

Monthly Board of Directors Meeting

5/01/2022 @ 7:00pm



Attendees:

Paul Charlier (fondue4two), Jodi Bauer (jodibee), Bethany Fredericks (BFredericks88), Jason Johnston (jnj-wi), Maverick Martin (mavwitt), Mark Olson (chevyole), Justin Pleva (plevajt), Karen Soley (jks1033), Renee Vanselow (AuntieNae)

Absent:

Meeting called to order at 7:05PM

Monthly Items

- Treasurer's Report:

Opening Balance	\$10,053.05
Opening Cash Balance	\$234.00
Transactions (Exc. Cash)	\$222.41
Cash	\$0
Pathtag Transactions	\$15.00
Pathtag Balance	\$265.00
Closing Balance	\$9,830.64
Cash on Hand	\$234.00
Total Assets	\$10,329.00

- Committee Reports

- State Park Series

- Have not reached out to trail bosses yet
- Some have already done spring maintenance
- Reminder to WGA to post 'owner maintenance' log as well and thank trail boss
- More info on spreadsheets

- Ice Age Trail Series

- Karen cannot access spreadsheet, but has sent out emails
- Unable to connect with Kewaunee County trailboss
- Langlade County - parking coords issues, Mav is working on fixing those and will send Karen updated coords

- Fall Campout 2022

- Mark would like people to look at the cache page and make recommendations
- Mark will push to submit in about a week
- Member events - Thursday night custard stand/brewery, Friday golf scramble, Sunday CITO event nearby

- Caches publish on Friday (potentially morning)
- Four hiders, not including board members
- Mark will create message group
- Historical
 - Recognition of past board members
 - Mark connected with yawningdog who sent some pictures
 - Mark wants to create committee group
 - purpose to contact past board members (55+)
 - John is having issues getting onto OneDrive
 - working with Chris to fix
- LCG
 - committee meeting
 - lostcheq is willing to host an event in NW quadrant in the fall to highlight LCG and go hunting for some lonelies
 - Mavwitt potentially in NE quadrant
 - rotation of submissions
 - cache rescue page fixed
 - working with reviewers for notifications on archived caches
 - meeting minutes on Slack
- Membership
 - each member of committee has two week rotation
 - welcome letters sent out
 - working on making registering for membership easier
- Merchandise
 - Geocoin
 - larger font size won out
 - BOD pathtag
 - will let Judith give us options
 - Pancake pathtag
 - done
 - Cow coin expires soon
 - do we order more?
 - leaning towards no because we will have three new coins
 - will post poll on social media to gauge member interest
 - Member submitted coin
 - two finishes (brushed gold and silver)
 - total number to order being determined
 - wondering if dye fee applies to both finishes or just one
 - Order numbers
 - 150 each of the member submitted coin
 - 300 of the 20th anniversary coin
 - Jason will get quote posted on Slack
 - Judith's costs
 - working on paying her for her artwork services so that we can proceed with minting of coin
 - Clothing
 - Renee will work with Judith once all the coin and pathtag work are done
 - Pins
 - if we find a good deal, it may be something we pursue

- Banner
 - potentially match shirt
 - Looking at \$80-100 with quick turnaround
- Newsletter
 - posted first set of six mini newsletters
 - all have great open rates
 - about 35 per newsletter
 - main newsletter will have link to subscribe to mini newsletters
 - Bethany will post links on social
- Oldest County List
 - lots of finds
- Photo of the Month
 - location didn't matter
 - asking for caching names on posts to crosscheck for membership
 - can only win once per year
- Quarterly Cache Spotlight
 - will go in the newsletter
 - five winners were posted in Slack
 - all have at least 60% favorite points
 - can only win once per calendar year
 - they will also be added to bookmark list
- Spring picnic 2022
 - response from crew that there will be 35+ caches hidden
 - working on kids games
 - have some ideas, just need to get narrowed down
 - in need of grill master
 - grills ready at noon
 - nametags
 - nametag post needs to be created
 - need to determine where template is
 - worker schedule needs to be created
 - Mark has the permit
 - Jason will find out what time Jim is getting there
- Spring picnic 2023
 - meeting tomorrow to discuss parks on the list
 - Lake Emily is a potential front runner
- TB Race
 - waiting to hear from Marie to receive training on how to do this
- Website
 - Chris gave Justin an outline for website
 - initial outline due in June
 - full redesign done by August
 - major functionality that is required
 - phase two November
 - in time for election
 - phase three
 - ongoing after
 - server has been moved to WGA from Chris' personal
 - Justin can work on programming

- Yellowstone Trail
 - working on authors for book show up at Hudson event in August 13
 - Jodi will publish link to purchase the book
- Group photo updates
 - picture at picnic

New Topics

- Trailer
 - Potential storage for \$50/month
 - Mav might have contact in Oconomowoc
 - Potentially reach out to membership
- Promotional item (similar to MN Geocaching game)
 - Jason, Jodi, and Renee will talk
- Facebook Messenger
 - committee will meet to discuss a potential rotation
 - Business Suite can help
- Gmail monitoring
 - Mark is the only one so far
- Member involvement brainstorm
 - Social media blast:
 - picnic
 - Cache Ba\$h downloading?
 - trail boss needs?
 - grillmaster
- West Bend
 - Geo101
 - Friday might be a better time to do this
 - Saturday?
 - Kelly volunteered to help with pathtag wheel
- GPS Maze
 - Jason in contact with Jesse Tuttle (AFKGeocaching)
 - Jason reached out to Chamber
 - Cost \$1500 or less
 - potentially co-sponsor with WB Chamber
 - WGA does not need to staff

Action Items

- Each committee should meet virtually (or in person) to establish committee goals for the year. This should be done prior to the March (April at latest) meeting. Committee Chair is responsible to find a date and time that works.

Unfinished business

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Meeting adjourned at: 8:49pm