

Monthly Board of Directors Meeting

04/13/2025@ 7:00pm

Attendees: Mark, Mike, Tim, Renee, Carol, Marguerite, Maverick

Absent: Jodi, Jackson

Meeting called to order at 7:00pm

Monthly Items

- Treasurer's Report

Opening Balance	\$10,007.11
Opening Cash Balance	\$0.00
Transactions (Exc. Cash)	\$334.76
Sales	\$1,165.39
Pathtag Transactions	\$10.00
Pathtag Balance	\$100.00
Closing Balance	\$10,837.74
Cash on Hand	\$0.00
Total Assets	\$10,937.74

- Committee Reports

- TB Race
 - Trailer decal needs to be added to trailer – when warmer
 - Marguerite to check/verify the monthly numbers
 - Jen will continue to post updated results mid-month
 - to do: discuss any changes for the 2025 year race
- WB 2025 –
 - 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
 - Along with Tim, a 2nd person who will be at the pancake breakfast needs to take the food handler certification training – Mark volunteered to take the training (Wisconsin Serve Safe training)
 - Mike spoke to Marie after a WB committee meeting
 - Instead of a Geocaching 101 session – looking for help from 12-2 to handle questions, and provide help on loading event bookmark in download pavilion – **frees up those doing downloads from being slowed down with questions**
 - Cachly
 - Geocaching app
 - C:geo
 - For both iPhone and Android users

- The sales location may be a bit different this year
 - Food Trucks will be added this year for the evening concert – need to be on pavement. Our location is unknown at the moment
 - May need some signage for where we are located

- Merchandise/Store
 - Merchandise credit of \$125 with Space Coast from WGA Anniversary coin sale spent
 - Bisons, Small Caches, Door Prizes were purchased
 - new pathtag dispensers have been received
 - Wooden Nickel vendor lives in WI, able to offer better deal for the WI pathtag boards.
 - Maverick had the idea to create a bundle sale item of dispenser and a pathtag series
 - Geocoin design – the person we worked with last year
 - The oldest items to be in blind door prizes in a bag.
 - Will watch for deals for creating more Geocaching container stickers
 - Justin working on store inventory to get out there soon to start online sales
 - Tim work on pathtag designs for Chili, BOD tag, WB pancake, Volunteer Thank You
 - Renee shared the t-shirt design and shirt colors

- Oldest County List
 - Oldest County Cache - Rock Bridge in Richland County has been disabled and CO replacing container

- Yellowstone Trail Updates -
 - Mark contacted says AWhip has ownership of AL near YS trail AL station and it's missing, looking into updating
 - Working to expand trail to neighboring states
 - Minnesota geocacher is working on this

- State Park Series
 - Aztalan has been disabled since 3/17 with Trail boss to check next time she's up there. I don't know if we want to just do it so there's a chance a reviewer will want to archive it.

- Ice Age Trail Series
 - looking to reach out to cache hiders on making hides along connection trails
 - Trail boss replaced Burnett Cty container.

- Photo of the Month
 - March winner was posted and sent gift card and letter by Jen
 - April contest up and running
 - introduce themes for future months

- 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 (Jen sent this quarter)
 - 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
 - Jen has updated the brochure but haven't seen final yet
 - Print and send 1 brochure to each state park – offer to send digital copy
 - 2025 suggestion – geocaching 101 for community police departments (members get free memberships) Geocaching > Land Management and Law Enforcement
- Newsletter
 - Status
 - Next Newsletter to be published around 5/15/25
 - Next newsletter will include:
 - A lead article
 - Spring picnic
 - West Bend Pancake Breakfast
 - Community Celebration Events
 - 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.
 - no other updates
- 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
 - 16 new caches to be placed, maybe some outside the park.
 - 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
 - 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
 - Mike to grab 2 bags of charcoal, lighter fluid, and napkins
 - Mike and Renee to bring label makers
 - Marquerite to update and bring scavenger hunt activity

- Website –
 - conversations with Justin to continue
 - Website revamp – having some issues due to file sizes...working through them
 - To schedule review of website updates thus far with Justin
- Social Media
 - Jen's report – been making regular media posts
- Elections
 - Renee, Mark, Carol and Marguerite on committee for 2026 election
- Chili 2026
 - Get 25 **more** plastic cup holders – follow up with JSPIleva
 - Get smaller serving spoons for contest chilis
 - Need to get tasting spoons out – we have them
 - Separate tote for chili only items – doesn't need to be always hauled if no room
 - For chili serving, use long set of tables in middle of room to create 2 lines – better flow
 - Gift basket – members that donate get a raffle tickets, board members to donate a basket
 - Gift basket feedback – donators supply basket name and list items in basket
 - People like that the ingredient lists were used
 - Board members to donate a gift basket if able to
 - Jen to include social media post on community members welcome to donate gift baskets (community members get a free raffle ticket as thank you)
 - Possible “road rally” type activity...spoke to Chris, owner of District 1 about his idea – maybe too much for that weekend, weather is unpredictable.
 - Or at least some new caches – reach out to local cachers for help
 - Plan to use same venue for 2026 – nice central location in the state, free location
- Fall Campout 2025 –
 - **Dochiro – Phil** is willing to hide caches for event
 - Northeast quadrant - Lake Emily County Park in Portage – reserved for Sept 20-21
 - Pancake Breakfast event is feasible, lots of work though – really nice kitchen
 - Friday night? - local event? – Central Waters event?
- Fall Campout 2026
 - - details to be discussed later this year
- CITO
 - - Motion to be posted to continue reimbursements for 2025
 - - To continue posting this announcement
 - - WGA has agreed to reimburse
 - – to post reimbursement process on social media
- GIFF 2025 events - Nov 6-16 2025
 - - WGA has sponsored so many for room rental costs if need be - to continue \$50 max for room rental
- Other
 - –IGO - Iowa Geocaching Association- joint board meeting to discuss possible border event
 - An Iowa cacher 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

Items, Ideas, and thoughts to retain

- 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 March
 - Looking to propose a meeting with the bug line trail representative to learn their concerns
 - Ice Age Trail cache approvals
 - May need to order new cache container stickers
 - Jackson has scouted the Plover area, has info for 4 new earth caches
 - Reach out to DOT landowner contact for access permission to rest areas
 - 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
 - If new geocaches will not be allowed, may need to archive other caches that are along the trail if requested.
 - No new updates as of March
 - 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>
 - Update: all positions have been filled, may not be able to get anyone into those meetings
 - 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
 - July 12 (10am-noon) – Geocaching 101
 - Current CO is willing to archive current caches so new can be placed
 - Looking for experienced geocachers to assist as guides for new
 - Looking to set up a new Adventure Lab
 - Mark to work with Jacque about setting up the event page
 - Increase volunteer opportunities to get involved – to include
 - Membership recruitment
 - Social media help
 - TB race tracking
 - Newsletter articles
 - Event posting on website – summary list
 - Hiding caches for events
 - Trail Bosses – any openings (Jackson)
 - New Idea to institute resources in **Teams** application – volunteer tag in membership database
 - CRM (Contact Resource Management)
 - Categories and sub categories?
 - Volunteer interest
 - Region
 - Interests
 - Survey Monkey usage

The social media state wide groups – post these pages to WGA website for geocachers to find

- Put under Info Section of Web Site

Chippawa valley Geocaching

Wild bunch (SE Wis)

Fox valley

Coulee Region Cachers

Dane County Wisconsin Geocaching Group

Rock County, WI Geocaching

Northern Wisconsin (Renee to check)

- Event placement within the 4 regions, (**Social media/Newsletters committees**)
 - Publish the selection procedure, where have things been held before
 - Keep list of counties held in for those 4 regions
 - Have in other counties within a region
 - Have regions “bid” for going there (location, Volunteer hiders available, proposal)
- BOD committee assignments
 - Geo201: an effort to find someone with more social media presence...possibly including videos. Looking for volunteers
 - Types:
 - Puzzles solving,
 - GSAK,
 - permission to hide suggestions,
 - Geocaching maintenance,
 - Geocaching Tool Box.
 - Cache Stats, what are geocaching challenges?
 - Project GC
 - Attributes
 - 301 – types
 - How to create a geoart,
 - earth caches
 - 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.
 - Reach out to the lady that has lots of knowledge about Earth Caches class
- Work on setting up a shared board calendar – Maverick to set up in Teams
- Geoart /cache series ideas
 - Cheese curds
 - Ice cream/custard locations

New Topics

- Idea for theme for next year – list found under Administration – Yearly theme
 - Geocachers take the road less traveled
 - Trail with footprints leading off, set in Wisconsin border, with sunset
 - Others
 - Keeping it Cheesy

- Always time for one more cache
- Mammoth Meetups – 2025 – Get info out late August
- Border events- event in the Dubuque, IA or La Crosse, WI for a tri-state event

Action Items

- **Trailer maintenance – tires, bearings, checking underside for rust, mouse deterrent for winter**
- **Mark suggested creating a new state trail series – reviewed possible trails**

Unfinished business

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

Meeting adjourned at: 9:25 pm