

Monthly Board of Directors Meeting

02/2/2025@ 7:00pm

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

Absent: Jackson

Meeting called to order at 7pm

Monthly Items

- Treasurer's Report

Opening Balance	\$10,295.20
Opening Cash Balance	\$0.00
Transactions (Exc. Cash)	-\$192.88
Sales	\$58.71
Pathtag Transactions	\$22.00
Pathtag Balance	\$68.00
Closing Balance	\$10,161.03
Cash on Hand	\$0.00
Total Assets	\$10,229.03

Pending Business

- Waukesha County trails policy change regarding caches
 - Previously contacted Johnny Waypoint about why no new caches being approved on trails
 - Updated policy is posted on their website – they will allow limited
 - Will have to get information on how to proceed with Waukesha County
 - No new updates as of January
- Interurban/Powerline Trails
 - Geocaches not allowed on WEnergies properties.
 - Plan to make an attempt with Ozaukee County and WEnergies to gain permission to place caches on Interurban Trail/Power Line trail – Jen has a name to contact
 - WGA will reach out to WEnergies in fall to see if open to discussing with an organization.
 - If new geocaches will not be allowed, may need to archive other caches that are along the trail.
 - No new updates as of January
- 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 January

- Reach out to Eau Claire city residents to represent geocachers on Eau Claire's Bicycle and Pedestrian Advisory Committee (BPAC).
<https://www.eauclairewi.gov/government/boards-commissions-committees/bicycle-and-pedestrian-advisory-committee>
- Interstate Park in St. Croix Falls is celebrating 125 years in 2025 and asked if the WGA would be interested in holding numerous events there. Jacque gave them her contact info for Geocaching 101 session
- Evaluate routine tasks that non-board members could pick up to take easier tasks off board member work
 - Membership
 - Social media help
 - TB race tracking
 - Newsletter articles
 - Event posting on website
- New Idea to institute resources in **Teams** application – volunteer tag in membership database
 - CRM (Contact Resource Management)
 - Categories and sub categories?
- BOD committee assignments
 - Geo201: an effort to find someone with more social media presence...possibly including videos. Looking for volunteers
 - John Sudar posted in Geocachers of Wisconsin FB page about GSAK, and a number of people commented about doing a class on it....following up with John about this.
 - May reach out to the lady that has lots of knowledge about Earth Caches class
- Committee Reports
 - TB Race
 - Trailer decal needs to be added to trailer.
 - Jen will continue to post updated results mid-month
 - "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
 - Jen to reach out to individual to coordinate possible Chili event drop-off point
 - less formal activity, not a board sponsored race
 - WB 2025
 - Geocaching 101 – information on cache page, FB page, and flier still showed Saturday even though they wanted us to move it to Friday. Mike notified Marie/Mike will verify this has been updated.
 - WB Area CoC – 1-262-338-2666
 - For future, can increase the long sleeve and sweatshirt order count, can take extra to Fall Campout and Chili events
 - Merchandise/Store
 - Have a merchandise credit of \$125 with Space Coast from WGA Anniversary coin sale – Jodi and Renee to submit order to use up the credit.
 - May want to buy Bisons (we are out in the Store), Small Caches, Door Prizes
 - Renee working with Wooden Nickel on the pathtag dispensers, to be ready for Chili event
 - will post a motion to make the purchase
 - Wooden Nickel vendor lives in WI, able to offer better deal for the WI pathtag boards.
 - Merchandise-Is it possible to simplify the entries to make things easier to find in the list on tablet?
 - Signs – a couple new signs that might help (Clearance and Reduced)-Mike & Melissa to

work on over winter

- Maverick had the idea to create a bundle sale item of dispenser and a pathtag series

- Oldest County List
 - Jackson noted all is good with this list through email update
- Yellowstone Trail Updates
 - Working to expand trail to neighboring states
- State Park Series
 - Seasonal cache – Governor Nelson will be disabled when trails get snow covered
 - Through email update, Jackson updated the SPS list that is maintained
- Ice Age Trail Series – looking to reach out to cache hiders on making hides along connection trails
 - Through email update, Jackson updated the IAT list that is maintained
- Photo of the Month
 - January winner was posted and sent gift card and letter by Jen
 - February contest up and running
 - Photo of the year winner announced
- LCG (Lonely Cache Game)
 - Will post update once a month
 - Justin is looking into WGA site code to make updates that may be able to incorporate something for LCG.
 - Having an event around this effort-spring time for a kickoff – maybe by region
 - Rewards
 - 1 year end winner starting in 2025 (\$20)
 - Quarterly Points winner AND Quarterly 2nd chance drawing for all participants was announced, award sent to each winner
 - Can only win quarterly drawing once per year
 - \$10 for every quarterly prize awarded
- Membership
 - Zip Code could be added to summary list – future add.
 - Still very light on new requests
 - 2025 goal - Find new ways to reach out to geocachers to join the WGA
- Education
 - Tim has updated a new WGA brochure...should be able to print/ send out soon
 - 2025 suggestion – geocaching 101 for community police departments (members get free memberships) Geocaching > Land Management and Law Enforcement
- Newsletter
 - Status
 - Meeting to be held 2/6
 - Newsletter deadline is 2/7
 - Next Newsletter to be published around 2/17
 - Single topic newsletter about board nominations went out 1/6
 - Next newsletter will include election results, seasons within geocaching, etc.

- Due to Social Media posting congestion, planning to move the new event announcement will be adjusted to not be on the 1st of the month.
- Historical
 - Renee will upload in Teams a list of path tags we have and what is needed.
 - John Sudar will be doing a news article story
 - John is also actively working acquiring tags/coins we are missing – will set up a binder
- Quarterly Cache Spotlight
 - Latest spotlights were noted/rewarded in the latest newsletter – posted on social
- 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
 - Jacque to run the Geocaching 101 lesson
 - Get Outdoors is the DNR program our Geocaching 101 session relates to
 - Tim will reach out to geocachers 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 geocachers looking for a buddy
 - kid activities went well at '24 picnic, using swag bags for chuck a duck worked well
 - Name tags – hanging from canopy worked
 - Other locations with camping, Prairie du Chien, Iowa State Park is nearby.
 - Consider adding new caches outside of the park as well for those not staying at campground or looking for additional areas to explore
- Website – **Needs to be a priority for 2025**
 - conversations with Justin
 - Website revamp – getting close to completion
 - To schedule review of website updates thus far with Justin
 - No new updates
- GeoTour
 - Dead for the moment
- Social Media
 - Jen's report – been making regular media posts
 - Jen Reported that FB is most popular followed by Instagram and X
 - Jen brought up the idea at setting up Wisconsin Geocaching account on Blue Sky
- Elections
 - Nominations closed Dec 26th
 - Voting closes at 11:59 Feb 9th
 - 4 openings
 - Jodi, Mike, Tim, Mav, Jackson on committee
- Chili 2025
 - Confirmed for March 1st, 2025
 - Try to be there by 8:30am
 - 1st board meeting March 2nd – in person (maybe, a couple board members traveling)
 - 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

- Sam's Club – more forks and spoons, bowls - Renee
 - Gift basket – members that donate get a raffle tickets, board members to donate a basket
 - Board members to donate a gift basket if able to
 - Mike/Melissa will get chili ingredient cards created.
 - Jen to include social media post on community members welcome to donate gift baskets (community members get a free raffle ticket as thank you)
- Fall Campout 2025
 - Northeast quadrant - Lake Emily County Park in Portage – reserved for Sept 20-21
 - Pancake Breakfast is feasible – really nice kitchen
 - Friday night? - local event?
 - Get your reservation soon- North Loop
- CITO
 - - Motion to be posted to continue reimbursements for 2025
 - - WGA has agreed to reimburse
- GIFF 2025 events - Nov 6-16 2025
 - - WGA has sponsored so many for room rental costs
- Other
 - –IGO - Iowa Geocaching Association- joint board meeting to discuss possible border event
 - –Joint Meeting on Thursday Jan 16 – 7-8pm
 - Eric Smith of IGO is contact
 - - Michigan meeting – still want to do a border event with them – Jen to continue conversation for smaller event for 2025, bigger event possible in 2026

New Topics

- Idea for theme for next year – under Administration – Yearly theme – brainstorm on ideas – goal is to make a decision at February meeting
 - Geocachers take the road less traveled

Action Items

- NA

Unfinished business

Next meeting Sunday – March 2nd – link at Administration / General. Should be pinned at top.

Meeting adjourned at: 9:00 pm