

PDGA Board of Directors Spring Summit Minutes
Professional Disc Golf Association (PDGA)

Aptos, CA
May 20-21, 2015

Proceedings:

Meeting called to order at 9:07am PT 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, Steve Ganz, Michael Downes, Matt Gregoire, Sara Nicholson

Wednesday, May 20

Welcome and Introductions - Duffy

Headquarters Reports Q & A - Graham

Office Report – Graham

Finance

As of March 31, 2015 the PDGA had a net financial position of \$1,074,150 as compared to a net financial position of \$1,007,727 at the same time in 2013, representing an increase of \$66,423.

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:

- "El Guapo Pro" target from El Guapo Baskets
- "Recruit" target from Dynamic Discs
- "MD" disc from Discmania
- "Spark" disc from Latitude 64
- "Veteran" target from Destiny Discs
- "Sampo" disc from Latitude 64

Online Motions

The following motions were made and approved by the PDGA Board of Directors via online poll:

- Award the bid for the 2016 PDGA Professional Disc Golf World Championships to Emporia Kansas (Approved 6-0)
- Award the bid for the 2016 PDGA Amateur & Junior Disc Golf World Championships to Madison Wisconsin (Approved 6-0)
- Award the bid for the 2016 PDGA US Masters Disc Golf Championships to Stockton California (Approved 5-1)
- Award the bid for the 2016 PDGA US Women's Disc Golf Championships to Sabattus Maine (Approved 4-2)

Sports Industry Outreach/Marketing

Executive Director, Brian Graham recently attended the 2015 National Association of Sports Commissions Symposium in Milwaukee, Wisconsin. The PDGA received 240 requests for appointments from sports

commissions and CVB's from across the US, making it one of the most requested groups at the conference. I was able to meet face-to-face with 90 cities due to a new group appointment format. Video footage of some of my appointments, as well as interviews with several cities to discuss their views of the PDGA and the sport of disc golf, was shot by Terry Miller and will be featured at PDGA.com in the future.

On my way home from the spring summit and St. Jude Disc Golf Charity Invitational in California, I will be making a stop in Colorado Springs, CO on May 27-28 to attend a US Sports Congress Advisory Committee meeting. Disc Golf will once again be an activity offered to all conference attendees at the 2015 US Sports Congress in Fort Worth Texas in December. The 2014 outing in Savannah was a tremendous success.

Memberships Report – Nicholson

As of 5/17/15, the PDGA had 23,660 active members and lifetime membership #75378 had been issued.

- Compared to 18,849 active members at the same time last year
- This represents a 25.5% increase in memberships thus far in 2015

Tour Report – Sweeton

2015 Tour

2015 YTD vs 2014 YTD Tour Breakdown																						
Totals			Location			Tier Level																
Total	Sanct.	Unique	US	Canada	Intrntl	Major	NT	A	B	C	A/B	A/C	B/A	B/C	C/A	C/B	XM	XA	XB	XC	Leagues	
2015 YTD	1610	1569	1490	1253	39	277	9	7	6	429	859	20	1	1	3	1	28	11	2	6	11	11
2014 YTD	1368	1350	1340	1107	29	204	10	8	6	365	747	16	0	0	6	1	31	3	1	3	7	81
Difference	242	219	150	146	10	73	-1	-1	8	64	112	4	1	1	-3	0	-3	8	1	3	4	31
% Difference	18%	16%	11	13%	34	36%	-10%	-13%	13%	18%	15%	25%	100%	100%	-50%	0%	-10%	267%	100%	100%	57%	38%

Note: the 2014 numbers are extrapolated from 4/30/14 and 7/1/14 data due to the BOD meeting schedule in 2014.

- To date, the 2015 Tour database contains 1610 events of which 1569 have met all sanctioning requirements and are listed on the 2015 online calendar.
- The second player ratings update for 2015 events was published on April 28th. The next update is on May 26th and the data files have been completed by the office and are in Chuck and Roger's hands.

St. Jude Charity Event

Eleven withdrawals for various reasons over the past month has reduced the current registration to 193 players with 92 of them in the MPO, FPO, & MPM divisions playing on the longer Steady Ed Headrick course, and 101 players in the MPG, MPS, and Amateur divisions that will play the shorter Stancil Johnson course.

Excitement and support for this fundraising event transcends just the members playing in the event. A very recent C-Tier that had weather problems resulting in only 11 players in attendance still raised \$1,500 for the St. Jude charity.

2015 Worlds

- The new registration tiers added for International and Canadian players garnered 34 Non-USA players for Pro Worlds (7.8% of space) and 56 Non-USA players for Am Worlds (7.7% of available space.) For Pro Worlds this is a drop from 9.7% in 2014, but for Am Worlds it is a marked increase from 3.7% in 2014

- The following chart shows the current registration for both Worlds events:

2015 Amateur Worlds Registration (5-14-2015)			
Div	Registered	Waitlist	Space Left
MA1	288	21	0
MM1	108	13	0
MG1	108	20	0
MS1	44	16	0
ML1	3	6	1*
FA1	40	15	0
FM1	16	5	0
FG1	5	0	3*
FS1	3	0	1
MJ1	32	16	0
MJ2	34	0	6*
MJ3	6	8	0
MJ4	5	0	1
FJ1	6	0	2
FJ2	7	0	1*
FJ3	3	0	1
FJ4	4	0	0
Totals	712	120	16

2015 Pro Worlds Registration (5-14-2015)			
Div	Registered	Waitlist	Space Left
MPO	144	25	0
MPM	66	0	18
MPG	83	0	1
MPS	36	0	0
MPL	4	0	4
MPE	3	0	1*
MPR	2	0	2*
FPO	44	1	0
FPM	7	0	1*
FPG	7	1	1*
FPS	1	0	7*
FPL	1	0	3
Totals	398	27	38

*- One (1) of these spaces is being held for the 2014 World Champion who has not yet registered. That spot will be released on June 4th if not claimed.

---End Tour Report

Events Report - Downes

National Tour

Three events wrapped up in the 2015 National Tour: the Memorial Championship in AZ, the Glass Blown Open in KS and the "Steady" Ed Masters Cup in CA. There is a level of increased consistency on tour this year, with registration streamlining, the new member registration system and the official's exam on PDGA.com. Along with the desire of the current tours TDs to produce and maintain outstanding events we are sure to finish another strong season on tour.

Trailer

The new "PDGA 2" trailer has been on the road since the beginning of the season and is providing us with an increased level of productivity and efficiency. Along with the extra storage space, the new trailer has an increased amount of work space including a mobile scoring office in the front room for events where scoring space is limited. We have a newly contracted driver this year who is dependable and extremely helpful. Through his business efforts the PDGA will not only save \$2,000 this year, but will also save time on moving the trailer from venue to venue during events. By the end of the season the PDGA trailer will have visited 17 events. The trailer has become extremely important and appreciated by all local organizing committees.

Majors

The Aussie Open:

Event's manager, Mike Downes, attended the first ever PDGA Major in the Southern Hemisphere in January, The Aussie Open. It was an outstanding event and the appropriate steps have been taken to ensure the event continues as a PDGA Major for 2017. The plan is to have the Japan Open and the Aussie Open switch years as the Asia/Oceania Region's Major event.

2015 National Collegiate Disc Golf Championship:

Alan Kane is insuring the growth and development of an incredible event that gets bigger and better each year. The PDGA is working closely with the event to make suggestions on some of the weaker aspects of the events and working through the naming rights of the Collegiate Championship.

Downes notes:

We still have several Major events yet to be completed this year, but planning is going great for all events. We are really seeing Amateur World Doubles step up, as Straightline Discs has filled in for John and Dee Houck as Tournament Directors. Although the finished product has yet to be seen, I anticipate a huge improvement in the overall output of the event. Also, expect some big things out of Pro Worlds this year, as TD J Gary Dropcho has some great programs in store for the event.

We recently awarded our PDGA Majors for the 2016 season. After much deliberation about the existing format for our premier events, we were too close to the 2016 season to delay any longer. I pushed the bid packages out with the intention of allowing any potential hosts ample time to produce a package and for our eventual winners to be able to properly prepare for the event. I am confident in our decisions, and expect some great events in 2016.

Changes for the 2017 events need to be discussed now by the Majors Committee so we are prepared for the release of the 2017 bid package within that scheduled time.

Grant Programs

The Marco Polo program is still thriving and has funded two projects in 2015. Sam Cann of South Carolina went down to Costa Rica this year to visit the Permaculture Country Club, a sustainable living community focusing on agriculture and recreation. There, he installed the first ever disc public disc golf course and implemented the associated disc golf recreation program. For more details, read the story that was published on pdga.com: <http://www.pdga.com/disc-golf-rainforest>.

Yohannes Desalegn in Ethiopia has taken the US by storm. When he initially contacted us about Marco Polo, he had already been teaching disc golf in his community for over a year. Check out “Disc Golf Ethiopia” on Facebook. He has done so much to promote the sport in his home country, several US PDGA members started to take notice. He now has the attention of some of the sport’s highest profile athletes and manufacturers, and is receiving additional support through those means. He has plans to visit the states this summer, and will be incorporating several US concepts to his promotion and course design tactics back in Ethiopia. He sends regular updates about the project, with a completion date of October 2015.

Due to the overwhelming amount of inquiries about this program, I recently discussed a reduction of funds offered (to go into effect in 2016) with Brian Graham. As we all know, disc golf is exploding right now, especially on an international level. With the publicized success of the Marco Polo Program, I am seeing more and more proposals come through. I suggest we increase our budgeted support of this program (from \$10,000 to \$12,000-TBD), while reducing the maximum amount offered (from \$5000 to

\$3000- TBD), so that we can support more programs in the future.

Another round of Innovation Grants will be reviewed after the June 1 deadline for submission. As of May 13, we had only received one submission for this first round of 2015 grants. I am currently in the process of training our newest full time employee, Zach Shafer to take over review and management of this program, to be in effect for the December 1 deadline for round 2.

WFDF

Mike Downes and WFDF Event Manager, Karina Woldt, have produced a bid package for the inaugural Team Disc Golf World Championships, to be held in 2016. Details can be found via the PDGA.com story “New Team World Championship Announced”. Bids for this inaugural event are currently being accepted. We hope to see this biennial event grow at an exponential rate, commensurate with the level of growth of disc golf on the global scale. Media Manager, Matt Gregoire, has been using the PDGA website and social media channels to promote other disc sports under the WFDF umbrella, with great success. The PDGA/WFDF relationship is strengthening through the cross promotion in media as well as integrating the different disciplines in our sports’ biggest events (i.e. USA GUTS traveling to the National Collegiate Disc Golf Championship).

---End Events Report

BOD Committee Reports

Should we provide more outlets for committees to communicate such as private Facebook groups? Currently we communicate via Yahoo Groups. How can we provide outlets to make it easier for our volunteer committee members?

The women’s committee is very active including monthly conference calls to discuss and organize initiatives to grow female participation in disc golf and the PDGA.

Technology Update – Ganz

Technology Highlights

- Self-service linking of account to membership
 - Members with accounts on PDGA.com can now link to their PDGA membership on their own.
 - Enables self-management of member info, change of address, etc.
- Profile photos
 - Members with linked accounts now have the ability to upload photos that will appear on their player profiles.
- Asynchronous Ads
 - Ads now load in the background and no longer block page loading in the event of ad server issues.
- Event Sanctioning Validation
 - Event sanctioning now requires the following prior to submission of a sanctioning agreement:
 - All tournament directors to be current members
 - All tournament directors to be certified officials
 - Approval from State Coordinator
- Mobile Apps
 - iPhone App
 - Facebook deprecated the version of the API that we have been using which caused the Facebook sharing feature to break. The app has been updated with native iOS sharing functionality and was submitted to the App Store for approval on May 15th.
 - There is a bug with the country search that needs to be fixed.
 - Android Apps
 - Still in beta and looking for a developer to take it across the finish line.

Other Technology notes:

PDGA's first Technology summit will take place the first weekend in June. We currently have too many manual movements of data and the technology summit will be held to work on ways to better streamline the ratings process along with other current manual data entry methods in the PDGA office and for the tournament directors.

PDGA Leagues Re-launch - McCoy

- Re-launch leagues separating league ratings from tournament ratings.
- Market leagues at Parks & Recreation shows to encourage their support and growth of disc golf courses and players in their areas.
- Promote leagues more on PDGA.com and through potential Disc Golf Scene integration.
- Use league promotion to help further membership growth.

New Media Policy - Gregoire

We have reached a whole new level in the disc golf world as evidence from the gallery and coverage at the Wysocki/McBeth playoff at the 2014 PDGA Professional World Championships last year. Our tournament directors are realizing this year the impact of the media. Disc Golf YouTube channels are growing in numbers and in enthusiastic media team travels showing up at our events to cover as much disc golf as they can throughout the weekend.

Policy:

We need a new media policy which requires credentials for the media crews at our events. The PDGA has first rights to live coverage at our events. The issues arise when the PDGA does not send a media team for coverage

and the event staff starts handling the media. The policy will prevent issues from arising and free up our Media Manager for other important media opportunities. The PDGA needs to be mentioned in the videos covering our event (Graham states we are currently working on a PDGA promo to be included in these videos). Make it consistent and easy for the media, tournament directors and staff to understand and implement.

Consistency:

We need to make an effort to provide the same level of coverage at all of our events. When event courses are approved for our World Championships and other big events, the 4G coverage needs to be assessed along with the course design standards.

Online Event Registration - McCoy

Suggestions

- Spots should be held so our best players get in to events and are not on waitlists
- Registration is opening for events way too far in advance (3 months from the event date should be the standard practice).
- Change the World Championship invitation criteria so we are sending out less invitations in the first batch.
- Tiered registration for our NTs next year.

Andrew Sweeton, staff and the competition committee will work on the details and factors to set up tiered registration for next year.

International Report – Hoeniger

2015 Survey of PDGA International Affiliated Countries: Report & Analysis

- 27 of 27 PDGA Affiliated Countries Responded = 23 in Europe, 2 in East Asia & 2 in Oceania = 100% response rate.
- 11 of the countries are governed by standalone National Disc Golf Associations, while in 14 Disc Golf falls under the/is part of the National Disc Sports Federation. 1 country is led by a Disc Golf Club (Lithuania), and 1 country is part of another National Body (France – FNSMR (National Federation of Rural Sports)).
- 14 countries listed national/official sports related bodies providing recognition, including National Sports and Recreation Federations and Associations, National Olympic Committees, and Government Ministries.
- 12 countries are receiving official funding, which in the majority of cases is modest (less than \$5000 per annum), for administration, promotion, and events.
- In the 27 countries there are currently slightly more than 500 disc golf clubs, led by Finland with 160. About 2/3 of these clubs are members of the national association.

Issues Facing the Countries

There are several prevalent themes in the answers that the countries provided to this question:

- The need for more volunteers, organizers, and resources to meet increasing demand for events, course installations and course maintenance.
- Lack of available funding in country, especially in southern Europe (Spain, Italy)

- More effort needs to be placed on attracting and developing younger/junior and women players and on getting players to join clubs
- Building national disc golf/disc sports organizational structure that will increase recognition and opportunities
- Population density and land pressure on a national basis (Switzerland, Japan) or in urban areas (Australia) which restricts new course installations or limits them to outer lying less populated areas where public exposure is less.
- In Finland and Estonia where disc golf is exploding the challenges are indicative of this exciting trend: not enough places in events to handle demand, and the challenges of helping to develop players on a national scale along the continuum from junior to amateur to professional athletes.

Conclusions

- The information garnered by the survey is indicative of the different and unique national approaches to disc golf as well as the different stages of development that the countries across Europe and in East Asia and Oceania are at. In this broad and diversified context the best practice strategies that the PDGA can pursue are to:
- Continue building the International Program in ways that accommodate the different country models and stages of development through such mechanisms as minimum standards for C tier events, modest membership fees (which also recognizes that most International PDGA members are also paying National Association member fees), and the ability of each country to determine the extent to which the Competition Manual is applied in their country.
- Continue providing leadership and coordination in support of the growing number of affiliated countries, new disc golf countries, and on a global basis, through the Marco Polo Program, funding of translations of key texts including the Rules Book/Competition Manual, through the formation of continental chapters and tours (i.e. PDGA Europe & PDGA EuroTour), and through PDGA acting as a major source of information on the sport, including how to run events, develop courses, build clubs, attract media and sponsorship, etc.

PDGA Restructuring – Graham/Hoeniger/Roddick

- With WFDF recognizing PDGA as the global governing body of Disc Golf, it is suggested that the PDGA examine the potential strengthening and securing of its brand and future Internationally that could be gained by restructuring and reorganizing itself into a collective of closely related entities, potentially consisting of:
 - A “PDGA Global” “mother” institution in charge of the Rules of Play, Technical Standards, World Championships events, and other trans-continental responsibilities
 - Continental PDGA arms or chapters, i.e. PDGA North America (USA/Canada), PDGA Europe, PDGA Asia/Oceania, that are given increasing responsibility for event and other standards in their geographic areas and that become increasingly self-governing and empowered through registration of these entities within their regions, the establishment of continental Boards of Directors, by-laws, and other related mechanisms.

Two contexts that the PDGA is acknowledging the European Disc Golf Federation (EDGF) – Limited Role

1. Owner of European disc golf championship.
2. Assisting in the growth of disc golf in Europe. The EDGF can do things overseas that we cannot. The members of this federation can apply for funding through this organization to go to championships or for their events.

Brian Hoeniger drafted a memorandum to ALL of the international countries a few weeks ago giving all the countries a chance to comment on it and Hoeniger is responding to their questions/issues as they come up.

Aim:

- Mutual recognition. Saying PDGA recognizing each country as the official entity in that country. Giving it back to the PDGA as well so that the country meets our requirements.
- Standardizing how things are done.

(See attached document: *Concept Paper – Restructuring the PDGA Globally* for more details)

Thursday, May 21

Proceedings:

Meeting called to order at 9:03am PCT 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, Steve Ganz, Michael Downes, Matt Gregoire, Sara Nicholson

Strategic Plan Update – Graham

(See strategic plan document for details)

- Media
 - Policy update Matt is working on this as discussed yesterday during day 1 of the Spring Summit 5/20/15.
 - Funding of media – Discussion on what are next steps will be.
 - Started with DG planet but now there are 3 companies and a 4 getting ready to enter the market. How and should we support any of these?
 - Broadcasting – increasing coverage and quality
- Disc Golf Foundation – Graham had a meeting with the Foundation at Worlds last year. PDGA will work to strengthen the existing foundation.
- Educational Programs – Create our own or fund others? To get sponsors we would need to be a charitable foundation so the sponsors could write off their donations.
- Action Item: Research other non-profit organizations to see what they are doing. Find out what works and doesn't work and apply the research to DGF.
- Strengthen agreement with Majors to make them and us stronger. Be sure to achieve our goals for these top events. (Andrew & Mike are working on this.)
- Affiliate Club program – changes to how Cliff Towne is paid to match our other consultants. All fees now go to the office and the clubs sign up through the PDGA. Now he is set up with a yearly amount and all the other stuff comes through the office.
 - Steve – automated system with affiliate clubs and setting us up for club membership levels moving forward.
- Organize regional development for TDs and do educational seminars
- What does lower cost membership mean? Need to define it and get something on the schedule to implement it. – create a package and a marketable product then we can roll it out. IT infrastructure is ready when the product is ready.

Stork: Charting of these to prioritize them.

PDGA Majors Discussion

Discussion item:

Make our World Championship the elite level of competition. The best players on the best courses in the world. (*Make changes now to the bid documents to reflect the elite level we want moving forward, starting with 2017*).

Suggestions on how to do this:

- More selective on the cities
- Changes to number of invited players
- Separate out the age based divisions from the World Championships and provide other elite events for them to participate in.
- Create a separate World Championship for Juniors
- Involve the CVBs more in the bidding process on these events to increase their quality

Pros – Quality of the event can improve if we decrease the quantity.

Cons - If we limit the divisions we could lose spectators and

Stork's thoughts on the change:

Stork's thoughts. This kind of product change is tough. Dropping a successful product and come out with a new one. We should consistently try to get a 360 organizational view of the intended change. What does it mean to each player of all levels? What does it mean to them and their motivation? More or less energized by this program. Everything we say about it seems but what about the End up with no gallery when we have an event for the best players in the world when the gallery is the players that didn't make the cut. Let's make sure we are as broad a complex as we can of motivation of our members, an increasing number of members want to play at this level. As a business, one way or another we need to find a way to make them happy. Any program we have that says, sorry it's not your year crushes their enthusiasm. Juniors want to do it now. Find a way to motivate them and keep them happy. If we take things away what do we have to replace it?

Prior to making the change Graham suggests surveying the members on this change. Discussion on the survey lead to agreeing that we survey the members with a carefully worded feedback survey.

Stork's thoughts: the prejudice will be against it because people like what they know, know what they like.

Conclusion

Conduct the survey

Majors committee get the ball rolling immediately on these discussion items so we can roll out any changes in September/October.

The board entered into executive session at 10:52am PCT.

MOTION (Decker/West)

To adjourn the 2015 Fall Summit

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

Motion passes 6-0

The Summit adjourned at 12:19pm PCT

