Board of Directors Teleconference Minutes
Professional Disc Golf Association (PDGA)
April 9, 2019

Proceedings:
*Meeting called to order* at 6:02 pm ET by Board President, Justin Menickelli

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

Absent: Bob Decker (T), Elaine King, Trevor Harbolt

*Quorum present? Yes*

*Others Present:* Dan Roddick, Seamus Scanlon

**Old Business:**

*Meeting Minutes*

**MOTION (DF/MS):** Approve the March 2019 Board of Directors monthly teleconference meeting minutes.

Yes: JM, DF, NH, MS
Absent: BD, EK, TH
Motion passes 4-0-0

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

**Finance**

As of February 28, 2019, the PDGA had Total Assets of $2,565,386.34 as compared to $2,210,464.73 as of the same time in 2018, representing an increase of $334,921.61. The Total Equity during this same period was $1,712,561.21 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 February 2019 have been uploaded to the BOD Yahoo Group for review.

**Tech Standards**

Approvers of the following discs and targets by the tech standards committee were certified by the PDGA since the last meeting:

**Discs:**
- Falcon from Millennium
- The Baron, The Count, and The Duchess from Disc Golf UK
- Starling from DiscTroyer OÜ
- Scarab and Scepter from Infinite Discs
- Fox Spirit, Guardian Lion, Sea Serpent, Spring Ox, and Sun Crow from Discmania
- Abyss from Storm Disc Golf

**Targets:**
- Black Hole Pro HD (Version 2) from MVP Disc sports at the standard-level

**Memberships - Allen**
As of 4/5/2019, there are 37,845 active members and the latest assigned new member is PDGA #120,511. At this time in 2018, there were 32,874 active members, and the latest assigned new member was PDGA #107,671. In 2017, there were 28,712 active members, and the latest assigned new member was PDGA #95,278. A more detailed report is below.

<table>
<thead>
<tr>
<th></th>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Active Members</td>
<td>28,712</td>
<td>32,874</td>
<td>37,845</td>
<td>14.50%</td>
<td>15.12%</td>
</tr>
<tr>
<td>New</td>
<td>4,326</td>
<td>4,628</td>
<td>4,940</td>
<td>6.98%</td>
<td>6.74%</td>
</tr>
<tr>
<td>Renew</td>
<td>24,386</td>
<td>28,246</td>
<td>32,905</td>
<td>15.83%</td>
<td>16.49%</td>
</tr>
<tr>
<td>Amateur</td>
<td>22,672</td>
<td>26,116</td>
<td>30,033</td>
<td>15.19%</td>
<td>15.00%</td>
</tr>
<tr>
<td>Professional</td>
<td>6,040</td>
<td>6,758</td>
<td>7,812</td>
<td>11.89%</td>
<td>15.60%</td>
</tr>
<tr>
<td>Male</td>
<td>26,520</td>
<td>30,360</td>
<td>35,069</td>
<td>14.48%</td>
<td>15.51%</td>
</tr>
<tr>
<td>Female</td>
<td>2,192</td>
<td>2,514</td>
<td>2,776</td>
<td>14.69%</td>
<td>10.42%</td>
</tr>
<tr>
<td>Multi-year Members</td>
<td>904</td>
<td>1,083</td>
<td>1,282</td>
<td>19.80%</td>
<td>18.37%</td>
</tr>
<tr>
<td>Birdie Club</td>
<td>384</td>
<td>485</td>
<td>534</td>
<td>26.30%</td>
<td>10.10%</td>
</tr>
<tr>
<td>Ace Club</td>
<td>239</td>
<td>300</td>
<td>404</td>
<td>25.52%</td>
<td>34.67%</td>
</tr>
<tr>
<td>Eagle Club</td>
<td>86</td>
<td>96</td>
<td>101</td>
<td>11.63%</td>
<td>5.21%</td>
</tr>
</tbody>
</table>

Multi-year Retention Quarterly Report

Q1 - AM = Quarter 1 Active Members
DNR-FY = Did not renew the following year.
QR = Quarterly Retention
SSA - Steady State Analysis; inverse of QR.
AM-NM = Active Member minus New Members

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Year</th>
<th>New</th>
<th>Renew</th>
<th>Q1 - AM</th>
<th>DNR-FY</th>
<th>QR</th>
<th>SSA</th>
<th>AM-NM</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2015</td>
<td>3,574</td>
<td>16,787</td>
<td>20,361</td>
<td>7,072</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>1</td>
<td>2016</td>
<td>4,124</td>
<td>20,516</td>
<td>24,640</td>
<td>8,030</td>
<td>86%</td>
<td>0.14</td>
<td>30,064</td>
</tr>
<tr>
<td>1</td>
<td>2017</td>
<td>4,326</td>
<td>24,386</td>
<td>28,712</td>
<td>9,793</td>
<td>84%</td>
<td>0.16</td>
<td>26,931</td>
</tr>
<tr>
<td>1</td>
<td>2018</td>
<td>4,628</td>
<td>28,246</td>
<td>32,874</td>
<td>10,511</td>
<td>80%</td>
<td>0.20</td>
<td>23,598</td>
</tr>
<tr>
<td>1</td>
<td>2019</td>
<td>4,940</td>
<td>32,905</td>
<td>37,845</td>
<td>n/a</td>
<td>83%</td>
<td>0.17</td>
<td>29,314</td>
</tr>
</tbody>
</table>

Notes:
QR Formula: [Year]Q1AM- DNRFY / [Previous Year] Q1AM = QR
2016 QR = (24,640-7,072) / 20,361 = 86%
SSA Formula; is an inverse of QR and it is new members divided by SSA
2016 SSA = 4,124 / .14 = 30,064

The renewal rate is not the same as membership retention. The renewal rate is an annual report. Please note that we are ~ 1,000 renewing members away from all the renewing members in 2018.
Tour Report - Sweeton

1) 2019 PDGA Tour

As of 4/04/2019 we have 2,179 events which is 7.3% ahead of last year’s pace, primarily due to earlier sanctioning of events outside of the USA. Although the US is at only a 2.2% uptick over last year (are we reaching a saturation point in the US?) Canada is at 22.7%, and International is at a resounding 35.1%. It is still too early in the year to draw any specific conclusions from the numbers at this point.

The March 19th ratings update was published as scheduled.

2) 2019 Worlds Prep

Invites are calculated for all four World Championships
Initial Course Schedules are complete for all four World Championships
Registration pages are complete for Master Worlds, Pro Worlds, and Junior Worlds, I’m waiting on info still from Am Worlds.

The Master Worlds Invitation Package was completed and sent out on 3/29, registration starts on 4/12
• The Pro Worlds Invitation Package is complete and will go out on 4/5 (tomorrow), registration starts on 4/19
• The Junior Worlds Invitation Package is in-process and scheduled to go out 4/19, registration starts on 5/3
• The Amateur Worlds Invitation Package is in-process and scheduled to go out 5/3, registration starts on 5/17
• Mike, Shawn, and I continue to work with the hosts on all planning and documentation.

Technology Report - Ganz

Ratings
• Still waiting to finalize contract with ratings team.
• Status quo using the old process until then.
• First run of new system now slated for May update.

Disc Golf Scene
• Implementation of alternate payment methods using Braintree for tournament registration is in final stages.
  o Testing internally with Masters Worlds beginning April 12th.
  o Will allow tournament directors to offer tournament registration without PayPal.
• Working on other purchase options for clubs and leagues.
  o E.g. club memberships, etc.

Official Event Scoring
• Development of PDGA Official Event Scoring app continues.
  o Second round of internal alpha testing underway.
  o Hoping for another limited beta release with leagues within the next couple of weeks.

Upcoming Events Map
• Upcoming Events Map has been released.
  o https://www.pdga.com/tour/events/upcoming

UDisc
• Partnership with UDisc has brought us 451 new members so far this year.

Equipment Certification
• Equipment certification data migration and publishing system back on track and almost ready for review with tech standards team.

Other
• Met with PDGA Europe staff in Helsinki and trained them on PDGA membership and tournament administration applications.

Upcoming
• Creating product specifications for enhanced affiliate club program offering.
**Miscellaneous**

**Events Team Update - Downes**

- All 2020 Major Event Agreements for PDGA-owned Majors (all 4 Worlds, USWDGC and US Masters) have been distributed to local organizing committees. These LOCs have already begun planning for their respective events, which are taking place no earlier than 14 months from now!

- We are currently developing the bid packages for 2021 Majors. Specifics pertaining to new models for Am Worlds and Masters Worlds are under heavy scrutiny to ensure we capture the necessary Host/PDGA requirements, capacity details, financial details, media concerns, and beyond. We are on track for our expected July 1 release.

- We plan to identify and contract all 2020 NT events much earlier than in years past. Our goal is to provide these LOCs as much time and as many resources as we can. With more guidance and communication from the PDGA Staff, each event will continue to improve. We are shooting for the end of June to lock in all 6 events.

- Todd and Shawn are proving to be a very solid and dependable crew on the road. After training and working only 2 events (one with Shawn, and one with Mike), Todd is catching on very quickly, and we are confident that he will continue to be an outstanding addition to the Team. We are very lucky to have these guys on the road, representing the PDGA in an excellent, experienced, and professional manner.

- National Collegiate Disc Golf Championships was a great success. Although there is currently uncertainty for the future of this event, the 2019 iteration went off without a hitch. Moving the event to IDGC made a huge positive impact on the perception/experience of the players and coaches. Innova not only provided good player packs, trophy baskets, on-site festival games, and equipment; they also sent a crew of 8 Staff members to assist in the execution of the event.

  **Discussion:** JC informed the Board that there are several uncertain details about the future of this event as it pertains to being a PDGA Major, including: who officially owns the event, who will oversee and manage this event, where it will be located, how and when it will be run, inclusivity for various disc golf companies and media entities to participate, etc.? It appears significant changes are being made that fall outside the scope of previous agreements for this event. Given the desire of the Board to ensure the PDGA has better control of its Majors, specifically those that are newly developed, additional discussion on this topic is scheduled for the upcoming Spring Summit.

**Rule Book and Competition Manual:** Process for 2020 revisions currently underway. First deadline for each respective committee is on 4/22/2019 to have list of recommended revisions to PDGA office for initial review. Goal is to have the draft revisions ready for Board input at the upcoming Spring Summit.

**2019 PDGA BOD Elections:** Elections are fast approaching. We will release a call for candidates on the first week of May, post the Board candidates the first week of June, and elections start on July 1st. Half of the State and Provincial coordinators, as well as two Board positions, will be up for election this year.

**PDGA Gender Protected Policy - MS:** MS shared feedback received by the Medical Committee where a concern was presented where it appears a couple of TDs in Europe are not allowing a transgender athlete to register in the division for which she is legitimately registered for in the PDGA database. This goes against
the newly adopted PDGA gender protected policy implemented in Apr 2019. JC recommended that PDGA Europe should address this concern by reiterating to European TDs that there’s an updated policy in place that clearly states players are eligible to play in divisions they are officially register for in the PDGA database. If there are concerns related to this issue, they may contact the PDGA Medical Committee at medical@pdga.com. SS agreed to take this to the PDGA Europe Board for action.

MS also shared an additional feedback the Medical Committee received from a member who recommended that we positively verify a member’s gender and age by requiring the submission of birth certificated. JC shared that this has been discussed in the past by the Board and the decision was that this level of verification is not needed at the current stage of PDGA’s development. The amount of time and resources that are needed to implement an extensive verification system for such a small percentage of potential complaints and issues does not warrant the use of limited organization resources at this time. However, with the establishment of the PDGA Medical Committee, members have the ability to submit complaints and concerns through medical@pdga.com to be addressed on a case by case basis. MS stated the Medical Committee is not recommending any changes to the current process at this time. Additional discussion ensued, and the general consensus of the Board is to continue with our current process as-is.

**Media Training for Board, Staff, and Volunteers - MS:** On behalf of EK, MS brought up the need for media training and guidance for the Board, staff, and key volunteers on how to utilize social media platforms, answer interview questions, develop written correspondence, etc., in a manner suitable for representatives of the PDGA. Additional discussion ensued, resulting in a general consensus that such training is required. JC stated he will work with the Media & Marketing team to develop the required training.

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

**New Business:**

**Strat Plan Update:** JM reiterated the importance of the PDGA Strategic Plan and the need to continue working towards the goals, objectives, and priorities identified within. He stated that significant time and effort will be dedicated to the strat plan at the 2019 Spring Summit to ensure we remain focused on how we utilize our limited time and resources most effectively. He suggested that new ideas and initiatives should be tied directly our current strat plan priorities.

**Youth and Education (JC):** The new Y&E Coordinator, Des Reading, is attending the 2019 Spring Summit and will provide her initial assessment of the current state of Y&E in disc golf and potential items to work on in the near future.

**Media/Marketing (JM):** JM mentioned that he’s excited about the selection of Joe Feidt as our new managing editor of DiscGolfer Magazine beginning with the Fall 2019 issue. He’s currently working with our M&M Team on options for refreshing the format of the magazine and tying it more closely with overall PDGA media platforms.

JC added that the M&M Team have taken great strides in 2019 in terms of enhanced branding and media content overall. We’ve received feedback from members that the changes are much improved and very noticeable this year. Our Marketing Director, Mary Sicard, will provide a more detailed update at the upcoming Summit.
2019 Spring Summit Update (JM): JM mentioned that JC and staff are finalizing arrangements for the upcoming Summit and will send out additional details as soon as everyone completes their travel arrangements.

Junior Worlds (MS): The Board discussed the Junior Worlds contract that is currently awarded to Dynamic Discs in Emporia, KS, for 3 years with an option to extend 2 additional years thereafter. Discussion ensued, and while there was unanimous agreement that DD performed exceptionally for the inaugural event in 2018, the general concern is having this event in one location for more than 3 years without a bid process especially since this event hosts a highly desired junior demographic. The Board requested a copy of the contract for review and will decide via online poll whether to award the 2-year option to DD outright, or whether this event will be put out for bid for the 2021-2022 seasons. JC stated he will forward the contract to the Board.

Biennial Evaluation of the Executive Director (JM): JM asked if anyone had any feedback on the proposed plan outlining the process for the biennial evaluation of the Executive Director that he sent to the Board for review and input via earlier email. MS and DF said they concur with the plan. NH asked if JM considered doing it once a year? JM said it was considered but determined that every other year is more ideal given the amount of work that will go into this for the Board President, Director of Special Projects, and the Executive Director. NH agreed with the assessment that a 2-year cycle is ideal. Given no other input, JM asked DR (Director of Special Projects) to proceed with the eval process as written.

Rules Committee (DF): DF provided an update about the addition of new committee members as well as new processes being introduced to manage the committee’s work flow.

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MOTION (MS/NH)
To adjourn the March board teleconference and enter into executive session.
Yes: JM, DF, NH, MS
Absent: BD, EK, TH
Motion passes 4-0-0

The meeting was adjourned at 7:56 pm ET and the Board entered into executive session.