

Annual Board of Directors Meeting

3/5/2023



Attendees:

In Person: Justin Pleva (plevajt), Jason Johnston (jmj-wi), Jodi Bauer (jodibee), Karen Soley (jks1033), Paul Charlier (fonduetwo), Renee Vanselow (AuntieNae), Jeff Grosvold (comkelp), Jacque Cody (jacquendoncody), Jen Schmidt (tdschmidt)

Virtual: none

Meeting called to order at 8:00 am by Justin

Monthly Items

- Introductions
- BOD Expectations
- Debrief of Elections
- Schedule of Monthly Meetings
 - Keep to Sundays at 7 PM, Justin will setup meetings
- Review of Bylaws
- Food Safety Training
 - Jason is still valid
 - Jen to get training
- Treasurers Report (February 2023)

Opening Balance	\$7,742.91
Opening Cash Balance	\$158.00
Transactions (Exc. Cash)	(\$212.75)
Sales	\$0.00
Pathtag Transactions	\$0.00
Pathtag Balance	\$178.50
Closing Balance	\$7,530.16
Cash on Hand	\$158.00
Total Assets	\$7,866.66

- Committee Overview, reports, assignment
 - **Events**
 - 1 lead for each event to coordinate since events generally involve the entire BOD anyways.
 - Chili 2023 review, 2024 planning
 - Excellent location, well received overall
 - Jeff Grosvold won chili cookoff
 - Need a space with a private room for the presentation (Separate LCG from this event possibly?) – Environment was very noisy for a presentation.
 - Great turn out this year, good space that worked for all ages
 - Central space and good weather help with the attendance numbers
 - LCG Event
 - Mark and Jim still point person
 - Avoid youth hunting weekend

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- Do we keep in fall or do some other time in the year? Fall does work best, especially considering the location of many caches, just avoid hunting weekends.
- GIFF 2023
 - BeccaDay to potentially host in Horicon Marsh (charges 10%)
 - Possibly Red Granite to host in Menominee Library (need to ask)
- West Bend
 - Paul will continue to lead this event.
- Kidz Club – Jodi, Jen and Jacque are assigned and will work on this for Spring Picnic
- Spring Picnic 2023 (NE)
 - Location chosen (Potawatomi State Park)
 - Cache page creation – Justin working on, will be live before next meeting
 - Need to find hidars
- Spring Picnic 2024
 - Justin and Renee to plan
- Fall Campout 2023 (SW) – Bluemounds State Park, nothing new to mention just yet
- Fall Campout 2024 – Jeff and Jacque to plan (NW region)
- Border Event/Summer Event (new)
 - Stillwater with Minnesota.
 - Potentially parking concerns
 - Iowa/Illinois/Wisconsin (KirkF just did one, IowaPete another name to contact)
- Summer event
 - Summer is busy, and we have west bend, might be too much – scratch the idea
 - Maybe encourage events within the community, or look to what we can attend/join/support
- **Games**
 - Lonely Cache Game
 - Need to tell people to search longer. It's lonely and likely covered
 - Travel Bug Race – Nothing new to mention
 - Cache Rescue
 - Mark will continue working on this, Renee to assist
 - Mark has been getting an archive list from the reviewers. Need more to have this list too. Add wga-bod@wi-geocaching.com to the list (check frequency first)
 - Justin/Renee to clean stuff up
 - Oldest County
 - Two that archived in 2022
 - Project GC to generate the list
 - Karen to stay on this
 - Challenge caches for this
 - Potentially Grant County next to be archived, some issues noted with the cache.
- **On-going**
 - Merchandise
 - Discounted Merchandise
 - Anniversary coin discount to \$10 (original cost) – We have a lot on hand still.
 - Embroidered WGA hoodie, discount them to cost

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- Anniversary apparel – Renee to figure out cost, and discount to that
- New Merchandise
 - Use Will Enterprise over 4Imprint – Better turn around times. Use 4Imprint for items we cannot get from Will Enterprise (like specific hat styles)
 - Jen suggested to look into Eagle Graphics as she's used them successfully in the past.
 - Soft cotton, not heavy cotton and tagless
 - Get something new that is embroidered, generally sells well.
 - Need a design for the BOD pathtag
 - Separate color of sporttek and tshirt – The shirts look too similar and are different prices, makes for a difficult time differentiating between the two.
 - Limit color choices, and logo/design choices. Last year had a lot of options and choices.
- Have new merchandise ready for spring picnic.
- Fall design contest
 - Pre order only
 - Don't do a design contest for spring or west bend events.
- Geocoin/theme design – Brenda working on design, need to solidify.
- Newsletter
 - 4 times per year, spring just went out
 - 6 mini newsletters once/month
 - Feedback from community is positive
 - Maverick to stay on from community
 - Karen to stay on
- Quarterly Cache Spotlight
 - Paul to continue
 - Mark will be community member
- ~~Cache of the Month~~ – this isn't a thing anymore. Need to cleanup and remove references to this. Quarterly cache spotlight instead
- Community Education (Geo 101, and ...?)
 - How to assign out the geo101 board to track who has it
 - How do people know that this is available?
 - Jacque, Jodi, Renee
 - Justin to add calendar in teams (use reminders too) to track events
 - Create "rooms/resources" in teams for the northern and southern boards to be assigned out on the teams calendar to show availability
 - Geo 201? Go out to the community and do more on hiding. Video series?
- Social Media
 - Jason, Justin, John Sudar, Community?
 - Tie into Geo 201
- Photo of the Month
 - March contest sent out
 - February winner sent their gift certificate
 - POTY winner sent their year premium membership

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- Paul to continue, and Jeff to join
- Justin can assist when needed
- **Series – Work with trail bosses. Could we lump these together in a single committee? Low maintenance**
 - Need to set up a recurring meeting yearly with trail bosses as a reminder to do maintenance (one invite per series)
 - Ice Age Trail – not much to do here.
 - Yellowstone Trail – Not much to do.
 - Suggestion from the community to create a checklist and easily searchable
 - Can we advertise this outside of Wisconsin to encourage neighboring state to continue the series?
 - New website should have additional capabilities for a nice checklist
 - Need to get the coordinates for the final segment to add to the website.
 - State Park Series
 - Suggestion from community – This should be rotated or refreshed.
 - Do we want to refresh the series, or remove it? Consensus is no, it's well received by the community
 - Do we create a new series with the parks or forests? State has funding we could potentially use
 - Should we create a Geo tour?
 - GeoArt
 - Closing out this fall
 - Need to get more notices out to community to complete
 - Replace with a new series?
 - Physical caches in parks, DNR land, etc. Stay away from residences.
 - Caches that are at the same location as the art location, use those as "challenge" caches.
 - Karen, Jodi, Jim (maintains this by himself)
 - Justin to look for documents about SPS and IAT
- **Administration**
 - Membership
 - Current – Jason, Jodi, Paul, Jeff
 - Need to setup reminders in Teams (justin to investigate options)
 - Historical – John Sudar
 - GPS Maze
 - West bend looking for financial contribution from WGA (\$1,000)
 - West bend chamber changed over, need new contacts
 - Nametags
 - Jen and Jeff
 - Justin has supplies and will get them to Jen/Jeff.
 - CITO
 - Limit to \$50 per event
 - WGA should be promoting this more
 - Current events:
 - Milwaukee County – Cleanup Greenup (John Sudar?)

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- Eau Claire – GCA4QA4 - Amazing Eau Claire CITO At Mt Simon 2023 (April 22nd 2023, 9-12p)
- Appleton Park n Rec asked – Renee has email
- River Falls Earthday - GCA5F3C (April 22nd noon to 4p)
- **Technology Overview (Justin)**
 - Forums/website disclaimer signature
 - Bitwarden
 - Explained, invites for access sent out.
 - Justin to rotate passwords for all accounts
 - Justin removed Maverick, Bethany and Mark's access
 - New access level created specifically for the tablet for ease of access during events if needed.
 - Website (BOD Specific Items)
 - Teams/Slack
 - Justin to setup reminders
 - Showed group where the slack exports are located
 - Need to archive YST and BOD2023 slack environments
 - OneDrive
 - Tablet/Square
 - Chili event covered this in general
 - More training at the next event
 - Need to update documentation for new iPad items
 - New tablet worked much better.
- Social Media Overview
 - Jason provided a quick overview of the social media platforms we use, and their activity/engagement numbers
- Trailer – Who's going to tow it/store it
 - BeccaDay to keep for now. Renee will continue to tow, and will look for longer term storage
- Email mailboxes vs Alias' for Officers, new alias for various items like GeoArt, series, etc
 - A separate mailbox will be useful for retaining communications with each BOD transition rather than forwarding to personal accounts
 - Justin to look into using WGA mail server, or Gmail for these accounts.
 - Renee has a gmail account already for Treasurer. We could leverage that account
- Motion for BOD Plaques
 - Used this to train how to use motions
 - BOD approved
 - Justin will get payment submitted to Manitowoc Trophy
- Officers Election
 - President:
 - Justin nominated, declined
 - Renee nominated, accepted – won by default
 - Vice President
 - Justin nominated, accepted --won
 - Jeff nominated, accepted
 - Paul nominated, declined

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- Treasurer
 - Jason nominated, accepted -- won
 - Jen nominated, accepted
- Secretary
 - Paul nominated, accepted, tied with Karen – won on tie breaker
 - Karen nominated, accepted, tied with Paul
 - Jen nominated, accepted
 - Jodi nominated, declined

New Items

- Associated Bank Access (Justin)
 - Will setup access for Jason
 - Need to close Mark's account
 - Justin/Renee still hold access
 - Justin cleaned up previous years access (apparently hasn't been cleaned up in years)
- Member Suggestions
 - Rose Dorcey – "How about a series of caches near Wisconsin airports, like the state park series? (I'm not talking about placing them in questionable areas!) Would be happy to consult on that."
 - Ralph Edwards – "I would like to see the WGA develop a proposal to the Wisconsin Department of Tourism for a state wide GeoTour. GeoTours are expensive but they do bring tourists into an area. <https://www.jsonline.com/.../wisconsin.../1655561001/>"

Meeting called closed at 1:25 PM