

# Annual Board of Directors Meeting

2/21/2021 @ 9am Session 1 of 2



**Attendees:** Bethany Fredericks (BFredericks88), Carson Monroe (ACME\_WildCachers), Chris Stolte (MTCLMBR), Jason Johnston (jnj-wi), Jim Peterson (bigjim60), Kelly King (King54130), Marie Lackore (Lacknothing), Mark Olson (chevyole), Renee Vanselow (AuntieNae)

In the absence of the President and Vice President, Jim called the meeting order at 9:03am.

## Annual Topics

### Treasurer's Report

- Jim posted this in a new Treasurer's thread. He used 2/2/2021 as the closing date so the monthly and yearly reports would match. There have been no changes since the 2nd.

Beginning Balance 2/21/2020	\$6,621.59
Income	\$3,861.24
Expenses	\$2,872.64
Ending Balance 2/2/2021	\$7,610.19
Cash on Hand (Jim \$61, Kelly \$17)	\$78
Path Cash	\$316.00

### Election of Officers

- Treasurer
  - Carson nominated Jim. Many people seconded. Jim accepted. There were no other nominations, so we did a voice vote. The result was unanimous, so Jim will remain Treasurer.
- Secretary
  - Kelly nominated Mark. Bethany seconded. Mark accepted.
  - Mark nominated Marie. Chris seconded. Marie accepted.
  - Mark decided to withdraw after Marie accepted her nomination. The result was unanimous, so Marie became the Secretary.
- Vice President
  - Renee nominated Kelly. Chris seconded. Kelly accepted.
  - Mark nominated Marie. Chris seconded. Marie accepted.
  - By a vote of 5-4, Kelly became the Vice President.
- President
  - Kelly nominated Carson. Jim seconded. Carson accepted. There were no other nominations, so we did a voice vote. The result was unanimous, so Carson became the president.

### Board Transition Items

- Update the website accounts which Chris has done
- Carson shared the transition document he created
- Chris has changed and updated all passwords in Bitwarden.
- Carson will do an export of all information in the 2020 Slack workspace so that it is accessible for the future.

- Jim will add Kelly and Marie to signature cards
- Jason will update the WGA Facebook page to add the three new board members as admins.
- Jason will add three new members to the WGA website.

#### Board of Directors 101

- Everyone should feel free to voice their opinion, regardless of what that opinion is, even if it is different than the loudest person in the room.
- If you disagree, dissent. Once decided, support.
- Signature line on posts is important.
- Each new board member has a mentor.

#### Technology

- Chris and Carson gave an overview on Slack and how to use channels and threads.
- Slack conversations, with the exception of Direct Messages will be exported annually.
- Chris has created a document on how to use Slack which has been uploaded to the website.
- WGA Website
  - Everyone will have access to the administrative side of the website so posts and comments may be made.
- Bitwarden
  - Chris gave an overview on Bitwarden and shared that there are mobile apps for both IOS and Android.
  - Direct any questions on usage to Chris.
- Facebook account
  - Make sure you look at profile photo to determine who you are posting as.
  - Post as the WGA for official WGA subjects (events, POTM, LCG, etc.)
  - If posting your own opinion on the WGA page, post as yourself.

#### Committee Reports, Assignments, and Suggestions

A conversation on committees and their purpose was discussed.

- The BOD will seek to have more member involvement, where warranted.
- Not every committee needs member involvement.
- Simple tasks are great way to get members involved.
- Community Education - Directly hosts educational geocaching events and provides resources for members to do the same. **Renee (chair), Marie, Carson.**
  - Carson revamped the 101 presentation
  - Carson is interested in doing a 201 presentation (he has a presentation that focuses on hiding, quality caches, etc. which could be used as a starting point).
  - It would be good to add some virtual events.
  - Kelly shared that there is an Education Board (in need of a little TLC) in the trailer.
- Website - Maintain and improve the WGA website. **Chris (chair), Carson, Jason.**
  - Chris will continue as our web admin, with assist from Carson and Jason.
  - Chris is working on developing the new website.
  - Direct any suggestions on existing website to Carson or Jason.
- Historical - Record the history of the WGA and make it available via the website. **Carson (chair), Mark, Renee, Marie**

- Carson proposed that this be made part of the secretarial position. This will be discussed the BOD reviews the bylaws.
  - There is WGA history that either has been lost or buried on the website.
- Social Media - Organize our presence and messaging on social media sites. **Bethany (chair), Chris, Marie, Jason**
  - Facebook has been our main promotional tool.
  - The WGA has Twitter and Instagram accounts.
- Newsletter - Write and curate content for our periodic email newsletter. **Marie (chair), Bethany, Jason.**
  - Jason will help with the IT side.
  - Kelly has material that can be used.
  - Mailchimp has been used. Has a long look. There are benefits, subscriptions, tracking if it is opened.
  - What is possible within Mailchimp? Is this the best tool for us?
  - Newsletter needs to be reformatted. There are templates available.
  - Committee will look at what can be done within Mailchimp.
- WGA Trackable Race – **Marie (chair), Bethany**
  - Organize a yearly trackable race.
- Membership - Monitor for new member and friend signups to weed out spam and welcome new people to the WGA. **Jim (chair), Mark, Jason**
  - Rotate every two weeks; monitor new sign-ups. About 75% are fake.
  - Follow up on those who like comments
  - Committee needs to formalize the review process (spam account snuck through recently); what do you actually look at? What do you do?
  - Anyone can be a member of the WGA
    - Fill out information and then marked as a pending member. This is reviewed by the committee and approved or not approved. You must be in state to vote.
- Photo of the Month - Organize a monthly photo contest among members. **Bethany (chair), Mark**
  - Any picture resolution issues, talk to tech crew (Chris will help with any tech stuff)
- Kidz Club - Explore ways to engage kids during WGA events. **Kelly (chair), Mark, Carson**
  - Everyone agreed this is a good committee for member involvement
- State Park Series - Work with trail bosses to monitor and maintain the WGA State Park Series. **Kelly (chair), Chris, Mark**
  - Kelly said that contact was made with every trail boss last year. She felt it was done very efficiently.
  - Renee says we should identify what needs to be refreshed with current series
  - Chris shared that about half of the trail bosses responded to the initial e-mail.
  - Kelly shared that trail bosses do not have access to edit the cache page.
- Lonely Cache Game – **Jim (chair), Marie, Chris** - Manage and promote the WGA Lonely Cache Game as well as advise the board on potential changes to the game's rules. Committee Members: Russ Whipple (awhip80), Ralph Edwards (zuma!).

#### Events:

- Chili Event **Jason (chair), Kelly**
  - Did not happen this year.
  - It is generally scheduled for late winter (February timeframe)
  - 2020 Event expensive; generally, we spend \$200; last year's bill was \$650 (donation box poorly placed)
  - What style event do we want to have this next year?

- Lonely Cache Game Event (LCG Committee)
- Spring Picnic. **Kelly (chair), Jason**
  - May 22 at Yellowstone Lake State Park
  - Event page has published ([GC9700Z](#))
- West Bend Cache Ba\$h. **Carson (chair)**
  - All hands on deck
  - Do we need to do downloads?
- West Bend Cache Ba\$h Pancake Breakfast. **Jim (chair), Bethany**
- Fall Campout. **Mark (chair), Marie**
  - Look now for location (NE quadrant) so it can be announced to membership as soon as possible.
  - Looking at County Parks; most campsites at State Parks already booked.
  - Door County overused.
  - Twin Bridges in Marinette County?
  - Just at Governor Thompson two years ago.
- GIFF
  - Committee will be established once we know if it is going to happen
  - Horicon is pretty easy to book

### Goals for the Year

- Each Committee needs to establish attainable goals.
  - Share goals at a future meeting
  - Share plan on how committee is going to execute goals.
- More documentation for the WGA
  - Make it easier to onboard new WGA BOD members
  - Smoother transition to allow new WGA BOD members to be productive.
- Make sure that we don't waste time on things that are not obtainable (501c3)
- We need to be better organized
- Specific ideas will be deferred to committee work
- Carson reached out during election to see if local cachers were WGA members; outlining how that would happen; encouraging them to do so and vote.
- One specific cacher Carson spoke to did not see any benefit to joining our organization.
- How do we engage more people and show the value of being part of the WGA.
- We need to have an elevator story and that needs to be very obvious on our website.
- More conversation in the future – think about benefits.

### Safe Food Handling

- Need to have a couple of people who have taken the online Learn to Serve; Food Handling Training Course.
  - Jim has completed it and is current (3-years) – good until 2023
  - Mark Olson volunteered to take the class (\$7.00 cost; can be reimbursed)
  - Marie volunteered to take the class also (as back-up to back-up)

### Monthly Meeting Schedule

- March meeting will be 3 hours – 6:00 to 9:00 p.m. on March 7<sup>th</sup>.
  - Annual Meeting had to be split into 2 sessions due to conflicts

- March meeting expanded to 3 hours to accommodate the remaining annual meeting agenda.
- First Sunday of the month from 7 to 8:30 p.m.
- Adjust as needed for Packer games, holidays, etc.
- We will continue to meet on Zoom

## Unfinished Topics from Prior Meetings

### WGA Website

- **Current Website**
  - Chris wants to focus more on reorganizing the information and how we are displaying it on the website.
  - What should our website have that it doesn't have today?
  - Board decided last year not to develop a mobile app as it is one more thing to maintain.
  - Focus on making new website mobile friendly without the app
  - We can improve the current website in a way that will benefit the new website
    - Content can easily be transferrable and is worth investing in
- **New Website**
  - Important for the WGA to have a presence that is not based on another platform.
  - We have decided to back away from Word Press, but still have ability to edit content and have a more custom developed site.
  - Chris expanded on an overview of what the new site will look like.
    - Looks great so far!
  - Website committee is hoping that the new changes will bring more viewers.
  - Social Media promotion will be key to getting our membership excited about our new WGA website.

Carson adjourned the meeting at 2:28 p.m.

## Annual Board of Directors Meeting

### 03/07/2021 @ 6:00 p.m. Session 2 of 2

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Carson called the meeting to order at 6:04 p.m.

## Annual Topics

### Treasurer's Report: Checking Account

Beginning Balance 2/21/2021	\$7610.19
Kwik Trip (Gift cards for LCG)	-60.00
Ending Balance 03/07/2021	\$7550.19
Cash on hand	\$78.00
Path Cash	\$326.00

## Committee Reports

- Spring Picnic (Yellowstone State Park – May 22)
  - Full membership meeting
  - 2020 Volunteer of the year awards
  - Need tarps in case of inclement weather (wind break and rain) – let Kelly know if you have one.
  - Dominic (themrwiegel) has committed to hiding some caches;
- Fall Campout
  - Two top choices –
    - Option #1 - Chute Pond (Mountain, WI)
    - Option #2 - Dells of the Eau Claire (30 miles east of Wausau)
  - After a short discussion, Dells of the Eau Claire was chosen.
  - The dates are September 17-19; shelter will be reserved for Saturday and Sunday.
- 2021 Theme and Merchandise
  - Discount existing merchandise (apparel)
  - Consider smaller order of t-shirts, using the new theme, in one or two colors

## New Topics

- Outgoing Board Member Recognition
  - Renee shared the following information on the plaques
    - Ordered from Manitowoc Trophy
    - She needs a week's notice for ordering
    - For those who have already received a plaque, she will get a name plate to add.
    - She will the plaques shipped directly to the recipients to save on postage.
    - Renee will post a motion on expenditures for outgoing BOD plaques.
- COVID
  - CDC and local guidelines should always be followed
  - Outdoor events will be promoted on the WGA page.
  - Indoor events will not be promoted at this time; BOD will review this in May
- BOD Pathtag
  - Discussion held on whether the BOD wants to create a new BOD Pathtag.
- Facebook Group vs. Facebook Page
  - Discussion held on this with pros and cons presented.
  - Mark and Marie did meet with an Admin of Geocachers in Wisconsin to present this option on March 10. It was decided at this time to keep the Geocachers in Wisconsin Facebook Group and the WGA Facebook page as is.
- Cito grants – Renee shared the following information:
  - WGA sponsored up to 6 CITO events/year - \$150/event; submit receipts for reimbursement.
  - Items covered include giveaway items, garbage bags, disposable gloves, etc.
  - All requests should go through Jim.
- Committee Expectations
  - One chair – all others committee members
  - It will be the decision of the full board if members are to be asked to be on committees.
  - Full BOD does not need to be involved in committee details.
  - Big things need to come back to the BOD for decisions.
  - Money expenditures need to come before the full BOD.

- Schedule separate meetings when non-BOD members are involved; designate a BOD member to take notes and post back to the appropriate Slack channel.
  - Set up meetings when possible for non-BOD committee members.
- April Meeting Date Change
  - April 11<sup>th</sup> from 7 to 8:30 p.m.
- Insurance
  - Jason shared an insurance quote.
  - After a short discussion, Jason agreed to do additional investigation on insurance needs.
- Kelly will work with Linda (lostcheq) to update location for Amnicon Falls SPS cache.
- Add stated goal/mission statement of LCG and more explanation for how caches make the list - LCG Committee will handle and include how caches are chosen.
  - Elevator story needed for those unfamiliar with the game

## **Outstanding Topics**

- Virtual Events
- WGA 20<sup>th</sup> Anniversary
- Monthly Cache Spotlight
- Bylaw Changes
- Pathtag Wheel
- Organizing WGA documents
- Member Suggestions
  - Update WGA brochure
  - Change the BOD term to three years

## **Outstanding Action Items**

- Identify caches that need refreshing, new container, label, etc. (State Park Series Committee)
- Order new biome path tags (State Park Series Committee)
- Complete Event History (Kelly)
- Add Kelly and Marie to signature cards for bank account (Jim)
- Each committee should chat on Slack or meet separately and establish goals for the year.
- Add stated goal of LCG and more explanation for how caches make the list - LCG Committee
- Reach out on social media to see if there is anyone out there who has certain skill sets in programming languages; post as WGA (Chris)
- Develop design options for new BOD Pathtag (Marie)
- Return tablet and Square equipment to the trailer (Renee)
- New stickers for the trailer from Lois (Kelly)
- Post a motion on expenditures for outgoing BOD plaques (Renee)
- Research display board options for the WGA geocoin collection (Chris)

Carson adjourned the meeting at 8:56 p.m.