

Monthly Board of Directors Meeting

7/7/2024@ 7:00pm

Attendees: Renee, Jen, Jodi, Mike, Tim, Jackson, Jacque, Maverick, Jeff

Absent:

Meeting called to order at 7pm

Monthly Items

- Treasurer's Report

Opening Balance	\$9,159.64
Opening Cash Balance	\$0.00
Transactions (Exc. Cash)	(\$143.48)
Sales	\$91.00
Pathtag Transactions	\$70.00
Pathtag Balance	\$95.00
Closing Balance	\$9,107.16
Cash on Hand	\$0.00
Total Assets	\$9,202.16

- Waukesha County trails policy change regarding caches
 - Previously contacted Johnny Waypoint about why no new caches being approved on trails
 - May be due to work going on, on the trails
 - Will have to get information on how to proceed with Waukesha County
 - No new updates as of July
- Ice Age Trail cache approvals
 - Sensitive areas on trails, trail work in progress, and landowner easement issues...leaving on agenda
 - No new updates as of July
- BOD committee assignments
 - Geo201: an effort to find someone with more social media presence...possibly including videos. Looking for volunteers
 - No updates as of July

- Committee Reports

- TB Race
 - 11 racers actively racing from original drop
 - advertise next year TB race for next year where racers can drop off at Cache Bash
 - “European Vacation” race - possible local cacher who is going to Greece in March to help kick off a individual race or associated with WGA -
 - Maverick is road tripping in September towards the west, idea is to put each in paper bag for random drop
 - plan to purchase more trackable tags to have available at campout to have more racers.
- West Bend
 - WB contact has been working with Mike on details
 - geocaching101 – to be held Friday at 11am – near stage area – table available (possibly picnic table)
 - For pancake breakfast, not able to store items in shelter on Friday night due to concert in park. Can on Saturday. An option that should work is store in bed of Mike’s truck so only have to unload once Sunday morning?
 - Will be provided 6 tables for sales booth
 - Tim will be taking the food training
 - Grocery pickup need to be done for pancake breakfast
 - Tim has case and a half of water
 - Will put out call for volunteers for both and pancake breakfast
 - WGA to have a basket donation of geocaching swag
 - WB Area CoC – 1-262-338-2666
- Merchandise/Store
 - Path Tags...pancake, games, and board tags are ordered but not shipped yet
 - WGA store is open, will be advertised 7/8, will be open about a week
 - Various new options available
 - Board pathtag - will send info about amount owed for board pathtags for each board member.
 - Jodi has created account info cards, will distribute at the Cache Bash
 - Pink hat went fast – will put in pre-orders for WB
 - Will add to pre-orders and get a few more for sale at WB
 - Will also work on other popular items (visors?)
 - Trackable tags
 - Pathtag game pricing – \$5 per spin or trade of 2 pathtags for a spin
 - Pathtag cost in store will remain at \$3.
- Oldest County List
 - Jackson has been reviewing and making updates to the current list
 - may have a Virtual near Ashland older than what we have listed. Jackson will look into it.
- State Park Series
 - Jackson will contact a cacher that has reported that they completed but has not logged all, to do so
 - Renee has 4 of the generic state decals and 2 of the Nelson Dewey, Jen has 3 of the generic state decals
- Ice Age Trail Series – in discussion with cache hiders on making hides along connection trails
 - Renee has 14 of the Ice Age trail decals

- Photo of the Month
 - July was posted and winner will be sent gift card and letter by Jen
 - – Renee mentioned a complaint she received about people promoting to vote on personal FB to drive people to the WGA page to vote. Decided that the goal is to get people to the WGA site from the picture of month effort, it's doing what was intended. Also difficult to police
- LCG (Lonely Cache Game)
 - Jen reported about the survey that was sent out in June, discussion about responses being anonymous
 - Jodi mentioned what Michigan does..."Spirit of Fair Play"
 - Jennifer mentioned a challenge point checker in ProjectGC as a method to use.
 - Jen sent out survey email to members
 - Justin is looking into WGA site code to make updates that may be able to incorporate something for LCG.
 - Change in prizes? Tiered prizes? Decision to not have monthly prizes.
 - Jen communicated with Chris about idea changes, Marie has drafted a new layout of rules so they are not so daunting.
 - The idea of sponsors
 - Decided if committee members wanted additional prizes committee members could possibly sponsor.
 - Having an event around this effort-spring time for a kickoff – maybe by region
 - Rewards ideas discussed
 - Options to consider:
 - Those submitting reports, for every 5 or 10 reports – drawing entry for 2nd chance drawing.
 - Or 1 drawing entry for each entry for 2nd chance drawing
 - Top 3 winners for the year not eligible for 2nd chance drawing
- Membership
 - Mike updated the list of new valid members – spreadsheet is in the membership file
 - Checking with Justin if Zip Code could be added to summary list
 - Justin altered the firewall to only allow for U.S. based requests, seems to have cut down on lots of bogus requests.
- Newsletter
 - Status
 - Maverick and Jeff is in contact with a lady in Michigan that has lots of experience in Earth Caches
 - First survey was sent out, planning to continue with more.
 - Discussed having pre and post surveys for events – keep to just 2 or 3 total
 - Tips and Tricks, and Road Trip submissions have been light.
- Historical
 - John Sudar has everything we currently have for Historical items, will be working on those
 - Jodi suggested if saved in a book(s), add a black/white pic to show what is missing
 - Renee is working with Mtnclimber to get a full collection of WGA path tags and plan to hand off to John Sudar
- Quarterly Cache Spotlight
 - Latest spotlights were noted/rewarded in the latest newsletter

- Spring picnic 2025
 - Tim stated that the shelter is reserved free of charge.
 - Southwest quadrant – Wyalusing State Park
 - Park manager looking to have 20-25 caches at most in park added.
 - Committee – Tim, Jackson, Mike
 - To be held May 17, 2025
 - Jackie to run the Geocaching 101 lesson
 - Get Outdoors is the DNR program our Geocaching 101 session relates to
 - Tim will reach out to cachers in the area to be hidlers
 - station someone at events at an entry point for logbook, schedule, trackables, other items, especially for new attendees, white board for cachers looking for a buddy
 - kid activities went well, using swag bags for chuck a duck worked well
 - Name tags – hanging from canopy worked
 - central Wisconsin location suggested for a future event
- Website
 - conversations with Justin
 - Website revamp – goal to make it fresh and more maintainable going forward
- GeoTour
 - Not much progress, pretty much dead for the moment
- Social Media
 - Jen believes our numbers are increasing, mostly on FB.
 - Jen encouraged if anyone has ideas for posts, she can help pretty up the post
 - Store will be announced this week in advance of Cache Bash
- Fall Campout 2024
 - Event is published, including Friday night. Looking into making 2 separate events. Smore making event on Friday
 - Contacted Carrie Nolan (CarrieO) has created a FB group for hidlers – placing new caches and ALs
 - Jacque suggested a schedule for Saturday to condense lunch and meeting time together to allow longer stretches of going out caching and only need to return to event once.
 - Pavilion is reserved for full weekend (will look to unreserve for Sunday, on Justin's card)
 - Campout design contest for t-shirts – post of social media
 - Theme – Chasing Geocaches and Waterfalls
- Elections
 - To be discussed later this year
- Chili 2025 – debrief from this year
 - Dates (avoid BAMARAMA 2/15/25) - Looking at March 1st
 - Chili flights – created
 - Renee to reserve the District One site – following up with her initial communication
 - Planning to move merchandise out of room with chili serving
 - For chili serving, use long set of tables in middle of room to create 2 lines – better flow
- CITO
 - – social post was made to announce WGA sponsoring of events @ \$50 each
 - – Jodi will be processing new requests

New Topics

- Yellowstone Trail Updates – new points added to map
 - Working with Minnesota contact about continuing AL series into MN.
 - Tim reached out to IL contact about working on Trail that direction
 - Discussion about cache placement on trails, WEnergies does not want caches on their property
 - Jen will follow up with buttersfamily89 to see if they have made any progress or could use any support.
 - If will not be allowed, may need to archive other caches that are along the trail.
 - There is now a bonus cache bookmark list in reference to Yellowstone Trail Adventure Labs
- Board Path Tags
 - Chili event – next to work on – Jodi to reach out to contact for theme ideas
 - 2024 volunteer tag– next to work on – Jodi to reach out to contact

Action Items

- Each committee should continue to meet regularly and brainstorm ways for membership to be involved.

Unfinished business

- Joint board meeting with Iowa – Renee to reach out
- Plan to make an attempt with Ozaukee County and WEnergies to gain permission to place caches on Interurban Trail/Power Line trail

Next meeting Sunday – August 4th – link at Administration / General. Should be pinned at top.

Meeting adjourned at: 8:45pm