

Charlotte Disc Golf Club – February Meeting Agenda

Meeting Date: 2/12/2025 at 6:30 pm

Location: Lost World Brewing – 1100 Metropolitan Ave. STE. 165 Charlotte NC 28204

Attendance: Melissa Lindemann (President), Mark Huether (Director of Operations), Kyle Deck (Volunteer Coordinator), Trey Monteith (Vice President), Robert Buckley (Director of Signage), Ethan Durland (Secretary), Naomi Downs (Womens Committee Chair), Saige Irlacher (Treasurer) + approximately 12 non-board attendees

Absent: None

Synopsis:

- Last month's meeting minutes approved, new updated meeting procedures put in place.
- Smaller turnout to ice bowl than normal, paypal and can donations, awaiting payment for stumpy tee signs.
- Devin shared a communication plan with Melissa for review. Further explanation in March.
- Membership is up from last year. Thoughts on combining odd/even tag battles. Further discussion on how to make tags more meaningful.
- Nevin will be interrupted by a greenway. RL smith is getting two courses. (short and long) Feb 22nd 9am Renaissance work day (renske)
- 7 Courses have new signs. 1 needing to be installed. Discussion on QR codes to educate players about the CDGC. Sponsorship signs coming out this month.
- CAC June 13-15th. Held first meeting with good attendance. Working on getting DGS up and running while also further documenting roles in the event.
- Women's committee is now meeting at Lower Left. Developed 5 goals to strive for in the upcoming year.
- Developing a SMS messaging system to more easily alert members to work days.
- New Club Strategy presentation to ensure we are all aligned appropriately. Renske Doubles to be taken over by new management.
- Discussion on how to get information out to league directors more effectively.
- Discussion on tag drives and how to get more people involved, including pros.
- Discussion regarding 2027 Womens USDGC not having any bids approved and thoughts on CLT putting in a bid.

President called the meeting to order at 6:40 pm

Introduction

- Roll call
- **[President, Melissa]** Read mission statement
 - **The Purpose of the Charlotte Disc Golf Club**
 - Maintain a non-profit, volunteer organization to strengthen the sport of disc golf in Charlotte and Mecklenburg County, North Carolina
 - Provide a safe environment for citizens to enjoy disc golf
 - Manage/attract events where both amateurs and professionals may compete
 - Teach the game to new players, especially school-age children
 - Maintain and improve the Club-affiliated disc golf courses
 - Promote and contribute to charitable causes
 - Encourage good sportsmanship and positive social values
 - Support activities that increase diversity of the disc golf community
- Motion to approve last month’s meeting minutes made by Melissa, seconded by Trey. Motion carried unanimously.
- **[President, Melissa]** Summary of resolutions since last month

Resolution No.	Motion Made On	Motion Resolved On	Resolution	Voting Record (Yea - Nay - Abstain)	Motion	Motion Made By	Seconded By
2025-001	1/14/2025	1/19/2025	All executive committee positions were filled.	See resolutions 2025-003, 2025-004, 2025-005, and 2025-006.	I move to open nominations for the executive committee positions (president, vice president, treasurer, secretary).	Melissa Lindemann	Kyle Deck
2025-002	1/14/2025	1/16/2025	Passed	7-0-0	I move to approve the amendment to the bylaws that includes the job descriptions approved in December.	Melissa Lindemann	Naomi Downs
2025-003	1/16/2025	1/16/2025	Passed	7-0-0	I move to appoint Saige Irlacher as Treasurer.	Naomi Downs	Kyle Deck
2025-004	1/16/2025	1/16/2025	Passed	6-0-1	I move to appoint Melissa Lindemann as President.	Naomi Downs	Kyle Deck
2025-005	1/17/2025	1/18/2025	Trey Monteith is appointed VP.	Trey M. - 4 votes Naomi D. - 3 votes Robert B. - 0 votes	I move to vote for the appointment of the Vice President position. Nominees: Naomi Downs, Robert Buckley, and Trey Monteith.	Trey Monteith	Ethan Durland
2025-006	1/18/2025	1/19/2025	Passed	7-0-0	I move to appoint Ethan Durland as secretary.	Melissa Lindemann	Ethan Durland
2025-007	1/19/2025	1/19/2025	Passed	7-0-0	I move to nominate and appoint Kyle Deck as Volunteer Coordinator.	Melissa Lindemann	Naomi Downs
2025-008	1/22/2025	1/23/2025	Passed	7-0-0	I move to approve Ian Yelton's proposal for merchandise and profit sharing for his Saturday Singles League.	Melissa Lindemann	Ethan Durland

Executive Committee Reports

- **[President, Melissa]**
 - Meeting procedure - Discussion will be limited to 2 minutes. Ethan will start a timer and let Melissa know when the 2 minutes are up. Discussion can either be continued during the Open Business section of the meeting, or it can be tabled for discussion by the board in slack or a later meeting.
- **[Treasurer, Saige]**
 - Present financial statements
 - Balance as of 2/7/2025: \$125,676.75

- Regarding PnL, we had less income and more expenses than at the same time last year. Due to lower participation in the ice bowl and increased expenses (legal/professional fees, assets (baskets, sleeves), and tee sign order).
- Saige is transitioning into the treasurer position. Waiting on email address setup (from Rachel) before granting direct access to the bank accounts.
- Follow up from last meeting
 - PayPal donation page was set up and will be added to the website.
 - Did we receive payment from Nolen Petersen for the Stumpy Creek tee signs? We did not. Saige will add an outstanding invoice to track this.

Committee Reports

- **[Communications, Devin]**
 - Communication plan for 2025 was shared with Melissa. They will collaborate and then share with committee members, then the board, then public meeting. Aiming to have something to share by March meeting.
 - Generally wants to implement consistent communication on social media and in newsletters. A lot of the content will be focused on the great work operations is doing. The goal will be to strengthen the relationship between the club and its members.
- **[Events, Pat]** Nothing new to report as Pat is still on paternity leave. No issues/concerns. Next month we can expect a report to summarize the event landscape for 2025 compared to 2024.
- **[Membership, Rachel > absent, given by Trey]**
 - Membership count as of 2/8/2025: 250, at 257 at the time of the meeting (up from 176 last month)
 - 116 tags distributed
 - 44 to be mailed > Trey mailed most of these this past weekend
 - 90 listed to be picked up still
 - Melissa questioned how these will be picked up. Bob also wanted to know if we could tell when or where people are picking up tags. The main thing we want to prevent is people getting multiple tags. We're unsure how much of an issue this will be. At the end of the year, we'd probably know if we distributed more tags than we have members but do we need to know before then? We ran out of time for discussion but we'll continue it in slack.
 - Report on membership events (ice bowl, tag battles)
 - Even tag battle – 74 players registered, 70 attended
 - Odd tag battle/ice bowl – 17 players, net profit of -\$107.88.
 - 50 cans of food donated – have these been given to Second Harvest Food Bank? Kyle has these in his car and will handle the donation.

- \$668 income (\$128 raised from mulligans, \$30 raised from ace pool, \$510 from entry fees)
 - \$775.88 expenses (player pack discs)
 - Trey proposes that the unused inventory be distributed to club leagues (Alli Hnatt Women's League, Ian Yelton Saturday Singles) and that we don't count this against the income of the ice bowl.
 - Motion made by Melissa to approve the donation of the full \$668 to Second Harvest Food Bank. Seconded by Trey. Motion carried unanimously. Saige will handle the donation.
 - We didn't have a good turnout for this event. What can we do differently next year? (Moved to the Open Business/Open Floor section of the meeting)
 - Weather could have been a factor.
 - We maybe need more promotion/marketing for this event.
 - In the future, maybe we combine even/odd battles into one event.
 - There were 3 players (Hendrick, Turner, and Frey) who played a tag battle despite not being members.
- **[Operations, Various]**
 - **[Director of Operations, Mark]**
 - **Bailey 5** benches installed by Brian Timm and crew
 - **Nevin (Main Course)** Construction on the greenway has started and affects holes 5, 6, 16, and 17. The course will remain open but with temporary tee locations. Hole 16 will be unplayable and will be permanently lost. The greenway will cut between the long tee on 6 and hole 5s basket but will not interfere with play. Mark is asking the Parks to communicate with the public directly on progress/what's happening.
 - Originally, we wanted to use Nevin for the CAC. It's questionable if it will be a good option.
 - **Nevin (Short Course)** Josh Mathieson (course director) is looking for volunteers to clean up what's been cut. If there's enough help, he's hoping to finish by the spring.
 - **Reedy Creek** Discussions in progress about using turf to cover tees on holes 1 and 10.
 - **Robbins Park** 9 hole loop is open and bridges have been added/repaired.
 - **RL Smith (Long Course)** This will be a 21-hole course. Course is pre-cut and ready for woods clearing machine (contractor is planning to start late Feb/early March). Until then, volunteers are moving cut material into the center of fairways for mulching. After the machine clearing, the club + volunteers will tidy up and prepare to pour teepads.

- **RL Smith (Short Course)** Layout is flagged and ready for woods clearing machine, which will start at the same time as the long course. We're planning for turf teepads for this course.
- **Blair Mill** Contractor will pour new tees and move old ones to create an 11-hole (2 tees per hole) course. We'll need volunteers to set new sleeves and teesign posts, and to install new baskets.
- **Hornets Nest** DGPT wants to run an event on this course next November (post-championship). Design/condition review will take place this spring in preparation.
- **Kilborne** Ozzie suggested improvements. These are undergoing review and partially approved. Hole 1 will be ready for the Queen City Gambit.
- **Hopewell High** Turf tee pads are being installed on this course.
- **Renaissance Park** James Meehan is planning a workday on Feb 22 at 9 am. This will mostly be focused on Renske.
- **Winget** Capital improvements were approved for bench improvements.
- o **[Signage, Robert]**
 - Tee sign progress update
 - Artwork and signs for 7 courses are done, all but 1 (Nevin) have been installed. This might be impacted due to construction.
 - Next courses for new tee signs will be Hornets Nest, Eager, Eastway, Scrapyard
 - Order is picked based on Udisc stats for how many people travel to the course and based on need/condition of current signage
 - Mark asked if we could add a rating category for signage in Udisc. Bob will work on that with Reilly Cox.
 - Renaissance Park really needs new signs, but there are significant course updates planned. We have 4 or more courses scheduled to come first, we'll re-evaluate this when the time comes.
 - James Meehan is making directional signs, similar to Eastway's.
 - Sponsorships and sponsorship signs
 - Sponsorship signs have been handed out for Angry, Eager, and Kilborne to be installed.
 - QR code update
 - Bob explored options for dynamic QR codes (we can change links without changing the graphic and see engagement stats). He wants to post these on the last hole for all courses. The QR code would give people the option to become a member, donate money to the club, submit a course maintenance request. The cost for the QR platform (QR Tiger) is \$65 per year with up to 12 dynamic QRs and unlimited standard QRs. This is under the \$350 threshold to be a voting item, but there were none opposed to this.
 - Ozzie and Alli both suggested that instead of 4 QRs with links to different locations, we create a website landing page and have

one QR that links to that landing page which gives people the option to engage in different ways. Bobcat, Devin, and Rachel will work to create the landing page.

- **[CAC Committee, Kyle]**

- Goals & Progress Update for the Charlotte Amateur Championship - June 13-14, 2025
 - First meeting was held last week, February 5th. It was an open meeting to see what people would like to see for this event.
 - Overall goal is to grow the event back into a regional attraction, which means having more staff out on the courses, stronger player packs, strong courses, historic trophies, and additional events throughout the week.
 - Player pack items might be available to those not playing in the main event. This helps emphasize the need for smaller events throughout the week.
 - Working on a 5 year plan to achieve this growth.
 - Immediate tasks include reaching out to manufacturers regarding title sponsors and getting a registration page up on DGS so people can be aware of the event.
 - Melissa asked for more visibility into who is involved on the committee, who is managing what, how it's going, a financial breakdown (income, expenses, profit, what will be done with the profit, etc.) and just general administrative oversight as this is the first time in a while that the club has run their own event via committee. Naomi and Ethan both said that they'll work with Kyle on this.

- **[Womens Committee, Naomi]**

- Womens Committee is moving their meetings to Lower Left.
- Top 5 strategies going into 2025
 - Find individuals to step into committee roles (social media and content manager are the most critical roles)
 - Plan and execute more women-specific events
 - Create more beginner-friendly events (partnering with Throw Pink and other organizations for this)

- Continue to collaborate with other events to improve the turnout of women
- Increase advertisements to non-disc golf groups to increase womens participation in disc golf

Open Business

- Old Business
 - Update from Bobcat about ownership of the club page on Disc Golf Scene > tabled to discuss in Slack due to time constraints
 - Update from Kyle about SMS capabilities in Mailchimp
 - \$33/month for 1,000 text messages per month. Requesting a trial period from now to July 2025 to use this service to engage volunteers for course workdays for Kilborne (Ozzie) and RL Smith (Mark, Kyle). This doesn't meet the threshold for a formal vote, but there were no objections to proceeding with this.
 - They'll create a template with all the necessary information. (when, where, what materials to bring, etc.)
 - Kyle, Devin, and Naomi will create an opt in campaign that people sign up to receive text alerts regarding workdays for these courses. Melissa will get Devin access to Mailchimp > all comms should go through him as Director of Communications.
 - Devin, Kyle, and potentially Ozzie will work together on a plan to engage more volunteers. This will be added to the March agenda.
 - Update from Kyle about the DGA order for the Nevin baskets. They've been ordered. He will send the receipt to Saige.
- New Business
 - **[President, Melissa]** Strategy presentation (see attached documents in this packet)
 - Renske Doubles proposal (Mark Howell, Mark Felson, and Reilly/Emily Cox)
 - They'll be running Wednesday night Renske Dubs as a Scorpion Event. Roughly the same format with the last Wed of the month to be a funky format. Everything would be run through UDisc to streamline league operations.
 - It is customary for the club to vote on new leagues before handing over to the event director for scheduling. Motion made by Melissa to approve the Renske Doubles league, seconded by Trey. Motion carried unanimously.
 - Mark H. will reach out to Pat to get the events on the schedule.
- Open Floor

- Alli Hnatt: How can league directors remain informed on what they need to do to fulfill the board's requirements? How can they stay in the loop if there are changes (for example, how they disburse membership tags or get on the club calendar)?
 - When Pat returns from paternity leave, Melissa would like us to create an official document and/or agreement with league directors with the expectations and processes outlined for them.
 - Naomi suggested that we document or outline the different channels that we'll use to communicate updates. Melissa asked us to continue the discussion in slack.
 - Melissa asked Alli H. to email board@charlottedgc.com with a list of her questions. We'll use this as an outline because most likely other league directors have similar questions.
- Devin is running Sugaw league and would like to be involved with the Ice Bowl. Held an event at Boyd Hill that raised a large amount of funds for the holiday. He achieved this by incentivizing people to donate and using new marketing strategies. Trey said he'd work with Devin on this.
- Tag battle to be separated from the Ice Bowl. Even/odd tags to be distributed during the same event. (unanimous agreement from attendees that that would be well received). Other ways to incentivize people to participate in Tag Battles
 - Get pros involved
 - Better prizes
 - Change format? No clear consensus on the right format
 - Reilly suggested membership surveys for other ideas
 - Side note: The importance of tags has been somewhat downgraded.
 - Kyle suggested that we get back in the habit of requiring people to show their tags during leagues to get the \$1 discount. This will get them back in the habit of carrying them and playing for them. Devin said this worked well for him.

Wrap Up

- Final thoughts from board members

- Naomi: No one was awarded the 2027 US Womens Disc Golf Championship yet. She'd like us (or someone in the community) to bid on it. Mark said we have the courses to do it but lack the organization and people to run it to the standards that would be needed. The difference with an event like the DGPT Championship is that they pay us to prepare the course, but they staff and fund the entire event themselves. Most likely we'd be looking for someone outside the club to make the bid, but we could support that bid in various ways. Naomi will continue to look at opportunities for this.
- Saige: Working to tighten up on tracking event income.
- Mark: Last update - trees are being planted at Veterans. He's been consulting on that.

Motion to adjourn made by Melissa, seconded by Kyle. Meeting adjourned at 8:40 pm

Organizational Overview

January 30, 2025





Mission

- Maintain a non-profit, volunteer-led organization to strengthen the sport of disc golf in Charlotte and Mecklenburg County, North Carolina
- Provide a safe environment for citizens to enjoy disc golf
- Manage/attract events where both amateurs and professionals may compete*
 - Make events more affordable for event directors (greater profits)
 - Raise funds to invest back into the courses (per player league and tournament fees)
 - Set and enforce limitations on event scheduling
- Teach the game to new players, especially school-age children
- Maintain and improve the Club-affiliated disc golf courses*
 - Free access
 - High quality courses attract events and players to the community
 - Prioritizes and negotiates resource allocation from the Parks & Recs department based on needs/projects
- Promote and contribute to charitable causes
- Encourage good sportsmanship and positive social values
- Support activities that increase diversity of the disc golf community

**Made possible by a unique partnership with the Mecklenburg County Parks & Recreations Department*



Why become a member?

- Membership organization = members required!
- Members collectively own the club
 - Elect board members or be elected to the board
 - Provide direction to the board and ensure accountability by attending monthly meetings
 - Join committees and/or volunteer
 - Promote the club within our community
- Access to member-only events such as the Club Championship, Tag Battles, Ice Bowl, etc.
- Membership dues offset the cost of liability insurance which we are required to provide for all events on club-managed courses (per player cost)
 - Reduces cost of leagues by \$1 at each occurrence
 - Covers bag tag and shipping costs

Fact Sheet

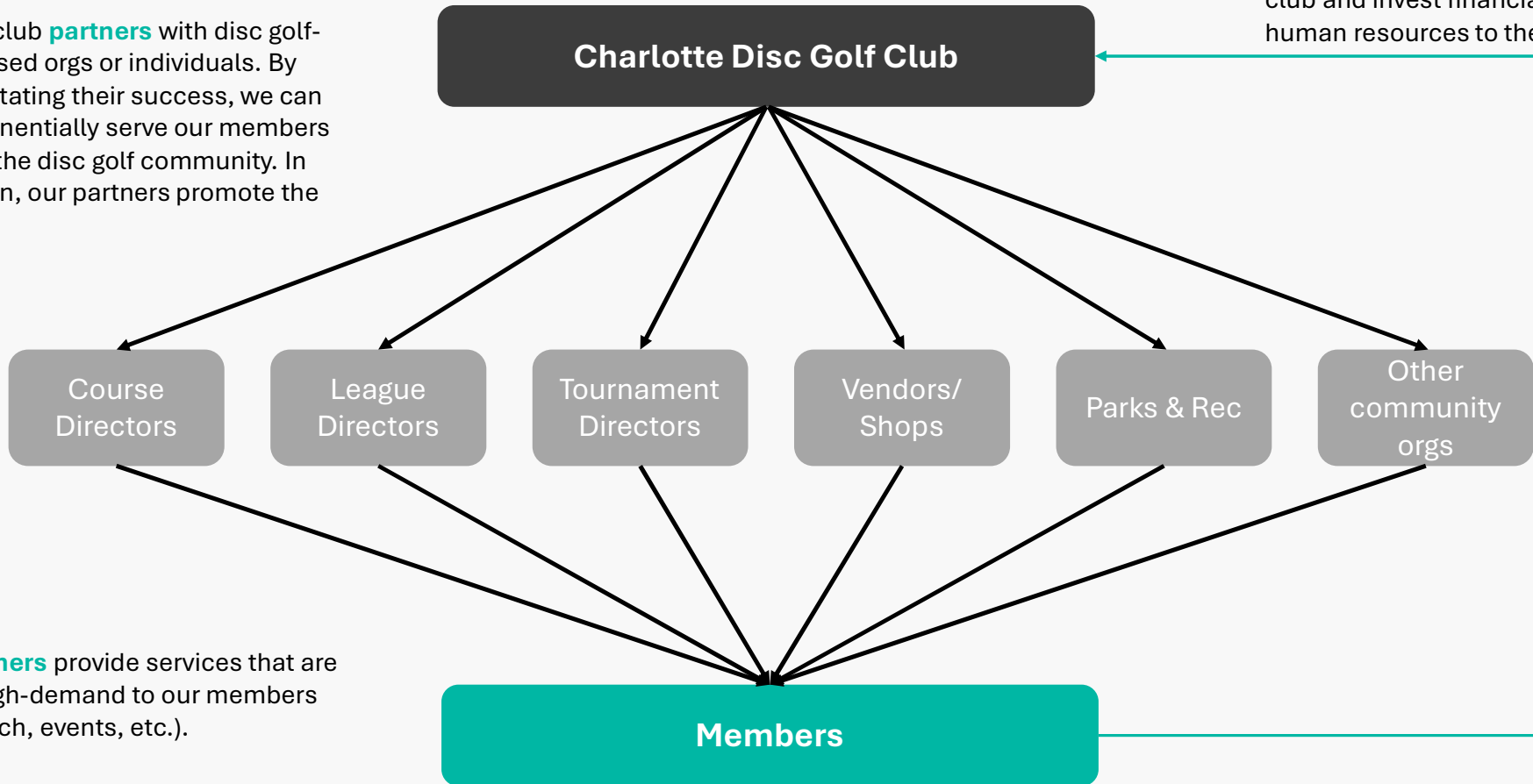
Cost = \$20 per year

In 2024, there were just over 400 members.

Membership dues account for less than 15% of annual income.

The club **partners** with disc golf-focused orgs or individuals. By facilitating their success, we can exponentially serve our members and the disc golf community. In return, our partners promote the club.

Members collectively own the club and invest financial and human resources to the club.



Partners provide services that are in high-demand to our members (merch, events, etc.).

Nonprofit Lifecycle





Immediate Strategy

- Stability
 - **Succession Planning** Ensure new board and committee members can pick up where their predecessors left off
 - **Repeatable Processes** Standardize and document club operations to provide guidance for the future
 - **Efficiency and Productivity** Leverage technology to ease tedious or time-consuming tasks and centralize communication, documents, and other important records as much as possible
- Scalability
 - **Fully Staff Committees** Clearly define the scope for and fill each chair position, ensuring the operational responsibilities are effectively shared across the organization
 - **Mobilize Committees** Empower the committees to propose and implement new programs to increase the club's effectiveness
 - **Brand Positioning and Community Engagement** Develop resources and messaging that enhances awareness, boosts perception, and fosters a sense of support and volunteerism among members and the broader community
- Plan
 - **Long-Term Strategic Planning** Define the long-term goals for the club and put a plan in place to achieve that goal
 - **Evaluate Financial Position** Identify and arrange for the financial needs to support the strategic plan