DGPT. Growth: payout growth on path to \$500k plus for 2019; growth in MPO and FPO players; quality of players is increasing; triple festival engagement; 50% growth in spectator attendance; live viewership online doubled from 2017; 50% growth in total view. Sustainability Grant – worked with the PDGA staff to review and fix issues as they arose. Good cross-promotion of PDGA and DGPT as well as scheduling coordination. PDGA’s contribution for FPO players went towards – FPO leaderboard, more bathrooms, equal promotion, equal photography, FPO commentary, women’s tent, 98% FPO scoring on UDisc Live. PDGA/DGPT Alignment – growing the AM side, juniors. DGPT 2019 Partnership – NextGen Tour, Kids Disc Golf. FPO Media Growth – up to 12,200,000 viewer minutes in 2018. 2019 FPO Goals – improved FPO coverage, increase number of bathrooms, improve quality of FPO articles and photos, improve consistency of the naming convention on the leader and score boards, improve the Women’s Tent, standardize entry fees with proportional payout structure, shift 10% of added cash to the FPO division. 2019 Overall Goals – improve live feed; improve edited coverage; improve commentary; virtual players’ meeting; increase minimum added cash.

**Discussion:** MS – thanks for all of your work in growing the game. Commitment to drive coverage and it worked – provision of coverage will bring viewers. AS – limiting players? SD – limiting by capacity/maximum # of players. AS – limiting by player rating? SD – yes. SH – difficulties in post-production, sponsoring, etc – are you experiencing similar headaches? SD – yes, similar hiccups at first. In 2019 and beyond DGPT controls the media at all events. DR – anticipated viewing time projections – how did you come up with these? What is driving the anticipated increase? What’s the general outlook on advertising? SD – average watch time will increase because there will be a lot more coverage; highlighting players so spectators will know who is playing and who to watch. Advertising – as more people watch, we can charge more for ads. NH – the value that the Pro Tour brings (as a tournament director) would be \$25k and thank you. SD – lowering the fee for TDs based on how many years they have run a Pro Tour event. SH – tour is going to control the media? SD – Yes. TH – the Pro Tour has brought more pros out and is helping grow the sport. Thank you. Sara Hokom– last year was the first year I have ever broken even after 7 years on the road. Thank you. JC – also thank you to the DGPT for partnering with the PDGA to help grow the

sport, we complement and enable each other very well.

### **EDGE/PDGA Grant Report - Jay Reading (JR)**

(Presentation) EDGE: Non-profit organization, mission to help teach disc golf to young people, outreach to schools/camps/youth programs. PDGA-EDGE Educational Award (Dustin Leatherman-Eagles Wings 2018 recipient) (Suggestion - mention all PDGA awards at all Worlds events) Skillshot field events; Junior-EDGE Package award at AM Worlds; EDGE-Tournament Charity Program (78 events in 2018); EDGE Conferences; PDGA-EDGE Grants (26 grants in 2017; so far in 2018 38 grants, 25 states, Canada); PDGA – grow the sport; EDGE – grow the game; Ideas – spectator ticket program for national tour events; \$1,200 per event as added sponsorship to event; EDGE Basic Package and Event Promotion, EDGE works with local club(s) to find package fit; pre-event outreach.

**Discussion:** MD – there’s potential for partnering with National Tour – possible from the PDGA side; Eric Oakley – would love to have the opportunity to be in the schools and support EDGE. Des Reading – would love to train people have a larger group ready. Zach Shafer – what percent of time do you cover rules and etiquette versus function and skill? JR – start with sportsmanship and etiquette up front.

**2018 Disc Golf Interest Survey Results - Nicole Peritore/Mary Sicard** – (Presentation) Overview of preliminary results of the survey. Highlights: 40% of survey participants were 20-34 years or age, 28% 35-44. 92% male. 90% white. 86% USA. 39% married with children, 28% single. 21% \$50,000-\$74,999. 74% employed. 30% played in 6-25 tournaments, 25% played in 1-5. 24% heard about the PDGA from a friend. 64% were PDGA members. Further discussion ensued. Survey indicates high overall member satisfaction!

### **International Report – BH**

(Presentation) Thanks to Lorrie Gibson and Amber Schoch for completing the historical project. Canada – Canadian National Championships – on Prince Edward Island this year; 104 events, over 1100 members; 4th largest PDGA country in the world; produces PDGA Canada Annual Report. International = 7,243 European members, 715 events this year; Estonia fastest growing; 75% Scandinavian countries and Estonia; Asia/Oceania – starting in China for the first time; Africa – first event in Zambia and South Africa in 2019; Latin America – first event in Brazil in 2018. Future: hold a world championship overseas; Europe – the first year of developing the PDGA Europe Board has been slower than hoped; November 2018 first European board meeting (JC and BH will attend); EK – difficult to incorporate PDGA Europe in the Netherlands so going to incorporate in Finland. Reminder that PDGA is a global organization; supports a lot of global efforts, memberships, ratings, etc.

**Discussion:** MD – Numbers for France are pretty significant, why no rule book in French? BH – local person there hasn’t been able to get to it. MD – maybe can help find someone to help translate. DF – sent BH a contact person that could do so. MD – highlight the Marco Polo program and how we promote disc golf internationally. JC – without BH handling the international program, we wouldn’t actively be involved in other countries to the extent that we are; BH understands the cultural differences that exist and has a passion for the sport to match; BH – need to find better ways to let other countries know that PDGA is truly an international organization; JC – need to be better at communicating the member benefits that they also receive and adjust to international membership needs.

### **Competition Manual and Rule Book – JC/JR**

(Presentation) Proposed 2019 rules and competition revisions. JC – Board has already seen the recommended changes; the goal for the Summit is to discuss the changes in open forum and address any questions. Board will vote on final changes online. Significant discussion ensued about proposed rule changes by all in attendance. The Board went on to approve most of the recommendation, and asked that a

few others be further reviewed by the Rules and Competition Committees before final online voting.

### **Open Member Forum**

JR – Competition committee – recommendation from last board and JC – realizes that rules and competition are necessary; the committee system is not utilized properly; do need to have some dialog between committees before things get to the board. Time is now to get things for the 2020 update out in the open. Shawn Sinclair hired to deal with competition issues on a day-to-day basis. Committee has a massive list of guidelines for events; need to figure out how to deal with enforcement. After US Women’s we received a lot of communication about issues – no proper vetting prior to the event. Several issues: course preparation, course set up, water, bathrooms, safe tees, event compliance with PDGA standards and guidelines, and consistency from event to event. Competition Committee – until there is some way to figure out getting “some meat behind it” we feel like we are re-inventing the wheel. The focus shouldn’t be about how we can hold TDs accountable, but rather how to prevent poor event practices in the first place. For example, Course water recommendations in writing; way to assure that events are consistent and run smoothly.

• TH – what happens if the TDs don’t give us water? Should there be consequences for the TD? JR – yes, it’s the prevention part that we are talking about. We do need to have requirements for events. Sinclair is helping with this.

• AS – really tough discussion with speaking about penalizing TDs; these are items that could go in the tour standards (as recommendations) – need to stop having requirements for things we don’t have penalties for; need to read the Water Recommendation – include in the Tour Standards and make this a big deal so the players are expecting this from the TDs. Raise player awareness; make it part of the culture. The PDGA is subsidizing – penalize the TD (i.e., don’t get their subsidy). MD – also should include restroom standards and recommendations. Eric Vandenberg – having Sinclair in place can help – being there well ahead of time to put out any fires – address the situation (have checklists for the TDs); MD – Sinclair is already traveling around checking about events for next year – site reviews – procedures have been put in place to make sure issues like that don’t happen again. MD will keep in touch with the TDs and organizing committee as an advisor to make sure that they are meeting the checklists, etc. The more we work together as an “Events Unit” the better the events will be. Vandenberg – what can we do as players to make your job easier? MD – you all have my cell # - text or call; event evaluation form is also very helpful, especially for the TD. SH – haven’t met any TDs who don’t want that feedback – they all want to get better. DF – feedback form – need to make it more accessible to players (do they even know it exists?) Sicard – can a TD email the survey to participants after the event? JM – yes, can send a link. TH – sent out link via FB as well. JR – checklist – is this something we can add to TD requirement documents? Need to get it consistently in front of the TDs. JC – MD is going to take lead on these issues – charged to take care of these things as Director of Operations and will work with AS. Will are also hiring an additional events person. This is all critically important to us, and we are super passionate about fixing this stuff. We are going to make things better.

Hokom – would like to have a pro players advisory board – 8-10 players to have a collective effort to handle issues that the pro players are aware of. There’s not enough time and staff to handle the small, but important, pro population. Important to have issues addressed, but not necessarily what the staff is equipped to handle. Issues – event feedback, community outreach, way for pro players to gather resources to help each other (contracts, accounting). With the support of the PDGA and Board.

• NH – is there a group within the DGPT already? Yes, FB page run by Steve Dodge for DGPT players.

Hokom – would be a group for touring pros, representing different regions, career pro players to work together. TH – this was a platform for his election to the PDGA Board; players’ committee – the players want to have a voice. Will work with Hokom to put together a proposal. Hokom – lose traction when we are working individually – better to work together. Provide a voice, through the committee, for pro players. JM – cool idea to have a pro players advisory board. Hokom – stakes are much higher for touring pros. JM – there is representation on the board – 3 pro players on the board, and also on the individual committees. TH – having a committee that works together with the PDGA would be a good thing; career pros would have the

time to devote to the sport and pro issues. Would bring morale up. SH – considered including some well-established TDs on the committee to offer their perspective? Hokom – would be helpful to have that perspective. Zoe Andyke – would like the committee, regional representation, male and female, experienced in professional touring – would love to be on the committee – pros get misrepresented by some of the more vocal players and the committee would be a buffer. DR – past pro players did well on the board and made useful contributions, but it wasn't sustainable for them. There's pressure from that subset of our members to create one. Encouragement on the pro side and would be helpful to the board and the PDGA. I'm in. MD – if this committee includes a board liaison, and a staff liaison – I volunteer.

**Action Item:** TH to review options for establishing a Touring Pro Advisory Council or Committee and provide recommendation to the Board for consideration.

John Bird – PDGA should consider giving tournament registration priority to active members before non-members are allowed to sign up. Member benefit that might entice non-members to sign up. JM – future discussion is warranted. AS – future you will have to be a member to participate in an event; there is merit to that, especially when events fill so quickly. Getting to that needs further discussion. Will consider for the 2020 revision.

Madison Walker – US Women's Championship (Presentation) – need more consistency to get more women into the sport; 10 different locations in past 11 years; Problems: inconsistency (doesn't feel very professional, course standards, payout, media coverage – only event that did not have UDisc this year). Solutions: continue to rotate the event because of regional participation; rotate title sponsor. Hokom – qualification system to earn your spots to attend; make it like USDGC and AmNats for men (time to add women). Andyke – thank you for representing women's disc golf quite well. Four courses over four rounds is too much. 2 max is good; 1 is better. Keep prestigious standards. Des Reading – growing pains of too many women who want to play this event; need to find a balance – only real solution is to separate am and pros. Hokom – like AmNats and USDGC for men. Des Reading – juniors need to be taken out of USWDGC. NH – USDGC is owned and run by Innova and paid staff. If US Women's was just pro, we wouldn't get that many bids. Des Reading – allow juniors to play during lunch. JR – Any women here on the women's committee? That committee is going to need a boost in leadership. More and more women's events around the country – golden ticket program – invitation to US Women's Championship – connecting the women's events. Hokom – current women are missing the opportunity to earn a spot because of their play. SH – beneficial to take the format to tee times (MD – already happening for 2019). AS – Did you ask the TD why they didn't offer the FPO field? Hokom – yes, and he was very receptive. MD – the sponsor will have the final answer on that. Des Reading – what if, all those women-specific events – the fees that come in were pooled and used for US Women's? MD – filter this through the women's committee and it will take off. We need to know that this is the voice of the women.

Terry Miller – Any time someone has an initiative, concept, idea to share – we want to be that platform. Place for conversation. Love being able to be part of the summit. Thank you.

### **Executive Session – 6:01pm - 6:36pm ET**

**Motion (NH/MS):** Eliminate FJ6 and MJ6 at Junior Majors and have an age floor for MJ8 and FJ8 of PDGA age of 8 years old.

Yes: JM, DF, NH, EK, MS, TH

Absent: BD

Motion passes 6-0-0

**Action:** Nate Heinold, Chair of the Majors Committee, volunteered to call members who are qualified for these divisions in 2019 to inform them of the change.

**Motion (JM/MS):** Adjourn day 1 of the 2018 PDGA Fall Summit.

Yes: JM, DF, NH, EK, MS, TH

Absent: BD

Motion passes 6-0-0

*Day 1 session was closed at 6:41 pm ET.*

## **DAY 2 (Closed Session)**

### **Proceedings:**

Meeting called to order at 9:04 am ET by Board President, Justin Menickelli

*Present:* Justin Menickelli (P), David Foss (VP), Nate Heinold (S), Elaine King, Michael Sullivan, Trevor Harbolt

*Absent:* Bob Decker (T)

*Quorum present?* Yes

*Others present:* Joe Chargualaf, Dan “Stork” Roddick, Brain Hoeniger, Steve Ganz, Peter Crist, Mary Sicard, Andrew Sweeton, Vic Allen, Matt Gregoire, Steve Hill, Zach Schafer

### **Executive Session – 9:04am - 9:35am ET**

**Motion (NH/MS):** Move that JC work with JR to explore potential opportunities to expand support of EDGE program as presented by JR on day 1.

Yes: JM, DF, NH, EK, MS, TH

Absent: BD

Motion passes 6-0-0

### **Executive Session – 10:00am – 12:00 pm ET**

Executive Overview: JC updated the Board on the current status of RFPs to provide Fulfillment and e-Commerce services for the PDGA. He announced that the PDGA’s current fulfillment provider has submitted bids to provide both services. He raised the question on whether the current provider should remain as a potential candidate given the company’s recent history of carrying a large accounts receivable balance that took approximately 4-years to paydown with interest. Additional discussion ensued around the company’s 16-year partnership with the PDGA, quality of services provided, challenges experienced during the collection of monies owed to the PDGA, and financial controls put in place to avoid future recurrence. While there was general support in favor of allowing the company to remain a candidate, both BD (remotely) and NH, stating their professional financial backgrounds, expressed serious concerns and opposition about allowing the company to continue providing fulfillment services due to: 1) the question of ethics that led to the overdue balance owed to the PDGA, 2) the initial manner in which the company handled the situation, and 3) the potential future risk should the company continue providing these services. Taking the entire discussion under advisement, the Board took the following straw poll:

**Straw Poll:** Should BEI remain as a potential provider for the PDGA’s fulfillment and e-commerce RFP?

Yes: JM, DF, EK, MS, TH

No: NH, BD

Straw poll results: 5-2-0

**Executive Session – 1:00pm – 2:00 pm ET**

**Motion (NH/MS):** Approve option 3 for 2021 World Championships for the PDGA – combine age-based professional and AM players into one event, MPO/FPO remains the same; Juniors remain the same; and MA1/F1 would be their own event.

Yes: JM, DF, NH, EK, MS, TH

Absent: BD

Motion passes 6-0-0

**Motion (NH/MS):** Establish a 4th PDGA MPO/FPO Major, potentially titled the PDGA Championship. The BOD charges the Majors Committee to further develop options and an action plan for the event to be presented back to the BOD.

Yes: JM, DF, NH, EK, MS, TH

Absent: BD

Motion passes 6-0-0

**Executive Session – 2:10pm – 4:50 pm ET**

**Motion (EK/NH):** To adopt IOC Consensus 2015 at the earliest available time when we have a policy for communication and declaration.

Yes: JM, DF, NH, EK, MS, TH

Absent: BD

Motion passes 6-0-0

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**Motion (JM/NH):** Adjourn the 2018 PDGA Fall Summit.

Yes: JM, DF, NH, EK, MS, TH

Absent: BD

Motion passes 6-0-0

*The summit was adjourned at 4:55 pm ET.*