

WGA Board of Directors Meeting – February 2020

Meeting called to order in the absence of the President by Vice President Brian Zubowski at 9:20am on 2/22/2020.

Attendees: Aaron Wurster (MASKinWI), Kelly King (King54130), Becca Dauterman (graphicsgirl19), Carson Monroe (ACME_WildCachers), Brian Zubowski (zeeman_clan), Chris Stolte (MTCLMBR), Jason Johnston (jmj-wi), and Jim Peterson (bigjim60)

Part-Time Attendee: Renee Vanselow (AuntieNae) - Joined via phone for the election of officers and select topics including community education committee, merchandise, member nametags, 501(c)(3), CITO's, and outgoing board member plaques.

2019-2020 Treasurer's Report

- WGA Checking Account

Beginning Balance 2/21/2019	\$8,880.63
Income	\$7,674.15
Expenses	\$9,933.19
Ending Balance 2/21/2020	\$6621.59
Cash on Hand	\$100.00
Path Cash	\$96.00
Total	\$6,817.59

- Why down from last year? There's a lot of merchandize in the trailer that didn't sell. Also had a few expenses for kitchen items.
- Chris - We didn't pay for website hosting this year because we paid for three years up front last year. There were two smaller web charges - one for the domain and one for security costs.
- Bought some door prizes including premium membership gift cards and larger/nicer gym bags.

Election of Officers

- Brian suggested doing this differently than past years by taking all nominations up front and then voting for each position in turn.
- Renee texted her votes to Jim after all nominations were made and discussion ended.
- Treasurer
 - Renee nominated Jim, Jim accepted, seconded by Becca.
 - There were no other nominations, so Jim remained treasurer.
- Secretary
 - Kelly nominated Carson, Carson accepted, seconded by Chris.
 - There were no other nominations, so Carson became the new secretary. (And immediately took over the notes! Aaron was thrilled.)
- Vice President
 - Aaron nominated Brian, Brian accepted, seconded by Kelly.
 - Jim nominated Becca, Becca accepted, seconded by Carson.
 - Becca received 6 votes to 3 for Brian. Becca became the new Vice President.
- President
 - Brian nominated Aaron, Aaron accepted, seconded by Jim.
 - Jason nominated Brian, Brian accepted, seconded by Kelly.
 - Aaron received 6 votes to 3 for Brian. Aaron became the new President. (And immediately took control of the meeting.)

Committees

Most committee discussions were about assigning chairs and co-chairs, though we did discuss goals for the year in some instances.

Community Education

- Purpose: primarily hosting and providing resources for members to host 101 and other educational events.
- Renee Chair
- Kelly Co-Chair
- Carson Co-Chair
- Some goals for the year
 - Update educational boards and presentations
 - Make files available for anyone via the website

Website

- Chris Chair
- Jason Co-Chair
- Carson Co-Chair
- Jon Laager (TheLoggers) continues? Chris said he would check with him.
- See the website topic below for more details on goals for the year.

Historical

- Carson Chair
- Becca Co-Chair
- John Sudar (Hack1of2) has been a great resource
- Goals for the year
 - Consolidate and re-organize history and other important information from the past.
 - Add public committee information to the site.
 - Make sure all meeting minutes are posted to the website moving forward (and find the old minutes if we can). They will occasionally need to be scrubbed for sensitive topics or things we want to be a surprise later. Carson said he would provide full and public versions to the board for review before he posted anything.

Social Media

- Jason Chair
- Becca Co-Chair
- Chris Co-Chair
- Goals for the year
 - There's an Instagram account previously created by someone we can probably gain access to. Might have been Jessica Kreuger (pixiestix13)?

Newsletter

- Becca Chair
- Aaron Co-Chair
- Looking to redesign the newsletter for this year. Will probably require an additional fee.

TB Race

- Kelly Chair
- Marie Lackore (Lacknothing) member chair will mostly continue running the show, as she does a nice job.

Membership

- Purpose: Reviewing new member signups to make sure they are legitimate, and then send a welcome letter.
- Kelly Chair
- Jim Co-Chair
- Aaron Co-Chair

- Each will take two weeks at a time with Kelly taking the first rotation starting 2/23

Cache/Photo/Contest of the Month

- Should this continue? We would like it to, but it definitely needs help.
- Some of the current restrictions make it less likely to get nominations. Revamping the criteria might help.
- Becca suggested to leave it alone for a bit and take time to retool.
- Brian Chair
- Carson Co-Chair
- Aaron Co-Chair
- Carson - Maybe consider monthly challenges that would feel more inclusive to members? Perhaps we could use the new Group Geocaching feature (private leaderboard) from HQ?

Kidz Club

- Aaron Chair
- Kelly Co-Chair
- Becca Co-Chair
- Goals for the year
 - Hide kid-friendly caches for events
 - Look for messy projects parents wouldn't let kids do at home
 - Might need to establish some ground rules about parents participating with their kids to prevent members from treating the activities like daycare.

State Park Series

- Chris Chair
- Kelly Co-Chair
- Goals for the year
 - Need to contact current trail bosses to see if they still want to participate.
 - Change Kelly's caches over to someone else

Lonely Cache Game

- Jim Chair
- Chris Co-Chair
- David Secondino (Wis Kid) and other reviewers prefer to have one point of contact from the board so they aren't bombarded.
- Chris will be point of contact for Wis Kid
- Jim will plan to do most admin stuff
- See the Lonely Cache Game topic below for more details on goals and ideas for the year.

Events

Lonely Cache Game

- 3/21 at Horicon Marsh
- Hosts - Marie Lackore (Lacknothing) and Kathy Koeffler (scooter2010) with board support from Kelly and Chris
- Event time is 11:30am-1:30pm, with the building reserved from 10am-2pm to leave time for setup and teardown.
- Chris said he would create the event page on geocaching.com

Spring Campout

- May 15-17 at Derge County Park near Beaver Dam
- N8379 County Rd Camp, Beaver Dam, 53916
- Kelly Chair
- Carson Co-Chair
- Need a member chair if we can get someone interested
- Jim to handle the pancakes
- Roaring 20s theme

- Talked about shortening the schedule a bit for people that travel but may not want to stay overnight. Further discussion needed.

Cache Bash

- No need for a committee, all hands on deck

Cache Ba\$h Pancake Breakfast

- Brian Chair
- Jim Co-Chair

Fall Picnic

- Jim gave some history about event rotation. The board redrew the quadrants a few years ago, and the location of an event that was already planned changed quadrants which threw off the rotation. Both picnic and campout were in the north last year. Suggest having both in the south this year, then doing diagonals starting next year to fix the rotation moving forward. More discussion on this later.
- Fall picnic this year will be in the Southwest
- Either 9/19 or 9/26
- Aaron Chair
- Becca Co-Chair

Chili Feed 2021

- Someone (Brian?) asked about the overall cost for the 2020 event. It was \$635 and most of that was food (the building was \$125).
- Donations were a little light at \$105. Donation box may not have been in the optimal location.
- Brian suggested we should look for a similar venue for 2021 as opposed to asking people to make chili, since that doesn't feel the same seen as a "give back" event.
- Brian Chair
- Aaron Co-Chair

We broke for lunch at 12:14pm, then reconvened at 1:26pm.

Other Topics

Support of Member-Driven Events

- Need a channel on Slack to discuss this
- 6 CITO's supported per year
- Requests for door prizes
- Becca - need better marketing, so people know they can take advantage.
- Chris - better marketing needs to include any limits on what we would provide
- Could use some of our older merchandise for this
- Becca - could we offer gift cards to put toward merchandise?

New Committee Suggestions

- No real needs identified, but lots of discussions about committees in general.
- Committees need to be more apparent to members. Needs to be discoverable on the website.
- Best opportunities for member involvement are for the events.

Member Nametag Duties

- Was Lois's responsibility and she passed the equipment to Jim.
- Renee - people were asking for nametags at the Janboree.
- Aaron - there were also inquiries at the chili event.
- Chris - should we buy a printer so we can make nametags onsite?
- Brian - need to make sure people aren't trying to replace their nametags at every event.

- Renee will research printer options and bring back a few choices, try to have some info for discussion by 3/1 meeting
- Kelly can be a backup if we're not able to get a WGA printer in time for the next event. She has a printer and laminator.

Trailer Duties

- Jim to continue.
- Jason - do we have insurance? No, but Becca said she believed it falls under Jim's auto insurance when attached to his truck at events, and under his homeowner's insurance when at home.
- Becca to follow-up with a friend on this.

Old WGA Coins

- Jim brought the historical coins from Lois.
 - Chris volunteered to build a display board, so he will take these for now. He'll do some research and bring some options back to a future meeting.
- Also have the older coins that are being raffled off.
 - These will stay with Jim.
 - Continue to raffle them off at future events until they are gone.
 - Kelly to grab some more cards.

501(c)(3)

- The WGA is currently an LLC, but we need to be filed as a non-profit.
- Renee - didn't qualify in the past, but rules have changed and now we do.
- Aaron - we don't keep our store open year-round.
- Brian - that's because we would have to file tax forms.
- Brian - Merchandise is our primary fundraising mechanism over donations, which might be a barrier to becoming a 501c3.
- Brian said he will do some research.
- Aaron also said he has an accounting friend he will ask.
- Jim said he will help provide the treasurer perspective as needed.
- Currently file with the Department of Financial Institutions.

CITOs

- Offer support for up to six events at a max of \$150 each.
- Carson - do we need to have a cap on the number of events, or could we support more if people don't need as much money?
- Brian - some people will take more money hoping to boost the attendance for their event, so the number of events helps cut down on big discrepancies in what we provide for each event.
- Renee - also have CITO geocoins. Could give one per host and let them decide to keep it or give them away.

Maintenance of WGA Geo Art

- Jim, tapmews, reloader54494 to continue

2020 WGA Theme and Merchandise

- Designs by Brenda Tennesen (Icy Paws)
- Geocoins
 - We all like Option 2 but would like to change lettering from red to the green from option 1
- Cachekinz
 - Kelly said we probably want to do a large order for our 20th anniversary next year, so maybe order fewer.
 - Jim suggested we skip Cachekinz this year.
 - Not moving forward at the moment.
 - Chris - what is the minimum size order? Renee thinks we did 150, but not sure if that is the smallest available. Brian to follow-up on this.

- Shirts
 - We all like option 1 without the backfill
 - Chris asked whether we really want the shirt to have a different design than the geocoin. Mixed opinions.
 - Should we add a T-shirt with a small pocket logo? Maybe, but unclear how much demand there would be. The members pushing for this might expect the fun design, not just a WGA logo. But the fun designs may not work as well at a small size.
 - Brian - could do a small test of how the shirts go over at the campout and then decide where to go from there.
 - Renee - typically use the colors in the design to decide which shirt colors work best.
 - Chris - could do a simple WGA logo and have the shirt itself themed.
 - Will continue discussions on slack.
- Top priority needs to be the coin to have the best chance of getting it by the campout.
- Renee - spoke to SpaceCoast about making WGA trackables for cars.
 - We all like the idea!
 - Renee to get some details about order size and cost.
 - Kelly suggested asking about a version without a tracking number as well.
- Sunglasses and hats were a hit at the chili event. Smaller items might be easier to sell.
- Bandana or Buff was mentioned. Renee to check on this as well.
- BOD Pathtag
 - Do we want to do this again? Yes.
 - Becca suggested a Cowbell with all our names around it. Everyone liked the idea!
 - Brian said he would work on the design.
 - Kelly said people would have to do their best Christopher Walken impression to get one. :)
- New chip credit card reader
 - Renee proposing one from PayPal for \$25, also have a chip + tap version which is \$60. Both require Bluetooth 4.0.
 - Would the new reader work with existing tablet, or do we need to get a new tablet?
 - Renee said she would create a motion on the website. There was general approval in the room.

Outgoing Board Member Plaques

- Renee said she would create a motion on the website to cover the cost of these plaques.
- Mostly a formality since the money has been spent but didn't want past board to vote on the expenditure for their own plaques.

Need a tracking mechanism for gift cards/certificates for Photo of the Month

- Chris - Does PayPal offer a way to tie an amount to a serial number?
- Brian - doesn't need to be overly complicated. Can just use a spreadsheet to record the amounts.
- Becca - could use Google spreadsheet.
- Brian said he would ask Dawn if she knows what is still outstanding.

Website

- State Park Finders - used to be hooked up to the API but hasn't been updated. Lois was running some sort of query
- TB Race - suggest hiding this page for now, or we could make it historical only.
- Lots of discussion here, but the main takeaway for today was that the board needs to set priorities and goals for the website and then let the website committee figure out how to make those things happen. Website committee will be best positioned to determine if we can continue with WordPress or switch to another content management system or create something from scratch.
- Storefront could be disabled since we're not using it.
- Aaron - could probably archive some older forum topics to clean things up a bit.
- Carson - never feel good about taking information that was public and removing it.
- Every board member should think about their top priorities for the website. Post on slack. Bring those ideas to the 3/1 meeting.

Should We Create a Mobile App?

- A mobile app is one more thing that needs to be maintained long-term. We have a good group of technical folks involved right now, but that may not always be the case.
- If we are able to make the website more mobile friendly, an app shouldn't be needed.
- Understand why people want it, but don't think it's a good use of time and resources.
- Not pursuing at this time.

Changes to Lonely Cache Game

- Idea: rookie of the year or similar additional awards to get other members interested
- Chris provided numbers and maps for 500 and 1000. Increasing to 1000 doesn't really change the distribution across the state that much, just adds more caches to the areas that already have them at 500.
- Chris also looked at the loneliest 10 caches per county. This does give a nice spread across the state, but not all counties are created equal. Some will have caches unfound for a year that make the list, while others will be four or more years.
- Brian - one benefit of this game is to take you places you wouldn't normally go, don't want to lose that aspect.
- Should we allow points for revisiting? Brian felt maybe we should bump up the incentives for revisiting? The idea is that more DNFs would cause caches that are actually missing to get removed from the game board.
- Carson - what is the point of the game? Do we want to stay true to that original purpose or consider changing it into something new?
- Jim said the purpose of the game should be to refresh the game board. Offering points for revisiting doesn't immediately help refresh the game board because the caches remain on the list.
- There is general support for removing the incentive for replacing and adopting caches.
- Chris was able to pull together his numbers and maps for discussion purely using project-gc.com, so would like to use that moving forward since it's a public tool and would not require one person to handle this every two months. Chris to contact Wis Kid about the new approach.
- Chris - let's roll out the simpler changes of removing the incentive for replacement and adoption for March, then consider other possibilities later in the year. Long-term vision would be to get it all scripted to run in the background on the website.
- Everyone agreed we'd start simple.

Member Suggestion to Create Pathtags to Promote the WGA

- This is not something we are interested in if there would be restrictions on how they could be used (the suggestion was only for placing in caches).
- We take on a lot of risk to order them, but we wouldn't make any profit.
- It is fine for any member to make a Pathtag to promote the WGA, but please do not use our official logo.

Monthly Meetings

- Five of us (Aaron, Jim, Kelly, Carson, Jason) tested freeconferencecall.com last weekend. Based on that test, we will try it for the March meeting.
- Next meeting 3/1 @ 6pm
- Aaron will be the host, Becca if not available
- Everyone said they are comfortable with the meetings being recorded which will help the secretary take better notes!
- All want to post the minutes publicly, so Carson will send out private and public versions for prior approval before posting.
- Jason asked about member meetings. More formal meetings do occur as part of the picnic and campout. Every WGA event is also an open, informal meeting. Perhaps we need to make that clearer to the membership.

Archive Chili Event

- Aaron to wait a week, then archive

Changing All Passwords

- Chris to spearhead

Aaron adjourned the meeting at 4:38pm. We took a group photo before we left.