

Charlotte Disc Golf Club – June Meeting

Meeting Date: 6/18/2025 at 6:30 pm

Location: Another Round Disc Golf

Synopsis:

- **Executive & Board Updates:** Trey resigned from the Board; Naomi appointed Vice President. Focus on strengthening committee structure for better operations.
- **Committee Highlights:** Major course upgrades at RL Smith, Squirrel Lake, Bailey Road, and Richard Barry; new signage installations; successful CAC event with higher year over year attendance; Women's Committee growing engagement, planning events, and seeking volunteers.
- **Open Floor Discussions:** Strategies to grow membership and awareness (World Disc Golf Day, women-only events, first-time league vouchers, promotional videos); potential CAC bidding process; updates to workday scheduling.
- **Administrative Actions:** Approved May meeting minutes; reminders on meeting procedures; financial reports shared; meeting adjourned at 8:17 pm.

Call to order at 6:30 pm

Meeting Introduction

- Reading of the club's mission statement (from bylaws on <https://charlottedgc.com/club-documents/>)
- Attendees introduce themselves
- Motion to approve May's [meeting minutes](#), approved unanimously
- Review voting history since last meeting [CDGC Resolution History](#)
- Reminder about meeting procedures
 - Discussion items should wait until the Open Business part of the meeting (after the committee reports)
 - Any discussion exceeding 2 minutes will be put on hold until after the committee reports
 - Comments and questions should be addressed to the president. The president will then respond or designate someone else to respond.

Executive Committee Reports

[President, Melissa]

- Board of Director Update - Trey submitted a letter of resignation citing personal reasons. We decided not to appoint a replacement at this time since his position is up for re-election in December. Naomi Downs was appointed Vice President.
- Strengthening Committees - this continues to be a key focus so that we can operate at our full potential. Naomi and I will work together to create some structure around this. Updates to come.

[Treasurer, Saige]

- [Link to financial reports](#)

Committee Reports

For committee reports, please answer these questions with your updates:

1. *Top 1 or 2 measurable goals for the year and current progress towards it.*
2. *What have you been working on since the last meeting/your last update? What's the status?*
3. *What will you be working on between now and the next meeting?*
4. *Is there anything you need help with or that you are stuck on?*
5. *Do you need anything from the board or from another committee/person?*

[Communications, Devin]

- A Large Portion of time Devin has spent helping with the CAC

- The future newsletter will be created to focus on new upgrades to courses in the area including RL Smith, Squirrel Lake, Blair Mill and Nevin Daydream.
- Also included is information pertaining to Trey's resignation.
- Devin is further requesting access to email responses to his newsletter post via email. Melissa will follow up with Rachel to facilitate this.

[Events, Pat]

- No updates

[Membership, Rachel]

- No Updates

[Operations, Mark]

- **RL Smith**
 - Installed most of the turf teepads on the short course. Also began digging holes for the baskets on the short course.
 - The contractor has finished almost all of the bridges and trails.
 - Still need to purchase baskets for the short course.
 - Need a few more workdays to finish final touches on the course and prepare for baskets to go in
- **Squirrel Lake**
 - Almost finished with the 18 hole update. 18 poles are set into the ground and are ready to have baskets.
 - Pads are framed for teepads.
 - Need to have another course workday to help finishing touches.
 - Should be ready for a soft opening for the course within a few weeks.
- **Bailey Road Park**
 - New teepad poured on hole 14.
- **Richard Barry (Beateys Ford Road)**
 - 9-hole course going in.

[Signage, Robert]

- Signage Has been installed at Hornets Nest
 - Started putting out the QR codes for how to get involved with the CDGC.
 - Around 130 scans within 2 weeks.
 - Unable to tell exactly who is scanning but we are able to tell where they are scanning from (However, they will all say Charlotte or Huntersville)
- I gathered a few people interested in helping with creating a Signage committee. This is still very new and I won't make the committee official until I can meet with them.
- Cory is working on Richard Barry, Squirrel Lake, and Blair Mill.
- Bobcat is interested in buying blank sponsorship signs and just using vinyl to put the sponsorship names on it.

- This could cut down on the costs of ordering signs one by one.
- The Club could provide funds for Vinyl.

[CAC Committee, Kyle]

- CAC was successful, and so far, we have experienced positive feedback.
- Players were delivered an awesome experience and a player pack that was appropriately valued
- Had a jump in attendance from 205 to 250 in a one-year period, in a time period when overall we are experiencing a decrease in tournament participation.
- A survey is being spearheaded by Devin to ask for feedback from players to see what they want to see going forward.
 - Melissa suggests that we go ahead and start talking about the CAC for next year. Starting with a board-only meeting to explore options for the future.
 - Ozzie suggests having a project manager to help delegate tasks for everyone to do.

Charlotte Disc Golf Dames [Women's Committee, Naomi]

- Women's Committee Meeting
 - Last Committee Meeting: May 1, 2025
 - Skipped June due to Throw Pink Championship
 - Skipping July due to holidays
 - Next Committee Meeting: August 7, 2025 (6:30-8:30) @ Lower Left Brewing
- Special Request:
 - Looking for a social media coordinator and content creators for Charlotte Disc Golf Dames
 - Looking for people to serve on a Local Organizing Committee for USWDGC Bid
 - Looking for local sponsorships for Women's Events
- Events:
 - Upcoming Women's Tournaments
 - First in Flight @ Reedy on June 28th ([Registration Open](#))
 - Jewels of the Blue Ridge @ Jackson Park in Hendersonville on September 13th ([Registration Opens May 1st](#))
 - Wander Women's League
 - Bradford (June 24th)
 - Eastway (July 10th)
 - Scrapyard (July 22nd)
 - Putts and Pancakes
 - First 4 events completed
 - Money Raised: \$375
 - Upcoming Events
 - Aug 17, 2025 (10:00 am)
 - Sep 21, 2025 (9:30 am)
- Women's PDGA Week Social Media Plan (May 15th-27th)
 - Increase in Social Media on Facebook

- Followers up by 40
 - As of May: 198
 - As of June 12th: 238
- Views: 39.6K (up 399.6%)
- Reach: 5.3K (up 198.6%)
- Interactions: 1.7K (up 977.6%)
- Reach Results
 - Total posts: 24
 - Targeted Post Series: "There's a Place for You with the Charlotte Disc Golf Dames"
 - 14 posts
 - Average reach of 440
 - Post Series: "Meet the Dames"
 - Highlighted 10 local ladies
 - Average reach of 1,239

Open Floor

- How to grow the sport outside of people who already know about disc golf.
 - Mark is currently on a committee with high-ranking PDGA and DGN executives to grow new members. "Try-Disc Golf" "World Disc Golf Day"
 - Devin is creating a game plan for World Disc Golf Day.
 - Increased marketing material for the CDGC.
 - Membership signups can have "Are you a first-time CDGC member?"
 - Free first time entry to leagues, vouchers.
- Increased marketing for "Women Only" events.
- Another Matchplay event. Registered event with both North and South divisions, so you can select which side of town you want to play on. Would have a full draft of players and teams created by the captains. 1 or 2 \$ per person. Fantasy football style.
- Charlotte Amateur Championship
 - Devin had previously helped DG1 with running the CAC and has experience in running events.
 - Thinks that we can increase attendance upwards of 500 members.
 - The event is better run by someone with some form of financial gain - would be better for spearheading the event.
 - Thoughts on opening up the CAC to a bidding process. The board will discuss and follow up.
- Add workdays to the Calendar on CDGC Website.
 - Potentially creating a separate calendar for workdays versus putting it in with events.
 - Working with Kyle and Pat to get it on RecDesk.
- Coursework promotional video to show what coursework is like and give a visual aid on how coursework functions.

- Devin has a friend who can create a video of the most recent workday and tee pad pouring.
- Skeet to redo the Charlotte Disc Golf Club Logo
 - Ozzie will lead the charge
- New hole 1 signage at Killy.
- Thank you post for the CAC
 - Include Mark Felson, James Mehann, Spencer Forseman, and Taylor Forsman.
 - Also, TDs need to be shouted out as well.

Wrap up

Motion to adjourn by Melissa Buono, seconded by Everyone

Meeting adjourned at 8:17