



## November 2020 Board Meeting - 11/1/2020 @ 6pm

**Attendees:** Rebecca Dauterman (graphicsgirl19), Chris Stolte (MTCLMBR), Kelly King (King54130), Carson Monroe (ACME\_WildCachers), Renee Vanselow (AuntieNae), Jim Peterson (bigjim60), Jason Johnston (jmj-wi), Brian Zubowski (zeeman\_clan)

Brian joined us after the meeting was in progress.

Aaron Wurster (MASKinWI) was not able to attend.

In the absence of the president, Becca called the meeting to order at 6:02pm.

### Standing Topics

#### Treasurer's Report

- Not much happening this month.

Beginning Balance 10/4/2020	\$7,976.54
Postage	-\$7.80
PayPal Deposit	\$40.00
Ending Balance 11/1/2020	\$8,008.74
Cash on Hand	\$0.00
PayPal Balance	\$0.00
Path Cash	\$295.00

#### Committee Reports

- Community Education
  - Kelly said that the Big Brother/Big Sister group in her area wants to do Geocaching 101 every spring moving forward. Kelly will plan to own it since she's close.
- Membership
  - Kelly starts her turn today.
  - Kelly asked if the new member page could show an indicator for whether they've already been approved and whether they've had a membership letter sent? It is sometimes hard to tell if a board member already took care of those things. We don't want the letter to get forgotten, nor do we want to send it twice. Kelly would be happy if it can be added on the new site. Chris said that shouldn't be a problem.
- Newsletter

- Becca should be making some final tweaks and sending the latest edition out shortly.
- Photo of the Month
  - Becca mentioned Brian awarded October's earlier today.
- LCG
  - Chris said he'll post the new list for November/December tomorrow.
  - Becca asked if anyone was able to help the person on Facebook that asked about a date issue with an LCG submission. Jim said he took care of it.
- Website
  - Chris said he's been doing small pieces of development for the new website. It likely won't be ready for the first of the year.
- State Park Series
  - Kelly said we still need a new trail boss for two in the Baraboo area. *[Secretary's Note: We've since found someone.]*
  - Becca asked if someone could check on Mill Bluff. She thinks it's probably missing. She will follow-up with Aaron. *[Secretary's Note: This cache has since been found.]*

#### Next Event: Chili

- Kelly said that COVID conditions are definitely trending in the wrong direction to support having an event.
- Becca mentioned there are three venues in her area that have cancelled all bookings through May.
- Chris doesn't feel this event is going to be viable from a cost standpoint or an attendance standpoint.
- Becca suggested we should table this until next month just in case, but we should start planning for a virtual LCG event similar to what we did this year.
- Chris said he thinks we should just consider this event cancelled, but he likes the virtual event idea. Or maybe we could pursue a winter bonfire or similar event.
- Chris said that Marie has suggested merging the LCG event and Chili. She wants the bigger event attendance to help drum up interest in the Lonely Cache Game. This has been a source of contention in the past since the LCG is a member-driven event versus Chili Feed which is a board give-back.
- Kelly asked Renee/Jim if combining events would affect sales. Does one event have better sales than the other. They couldn't say one way or the other.
- Renee thinks combining events will help with LCG interest.
- Kelly suggested we could do a breakout room for people new to LCG. This might make them more likely to ask questions. Jim suggested we could also have a separate "highrollers" room.
- Kelly asked if Marie is willing to run the event? Chris said she probably would be, but we might want to look for other options given the increase in participation this year and the expanded committee.

#### LCG Event

- See discussion above.

### Unfinished Topics from Prior Meetings

#### 501(c)(3)

- The current question we must answer: 2b or not 2b? Are a private foundation (not 2b), or do we qualify as a public charity under 2b?
- Carson said that the difference in classification has tax implications. If we are a private foundation, we would have to fill out an additional form on a yearly basis, and we might have to pay some amount of taxes. If we qualify as a public charity under 2b, neither of those things would apply.
- Carson posted his assessment a few days ago on Slack. He said he believes we would qualify for 2b, but he wants other board members to look over what he wrote and give their own assessment.

- Kelly asked about the definition of a private foundation. Jason said it is "a charitable organization that, while serving a good cause, might or might not qualify as a public charity by government standard." The Bill and Melinda Gates Foundation is a well-known example. Kelly said we're certainly not a charitable foundation giving money to a cause. Jason also mentioned that Brian previously stated that Wisconsin does have legislation that we would need in our organizing document to be a private foundation. The group wasn't really sure what that meant. *[Secretary's Note: Brian had not yet joined the meeting to clarify for us.]*
- Carson read some details from the IRS instructions for the 1023 form. "The two main classifications are public charity and private foundation. A public charity generally has a broad base of support, while a private foundation generally receives its support from a small number of donors. Your foundation classification is important because it determines which tax rules govern your operations and which limitations apply to your donors' contributions. For example, deductibility of contributions to a private foundation is more limited than contributions to a public charity. In addition, private foundations are subject to excise taxes that are not imposed on public charities." He said that the assumption is any 501(c)(3) is automatically considered a private foundation unless they meet a public charity exception under one of 2a, 2b, or 2c. He reiterated his feeling that we do qualify as a public charity under 2b, but didn't want to be solely responsible for submitting the form using that classification.
- Chris, Jim, and Becca stated they reviewed Carson's logic and agreed with his assessment. So we'll go with 2b!
- Jim said he will finish the online form and submit it.
- Carson asked if we'd actually approved the motion to cover the application fee. Jason confirmed it passed.

#### Inventory Management System

- Renee said a significant factor in this discussion is whether we would be willing to move away from PayPal toward something that would be more integrated with an inventory system.
- Chris said he feels that PayPal has kind of neglected the PayPal Here platform. He doesn't have a problem walking away at this point.
- Chris suggested the other main alternative right now is Square. He has used it and knows it has inventory management baked in. Transaction fees are comparable to PayPal and other options. You can run transactions on the web, or via iOS or Android apps.
- Becca has dabbled with Square a little bit and liked what she saw.
- Chris said that a lot of small businesses use it. He's used it for running garage sales.
- Jason mentioned that Square will automatically email receipts as well.
- Renee asked if Square has the same level of protection if people dispute charges. Chris said he'd have to double check on the details but expects it should be very similar.
- Becca asked how much of a headache it's going to be to switch. Chris said the financial setup is pretty easy. Square will automatically transfer daily sales into the associated bank account for free, or you can do immediate for an extra fee. The main setup time will be for setting up the inventory details. Once that's done, we could even setup a WGA store on our website that would tap into the inventory via an API.
- Kelly asked if usage fees would be similar. Chris confirmed most platforms are very similar.
- Kelly asked if Square supports barcodes. Chris said they do support them but managing barcodes and placing them on inventory could be a lot of overhead. With the free app, the barcode really just acts as a quick search to find items as opposed to automatically adding to check out. There is an upgraded retail app with greater integration for higher fees.

- Chris said he likes the idea of having barcodes in general but isn't sure it is worth the overhead. The muskie t-shirt, for example, would have something like 40 different barcodes for all the color and size combinations.
- Becca asked if Carson or Jim had thoughts. Carson said he also has no qualms about walking away from PayPal. He likes the idea of tracking inventory by color and size. He likes the idea of barcodes but doesn't think it would be worth the effort for us. Jim has no familiarity, so nothing to add.
- Chris spent a few minutes showing the Square app on his iPad to give us a sense of how it works. He mentioned that there are a lot of reports available as well.
- Renee, Becca, and Carson all expressed positive feelings. Chris and Kelly mentioned a lot of small businesses like food trucks use Square.
- Chris said that initial setup is free of charge. The base level provides a magstripe swipe device.
- Renee said we need to get a chip reader. Chris showed the options. A chip/tap reader is \$49, or they have a more advanced terminal for ~\$300. Chris feels the cheaper one would be the best option. Carson agreed.
- Chris also found that the Square reader is actually cheaper on Amazon, and there's a little dock that is a nice pairing. Jason said Sam's Club may also carry these devices.
- Becca suggested that Chris and Renee should put together two motions, one for connecting Square to the WGA bank account, and one for purchasing the reader.

## 2021 Theme

- No discussion today.

## New Topics

None today

Becca adjourned the meeting at 7:02pm.

## Outstanding Action Items

- 501(c)(3) - Jason, 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
- Develop Slack export plan - Chris, Carson
- Planning for monthly cache spotlight - Aaron, Chris
- Meet the board virtual events - Carson
  - It might be a little late to do this. Jim suggested we could do this as a forum-type event. Kelly nominated Jason to do something on ALs. He declined.
- Work with Linda (lostcheq) to reset expectations for Amnicon Falls SPS cache - Kelly
- Send Jim payment for BOD pathtags - Becca, Brian, Chris
- Begin planning for chili event - Aaron, Brian
- First aid kit plan - Kelly
  - Kelly will purchase once the one she wants is back in stock, then donate it to the WGA. Thanks, Kelly!
- Planning for spring picnic event - Kelly, Jason

## **New Action Items**

- Create motions for change to Square for Inventory Management and sales - Renee, Chris