



July 2020 Board Meeting - 7/12/2020 @6pm

Attendees: Aaron Wurster (MASKinWI), Chris Stolte (MTCLMBR), Jason Johnston (jnj-wi), Carson Monroe (ACME_WildCachers), Kelly King (King54130), Rebecca Dauterman (graphicsgirl19), Jim Peterson (bigjim60), Renee Vanselow (AuntieNae)

Aaron called the meeting to order at 6:02pm.

Brian Zubowski (zeeman_clan) joined late.

Standing Topics

Treasurer's Report

- Chris asked how many coins we sold during our online sale? Jim said 62!

Beginning Balance 5/3/2020	\$5,689.39
Postage for coins	-\$38.15
Pathtags	-\$422.00
Shelter Rental @ Derge Park	-\$65.00
Postage for coins	-\$3.80
PayPal Transfer (coins)	+\$706.21
Deposit (coins)	+\$285.00
Ending Balance 6/7/2020	\$6,151.65
Cash on Hand	\$100.00
PayPal Balance	\$34.66
Path Cash	\$200.00

Committee Reports

- Website
 - Carson mentioned an issue with cache rescue submissions on the website. Chris said he is hoping to look at it within the next few days.
 - Chris brought up some issues with HostGator. We were having issues with the site going up and down regularly over the course of a few days. It was unclear what caused the issues as we made no significant changes. Jason jokingly suggested increasing the LCG list to 1000 was the cause, but there is no indication it is related.

- To get things back up and working, the website is currently running off of a dedicated VM on Chris's server in his basement. This is a bit vulnerable because any loss of power or internet at his house would bring the site down, and he doesn't have the same kind of redundancies that a hosting provider has.
- The fact that the site is running fine now implies this might be a hosting issue as opposed to a problem with our site.
- Chris called HostGator and escalated a ticket to their second level of support to do a downtime analysis, but nothing has come out of it yet.
- Chris gave an update on the new website. No new progress over the last few weeks, especially with issues on the current site. The backend is mostly built, and he will soon be turning his attention to the visible aspects of the website. He also did a brief walkthrough of the theme mockup pages to give us an idea of what the site might eventually look like.
- LCG
 - Aaron asked how things are going with the new list at 1000.
 - Jim said we've had a lot of submissions so far this month.
 - Chris said the map had a bit better spread with the higher number.
- Community Education
 - Carson said he was contacted by event coordinators in his company about putting on a virtual session about geocaching for other employees. The session will be held the first week in August and will mostly use the Geocaching 101 slides we used for the Facebook virtual event.
 - Aaron also mentioned that a listener of the WPR show reached out looking for help placing caches in a new rural park south and west of Madison and he referred him to Carson. Carson explained that he'd been in contact with him about geocaching in general and they've started to brainstorm ideas for bringing caches to the park. They will collaborate to place some caches that will likely be owned by Carson.
 - Aaron also asked if WPR wants to do another show. Becca said the producer told her maybe sometime in August, but nothing was decided.
- Photo of the Month
 - Brian said there is currently a runoff between three. Carson's kids are currently in second, with more engagement in the runoff voting.

Mid-Summer Meet and Greet

- Aaron said Jim has done a nice job getting things prepped so far. Carson, Jim, Aaron, and Kelly will be there for sure. Becca is unsure. Brian is likely out but will know by Thursday.
- Aaron said this is going to be a simple event. We'll sell merchandise and probably give away one coin. Kelly said she has some new cards for the raffle.
- Jim is planning to fire up the grill.
- John Sudar (hack1of2) placed three new caches, and Kelly said there is one in the park currently. There are also a lot of others around from previous Beaver Dam Cache and Release events.
- Aaron asked how the pavilion will be unlocked? Jim said there is a camp host that lives there who will unlock and lock up for us.
- Kelly asked about games, but we will try to limit contact to merchandise sales only.
- Jim confirmed that there is hand sanitizer in the trailer. Kelly is going to buy a container of wipes, too.
- Chris asked if we would want to take the opportunity to take pictures of some of our merchandise? This would allow us to do another online sale without having to go through the trailer separately.
- Kelly suggested we need to do full inventory of the trailer at some point. Carson suggested we could just do it after this event. At least Jim, Kelly, and Carson are planning to do this afterward.

- Chris also plans to share a list of the historical coins he has so we can be sure we don't sell all of those that aren't yet in the WGA collection.
- Chris asked if we have made decisions about what merchandise should be discounted. Renee suggested that embroidered items should not be discounted, but anything screen-printed could be discounted. Previous discounts were \$5 off a T-Shirt, then deeper discount was 3 for \$10. Kelly also suggested we shouldn't discount any blaze orange stuff as we expect it to sell at the fall picnic.
- Chris asked about the breakeven prices, but Renee said this varies a lot based on individual orders.

Unfinished Topics from Prior Meetings

501(c)(3)

- Aaron said he has time to look into this next week.

Quarantine Activities and/or Virtual Events

- Carson asked about timing for "Meet the Board" events. Availability is going to vary, so let's coordinate on Slack.
- Carson also suggested he might be able to get up to speed on the technical aspects that Chris handled in the past so that he might not have to be involved in all of them.

What should we do with COTM?

- Chris has mixed feelings. He would hate to see it go, but there are a number of hurdles. We have not done any promotion for it since the current term started. The current state of the website also makes it difficult, as do the current rules. There are many caches across the state, but you have to find nominated caches before you can vote. He wants to keep it alive, but we have to overcome some of these hurdles.
- Aaron asked if it's even still alive on the website. Chris said it's still up, but there hasn't been much activity. Brian said that June had a winner. Chris said February also did.
- Carson asked how many votes those caches had? Chris said probably one or none.
- Carson also said that having a statewide game seems problematic because it's difficult to expect that others across the state will have found nominated caches.
- Chris pointed out that it was region-based in the past, but it wasn't getting much traffic and so was reduced to one statewide award. He suggested maybe removing the requirement to have found the cache but require nominations to explain why the cache is worthy so anyone can vote.
- Aaron was thinking about having this be less of a contest and just keep stats for the top found cache in the state of WI. This would favor new caches. Chris pointed out that August could be a problem due to the activity around the West Bend Cache Ba\$h.
- Carson likes both of the last ideas. Removing the requirement to have found the cache before voting. But also featuring a cache with the most hides.
- Jim is in favor of discontinuing COTM as it is now, but he likes the idea of featuring the most found cache. Opening voting to anyone would just get people voting for their friends' caches.
- Jim said we could feature caches based on something other than finds, like favorite points. Aaron said we could feature more than one.
- Aaron asked who wants to work on this? He volunteered. Chris, too. Further discussion on the #cotm Slack channel.

New Topics

Jim mentioned that we need to start planning for the fall picnic.

- Aaron said he has a cache hider on board already, and he can hide some as well.
- It'll be a two-day event, actually two separate events.

- Need to create two cache pages. Aaron and Becca will work on this.

Aaron adjourned the meeting at 7:10pm.

Outstanding Action Items

- 501(c)(3) - Brian, Aaron, Jim
- Do we need our own insurance policy on the trailer? - Jim
- Research display board options for the WGA geocoin collection - Chris
- Contact SpaceCoast for info on order size and pricing for car decals - Renee
- Make Wisconsin Cache Reviewers page public with modifications - Chris
- Contact cachers who logged SPS caches and admitted they didn't sign - Chris, Kelly
- Develop Slack export plan - Chris, Carson

New Action Items

- Website issues with Cache Rescue submissions - Chris
- Trailer inventory and merchandise photos after the mid-summer event - Jim, Kelly, Carson
- Share the list of historical coins in the WGA collection - Chris
- Planning for monthly cache spotlight - Aaron, Chris
- Create cache pages for fall picnic events - Aaron, Becca