

Monthly Board of Directors Meeting

8/4/2024@ 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	\$9107.16
Opening Cash Balance	\$0.00
Transactions (Exc. Cash)	-\$2670.62
Sales	\$1262.79
Pathtag Transactions	-\$85.00
Pathtag Balance	\$10.00
Closing Balance	\$7699.33
Cash on Hand	\$0.00
Total Assets	\$7709.33

- Waukesha/Ozaukee 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 August
 - Discussion about cache placement on trails, WEnergies does not want caches on their property
 - Plan to make an attempt with Ozaukee County and WEnergies to gain permission to place caches on Interurban Trail/Power Line trail
 - buttersfamily89 wasn't able to be provided contact with Wisconsin Electric as an individual reaching out. WGA will reach out to them in fall to see if open to discussing with an organization.
- 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 August
- 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 – The group of caches have been dropped off in different caches now, hopefully race will get more interesting.
 - advertise next year TB race for next year where racers can drop off at Cache Bash – Jen will send out notice, Maverick will bring a clear ammo box to collect racers at WB.
 - “European Vacation” race - possible local cacher who is going to Greece in March to help kick off an individual race or associated with WGA – HOLD TO PROMOTE TIL SPRING
 - 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 from Space Coast 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)
 - received feedback from Cache Bash committee that EarthCache 101 idea probably won’t work....most people will check in and leave park starting at noon
 - 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 has taken the food training
 - Grocery pickup need to be done for pancake breakfast – Jodi (pancake mix) and Jen (main order)
 - Updating the square tool to remove sizes/other details to make easier search – Jen
 - Signs – Jen will look into
 - Tim has case and a half of water
 - Will put out call for volunteers for booth tasks and pancake breakfast - done
 - WGA to have a basket donation of geocaching swag
 - Swag bag, WGA t-shirt or sweatshirt donation, cool container donation
 - WB Area CoC – 1-262-338-2666
 - New item: options for getting WGA trailer to fall campout
 - Merchandise/Store
 - Path Tags...pancake, games, and board tags have arrived
 - WGA store is open, was advertised 7/8, will be open about a week
 - Renee has ordered items, in progress of organizing
 - Board pathtag - will send info about amount owed for board pathtags for each board member. - Jodi
 - 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
- Plinko pathtag game – Tim has finished building
- Pathtag cost in store will remain at \$3.
- Fall campout design – no public participation, Jen and Jodi had design ideas

- Oldest County List
 - Jackson reporting everything fixed with oldest county cache
- State Park Series
 - Jackson has worked with cacher reported last month about completed series
 - Jackson will be updating the finisher list – pathtags will be available for disbursement
 - 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
 - New item: Oct IAT Mammoth Hike Tie-In with Ice Age Trail Alliance
 - Promote in newsletter/social media platforms
- Interurban Trail
 - If new geocaches will not be allowed, may need to archive other caches that are along the trail.
- Photo of the Month
 - July winner was posted and will be sent gift card and letter by Jen
 - August contest up and running
- LCG (Lonely Cache Game)
 - Jen reported about the survey that was sent out in June, discussion about responses being anonymous
 - Justin will help coordinate
 - 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
 - Reviewed survey feedback at high level
 - 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
 - Checking with Justin if Zip Code could be added to summary list
- Newsletter
 - Status
 - 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.
 - Next Newsletter deadline is Aug 16
- Historical
 - John Sudar is being handed historical coins this week (8/4)
- 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 – shelter is huge.
 - 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 hiders
 - 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 – getting close to completion
- GeoTour
 - Not much progress, pretty much dead for the moment
- Social Media
 - Jen's report – it's still there
 - Jen encouraged if anyone has ideas for posts, she can help pretty up the post
- Fall Campout 2024
 - Event is published, including Friday night. Looking into making 2 separate events. Smore making event on Friday
 - Prize baskets donated for campout
 - If members donate something they receive a free ticket
 - New events around that weekend posted this week
 - Contacted Carrie Nolan (CarrieO) has created a FB group for hiders – 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
 - Chili flights – created
 - Confirmed for March 1st, 2025
 - 1st board meeting March 2nd – in person
 - 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
 - - Fall CITO – to run 9/1 – 11/30 – after Cache Bash send out social media communication

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
 - There is now a bonus cache bookmark list in reference to Yellowstone Trail Adventure Labs
- Board Path Tags
 - Chili event – theme ideas have been added to the Teams
 - New item: we need someone to take the lead with communicating with our artist to create the last 2 pathtags – volunteers (Mike) and chili event (Tim)

Action Items

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Unfinished business

- Joint board meeting with Iowa – have not heard from Iowa

Next meeting Sunday – September 8th – link at Administration / General. Should be pinned at top.

Meeting adjourned at: 8:45pm