

Board of Directors Spring Summit Minutes
Professional Disc Golf Association (PDGA)
May 20-21, 2019, Santa Cruz, CA

DAY 1 – May 20, 2019

Proceedings:

Meeting called to order at 9:00 am PT by Board President, Justin Menickelli

Present: Justin Menickelli (P), David Foss (VP), Nate Heinold (S), Elaine King, Michael Sullivan, and Trevor Harbolt. Joining remotely via Skype: Bob Decker (T)

Quorum present? Yes

Others Present: Joe Chargualaf, Dan “Stork” Roddick, Steve Ganz, Peter Crist, Mary Sicard, Andrew Sweeton, Mike Downes, Des Reading, Phil Mareu, and Ginny Sweeton

Welcome - JM

JM thanked the Staff for their hard work since the last Summit and for planning the 2019 Spring Summit. He introduced the newest PDGA staff members Phil Mareu and Des Reading followed by an ice breaker activity.

Office Report – Staff

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

Finance

As of March 31, 2019, the PDGA had Total Assets of \$2,725,182.60 as compared to \$2,356,794.90 as of the same time in 2018, representing an increase of \$368,387.70. The Total Equity during this same period was \$1,808,603.45 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 March 2019 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:

- M3 Pro, Method, and DD3 (retest) from Discmania
- Stabilizer, and Lift from Streamline Discs
- Rei from Tokyo Discs
- Draco from Millennium Golf Discs

Targets:

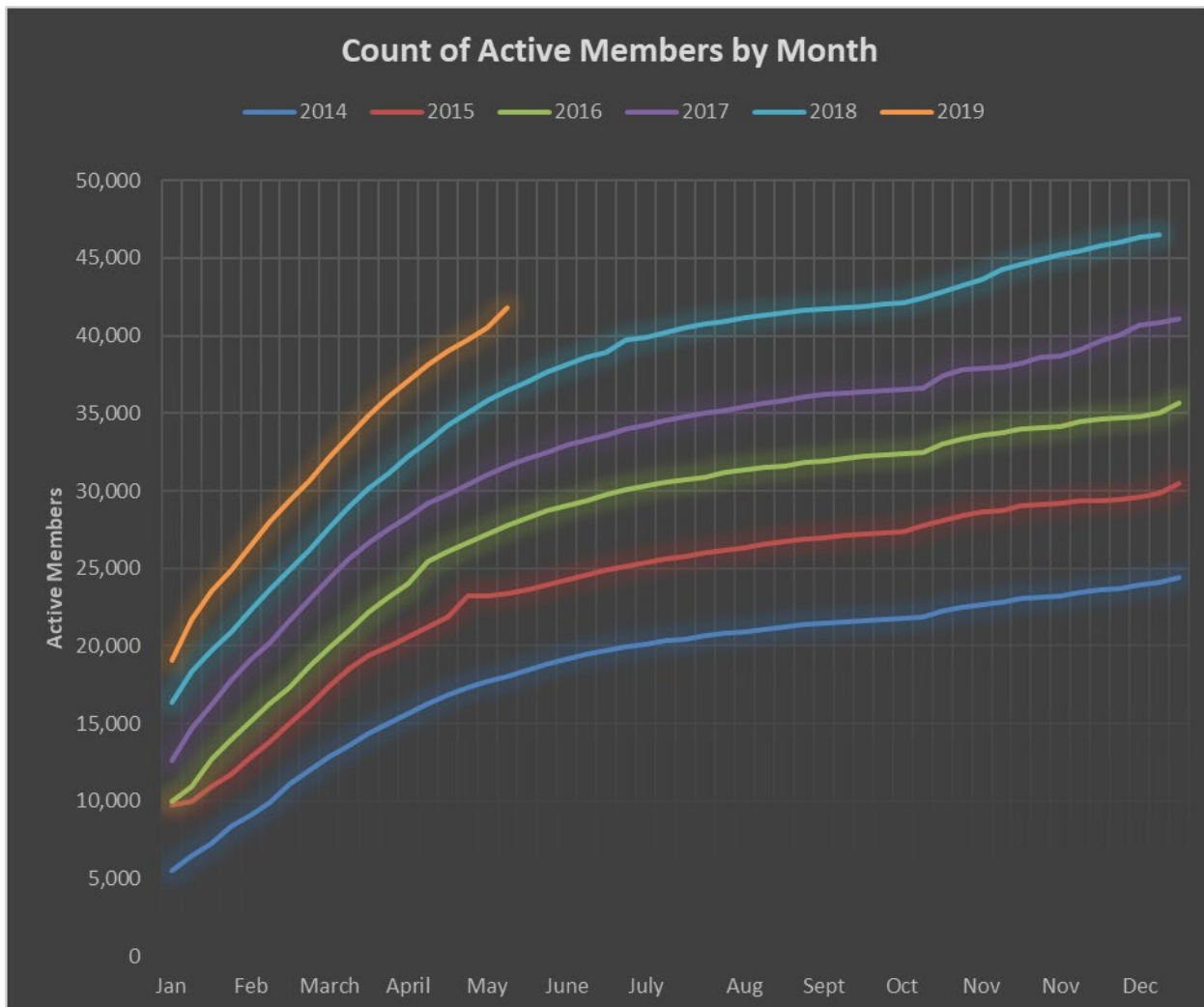
- Mach VII from the Disc Golf Association.

Memberships - Allen

As of 5/10/19, there are 41,813 active PDGA members and the latest assigned new member is PDGA #122,178. At this time in 2018, there were 36,882 active members, and the latest assigned new member was

PDGA #109,235. In 2017, there were 31,860 active members, and the latest assigned new member was PDGA #96,660. A more detailed reports are included below.

As of May 10 th in –	2017	2018	2019	2017 to 2018 % Growth	2018 to 2019 % Growth
Active Members	31,860	36,882	41,813	15.76%	13.37%
New	5,697	6,192	6,607	8.69%	6.70%
Renew	26,163	30,690	35,206	17.30%	14.71%
Amateur	25,217	29,449	33,219	16.78%	12.80%
Professional	6,643	7,433	8,594	11.89%	15.62%
Male	29,446	34,042	38,769	15.61%	13.89%
Female	2,414	2,840	3,044	17.65%	7.18%
Multi-year Members	1,103	1,220	1,443	10.61%	18.28%
Birdie Club	423	544	601	28.61%	10.48%
Ace Club	261	315	452	20.69%	43.49%
Eagle Club	88	96	103	9.09%	7.29%



Location	Members	Location	Members
PDGA Africa	18	PDGA Europe	7207
Ethiopia	1	Austria	119
Mozambique	1	Belgium	29
South Africa	1	Croatia	31
Zambia	15	Czech Republic	181
PDGA Asia	262	Denmark	234
China	35	Estonia	729
Hong Kong S.A.R., China	6	Finland	2657
Israel	5	France	231
Japan	72	Germany	349
Malaysia	20	Hungary	22
Philippines	1	Iceland	74
Singapore	14	Ireland	7
South Korea	56	Italy	10
Taiwan	5	Latvia	39
Thailand	45	Lithuania	38
United Arab Emirates	1	Luxembourg	1
Vietnam	2	Netherlands	74
PDGA Canada	1192	Norway	714
Canada	1192	Poland	45
PDGA Latin America & Caribbean	11	Portugal	3
Brazil	1	Romania	4
Costa Rica	2	Russia	17
Guatemala	1	Serbia	16
Mexico	4	Slovakia	30
Puerto Rico	3	Slovenia	12
PDGA Oceania	384	Spain	33
Australia	216	Sweden	1204
New Zealand	168	Switzerland	104
PDGA USA	32739	Ukraine	11
United States	32739	United Kingdom	189
Active Members – 5/10/2019 –		41,813	

Other Membership Updates:

- Elections and EOY awards are underway.
- The 30-year tag has been shared all over social media, and it is deemed a success; which has led me to start working on a project to update the Member Since date for members that joined before 1987.
- The member disc and mini continue to be a significant success.



Tour Report - Sweeton

1) 2019 PDGA Tour

	2019 vs 2018 Tour Breakdown																			
	Totals		Location			Tier Level														
	Total	Fully Sanctioned	USA	Canada	Intrntl	Major	NT	A	B	C	A/B	B/A	B/C	C/B	XM	XA	XB	XC	Leagues	
2019	2658	2647	2063	76	519	8	6	115	570	1585	14	3	5	58	9	3	8	53	221	
2018	2393	2375	1930	50	413	9	6	113	541	1419	16	1	9	43	9	2	10	44	171	
Difference	265	272	133	26	106	-1	0	2	29	166	-2	2	-4	15	0	1	-2	9	50	
% Difference	11.1%	11.5%	6.9%	52.0%	25.7%	-11%	0%	2%	5%	12%	-13%	200%	-44%	35%	0%	50%	-20%	20%	29%	

- As of 5/10/2019 we have 2,658 events which is 11.1% ahead of last year's pace, primarily due to earlier sanctioning of events outside of the USA. Although the US is at 6.9% over last year, Canada is at 52%, and International is at 25.7%. It is still too early in the year to draw any specific conclusions from the numbers at this point.
- The April 9th ratings update was published as scheduled.
- The May Ratings update is scheduled for 5/14 and should occur as scheduled.
- The work done by the Technology team to make reporting easier on TDs is having a profound impact on how quickly we are receiving event data. To date, 1,159 events have been completed. Of those 1,159 events, only 927 were due to be reported by 5/9/2019, and 909 of those have done so (98%). However, of the 1,159 total completed events, 1,100 have already reported, so 173 events reported early.
- We do still receive some reports in the old-fashioned Excel files (113 to date), and Amber is taking care of those. She is also providing training to Matěj Verl (PDGA Europe Tour Manager) on the processing of reports for the few he receives.

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 all four World Championships
- The Invitation Packages are complete for all four World Championships.
- The full website pages are complete for all four World Championships
- We are at various tiers of registration for Pro, Masters, and Junior Worlds, Am Worlds first reg tier opens on the 17th.
- Current reg numbers are: Pro Worlds – 89, Masters Worlds – 125, and Junior Worlds – 5 (has not opened to US yet.)

- Confirmation Package information is coming due, reminders have been sent to all the hosts.
- We continue to work with the hosts on all planning and documentation.

3) PDGA Rulebook/Competition Manual

- Quite a bit of time has been spent on prepping proposed rule changes info for the BoD Summit.

Technology Report - Ganz

Automated Ratings

- Contract ratification is imminent.
- First run of new system will be June 11th.
- Will run one last comparison after adjustments have been made based on feedback.
- Once the new system is in place, we'll be considering new ratings-based features such as real-time ratings updates for pros and enhanced ratings statistics.

Official Digital Scoring

- Testing continues with leagues.
- Beginning tests with tournaments.
- Documentation available at <https://www.pdga.com/help/tournament-management/official-hole-scoring>
- Feedback
 - Need additional documentation, FAQs
 - Tee-ordering
 - Score confirmation enhancements

Disc Golf Scene

- Alternate payment methods
 - Braintree is working well with Worlds registrations.
 - Testing disbursements to TDs.
 - Lob's mailed paper checks may be too slow.
 - Checking on alternatives
 - Working on UI to choose payment method during registration setup.
- API Updates
 - Working on better two-way communication
 - Import scores from PDGA to DGS
 - Better league management integration

Tournament Manager

- Exploring UI redesign for enhanced usability

Equipment Certification

- Equipment certification data migration and publishing system has been released
 - Discs: <https://www.pdga.com/technical-standards/equipment-certification/discs>
 - Targets: <https://www.pdga.com/technical-standards/equipment-certification/targets>
- Technical standards team has been trained

UDisc

- Partnership with UDisc has brought us 653 new members so far this year

- Enabling additional access for manufacturer-sponsored leagues

Etc.

- 2020 Technology Roadmap for discussion at the BOD Spring Summit

ACTION ITEMS:

After the office report, DR asked everyone to email him a description of what they think the PDGA and disc golf will look like 20 years from now.

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

2018 Disc Golf Interest Survey Results (Sicard)

Sicard provided an overview of key results from the survey to help the group focus on feedback received from participants in preparation for the 2023 Strategic Planning discussion. There were 7 items used to help stimulate the discussion: household income, education level, how often PDGA benefits are used, reasons for joining/not joining the PDGA, how often disc golf is watched online, preferred magazine format, and the future focus of the PDGA. Lengthy discussion followed about the results and several ideas were discussed on where the PDGA can focus to properly leverage the information received through the survey. The general reoccurring theme for the survey highlighted the importance of competition, media, and Youth and Education to PDGA members and others who participated. The discussions provided a great segue into the strategic planning session as JM compared the highly rated survey items to those already identified as priorities in the 2023 Strat Plan.

2023 Strategic Plan – Day 1

JM started the discussion by reminding everyone that the strat plan is used to help prioritize how the PDGA uses its limited resources to focus on priorities and objectives that will have the greatest impact to our overall mission within the next 5 years. We are only a year into implementing the current strat plan and not every item will be worked on immediately. Additional discussion ensued, and EK recommended that we assess whether the current PDGA priorities haven't changed in the past 12 months. EK proceeded with facilitating a Strength, Weaknesses, Opportunities, and Threats (SWOT) analysis that helped the group identify that the current priorities are still valid.

Balanced Staffing: JC provided an update on the recent staffing changes that included internal promotions, position restructuring, and the hiring of new personnel. These changes have proven to be very effective in not only introducing new skills and expertise to the organization, but also created a succession plan that will help reduce future operating risk to the PDGA. DF asked JC if these changes are enough to address this priority? JC replied that while we've made significant strides towards properly balancing the staff, that additional positions are still needed to properly scale with the exponential growth of the organization and its membership. Specific areas still requiring attention include marketing, program management, media, event management, and youth/education. DF stated balanced staffing needs to remain a high priority for the organization and there was general consensus from the Board on this assessment.

Youth & Education: Reading provided a presentation that outlined her initial assessment of youth and education in disc golf and within the PDGA. She provided the current landscape of organizations who provide Y&E type services, the type of services, the history and background for each, commonalities, locations of Y&E specific courses, as well as opportunities for the future. There was general discussion about items such as insuring youth events, ability for youth to travel, junior-specific championships, disc golf in schools, installing courses on school campuses, marketing Y&E, curriculum development, certifying instructors, the goal of Y&E programs, etc. The intent of this presentation was informational only at this time

as Reading has only been serving in the position for 2 months. She will further develop the PDGA Y&E program in the next several months and provide another update during the 2019 Fall Summit.

Motion (JM/DF): Adjourn day 1 of the 2019 PDGA Spring Summit.

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

Motion passes 7-0-0

Day 1 session was closed at 3:30 pm PT.

DAY 2 – May 21, 2019

Proceedings:

Meeting called to order at 9:10 am PT by Board President, Justin Menickelli

Present: Justin Menickelli (P), David Foss (VP), Nate Heinold (S), Elaine King, Michael Sullivan, and Trevor Harbolt. Joining remotely via Skype: Bob Decker (T)

Quorum present? Yes

Others Present: Joe Chargualaf, Dan “Stork” Roddick, Steve Ganz, Peter Crist, Mary Sicard, Andrew Sweeton, Mike Downes, Des Reading, Phil Mareu, and Ginny Sweeton

2023 Strategic Plan – Day 2 (All)

Sustainability: JM and DR provided an update on sustainability initiatives and issues worked by the organization. DR reminded everyone on the 3 phases of sustainability identified by the PDGA; education, courses, and equipment. Education includes developing and distributing the Disc Golfer’s Code, course signage, other helpful material, as well as conducting tests on disc golf equipment. Course sustainability includes things like the development of a new “Short Game” concept that converts older or smaller courses into courses where only midrange and putters should be thrown. Environmental sustainability includes the development of programs such as the PDGA Throw Green Initiative where the goal is to eliminate unnecessary waste by introducing paperless tournaments and eliminating the need for disposable water bottles. Other issues discussed include how to assist with courses that are in danger of closing due to environmental concerns, how to increase awareness disc golf sustainably, developing and publishing best practices, awarding Majors and NTs to courses with acceptable sustainability practices, etc.

Marketing: Sicard provided a detailed presentation on the current state of PDGA Marketing and Media (M&M). Overall the M&M team has made great strides towards meeting numerous objectives under the marketing priority. Sicard continues to attend 6-7 annual tradeshows that hosts CVBs, event rights holders, and general sports companies to promote the PDGA and our sanctioned events. This has yielded great interest from cities to not only host our events, but to also install or upgrade disc golf courses in their towns. They’ve also developed a new PDGA Media Kit, public relations plan, new media policies, membership video campaigns, redesigned the newsletter, standardized branding, created new logos, formalized sponsorship requests and contracts, and are in the final stages of launching an updated PDGA online store. Additional suggestions from the group were to find ways to draw more spectators that aren’t just friends and families, reaching out to local communities on what disc golf is doing in their towns, leveraging TDs to help spread the word locally by providing templates for press releases, and encouraging touring players to visit with sponsors attending events to thank them.

Club Support: DF and Ganz provided an update on items being worked to better support local clubs. Some

ideas include club-specific items related to membership fees, dedicated club page on website, additional discounts, a dedicated sanctioned tier level, bulk sanctioning discounts, awards program, etc. Discussion ensued where additional ideas were shared; club section in the magazine, rewards/points program to earn credit for online store, creating value for clubs who do not run sanctioned leagues or events, etc. These and other items are being considered, but an overall business analysis must be performed to assess ROI, overall financial impact, and overall workload requirements.

League Development: Ganz mentioned this priority is an extension of Club Support as many of the same elements can be used to enhance leagues. A. Sweeton said league growth has been 29% over the last year, but the perception that leagues results in lower player ratings may be holding it back from growing larger. Ganz stated he's exploring an option to break out league player ratings from regular ratings. Additional work will continue on this priority to refine and better promote the league program.

Membership: JC provided an update on several membership enhancements introduced the last 12 months. These items include: free uDisc scoring app, ratings change indicator on player pages, PDGA Podcast, conducted a membership survey, introduced the option for members to purchase our PDGA member discs and mini, etc. We will continue to explore additional membership enhancements through the introduction of technology enhancements, additional membership levels, media content, and competition offerings.

Technology: See "Technology Report" in the Office Report on pages 5-6 for details.

Rule Book and Competition Manual Revisions (AS)

The Board and staff used the majority of the afternoon to review and discuss the recommended rules and competition revisions. The Board considered 30 rule revisions and 8 competition revisions that were considered substantive changes (introducing new rules or changing the intent). Administrative changes were not included (corrections to grammar, spelling, etc.). The Board voted on which changes will be considered for final implementation into the Rule Book and Competition Manual pending final wordsmithing and a public review period.

Motion (MS/DF): Adjourn the 2019 PDGA Spring Summit and enter into executive session.

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

Motion passes 7-0-0

The summit was adjourned at 4:30 pm PT.