

# Annual Board of Directors Meeting

## 3/5/2023

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### Attendees:

In Person: Justin Pleva (plevajt), Jason Johnston (jmj-wi), Jodi Bauer (jodibee), Karen Soley (jks1033), Paul Charlier (fondue4two), 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          |
| <b>Total Assets</b>      | <b>\$7,866.66</b> |

- 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

# Annual Board of Directors Meeting

## 3/5/2023

---



- 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 hidere
  - 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](mailto: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

# Annual Board of Directors Meeting

## 3/5/2023

---



- 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 patchtag
  - 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

# Annual Board of Directors Meeting

## 3/5/2023

---



- 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?)

# Annual Board of Directors Meeting

## 3/5/2023

---



- Eau Claire – GCA4QA4 - Amazing Eau Claire CITO At Mt Simon 2023 (April 22<sup>nd</sup> 2023, 9-12p)
  - Appleton Park n Rec asked – Renee has email
  - River Falls Earthday - GCA5F3C (April 22<sup>nd</sup> 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

# Annual Board of Directors Meeting

## 3/5/2023

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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**