

Monthly Board of Directors Meeting

02/05/2023 @ 7:00pm



Attendees:

Jodi Bauer (jodibee), Paul Charlier (fondue4two), 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 7:03pm

Monthly Items

- Treasurer's Report:

Opening Balance	7985.68
Opening Cash Balance	0
Transactions (Exc. Cash)	418.40
Sales	175.63
Pathtag Transactions	38.50
Pathtag Balance	178.50
Closing Balance	7742.91
Cash on Hand	158.00
Total Assets	8079.41

- Committee Reports

- West Bend

- no report
 - keep GPS maze on agenda

- Merchandise/Store

- WGA logo trackable nametags (inspired by MIGO)
 - 50 piece quote
 - 1 background color
 - \$6.73 each
 - \$1.50 per tracking code (flat fee no minimum)
 - custom icon (\$150, MIGO doesn't use this)
 - shipping free in US
 - \$8.23 total
 - retail for \$15

- \$411.50 for 50
 - will poll membership once election closes to gauge member interest
- Theme
 - Brenda gave us some options, board discussed some potential revisions to the two potential themes being considered
- Oldest County List
 - Grant County DNF
 - lots of virtual finds
 - Ice Age Vista and Pike Powder
- Ice Age Trail Series
 - lots of southern logs with no snow
- Photo of the Month
 - New post created
 - Cover photo updated
 - gift card coming
 - Photo of the Year has been posted
 - need to get prize to winner
- LCG
 - presentation at Chili
 - Mark will buy winner gift cards
 - lots of cache rescues posted
- Membership
 - lots of new members subscribing to newsletter
 - not as much spam as normal (should clean up even more when new website rolls out)
 - Mark is sending out his welcome letters
- Newsletter
 - doing really well, 60% open rate
 - 13 new subscribers this year
- Historical
 - throwback section in newsletter
 - John needs to add to timeline
- Yellowstone Trail
 - last segment looks missing on map
 - confirming with trailbosses
- Quarterly Cache Spotlight
 - not due until end of March
- State Park Series
 - Belmont Mound
 - micro currently
 - might need new trailboss
 - Candidate Question - archival and new series
 - the series should stay as is with consistent maintenance. in the future, if considering archiving this series should be done via a membership vote/input and not because one or two vocal members want it. Many are still actively working on it and is its a great historical series. We have other potential series plans next year and other ideas in the works (state trails/ state forests etc) As long as we have trailbosses to keep the sps series going, the WGA should.
 - historical caches, should be kept

- potentially add to the series in the future
- Spring picnic 2023
 - looking for hiders, Mav will help
 - campground may not be open
 - Marie and Jessica will host brewery event Saturday night in Sturgeon Bay
- TB Race
 - no new updates
- Website
 - Chris and Justin have been working on refresh
 - what is the cutover going to look like and loop all data with it
 - once elections are done, efforts will be more aggressive
- new GeoArt
 - waiting for new board
- Social Media
 - growth on all platforms
- Chili
 - venue
 - Jason confirming
 - 60-65 attendees so far
 - confirmed with Marie that she is making the main batch
 - announcement that contest starts at 12:30
 - Baskets, as of last meeting
 - Renee - wine basket
 - Renee - dog basket
 - Karen - dog basket
 - Jodi - wine basket
 - Justin - cache container basket
 - Bethany - cache container basket
 - Jason - cache container basket
 - LCG presentation
 - Mark will create a slide presentation
 - Tickets for basket raffle
 - need to purchase
- Community Education
 - Geo 101 requests
 - Merrick State Park - Jacque Cody
 - West Allis Library - Mark, potentially in September
 - WI DNR Kettle Moraine Southern Unit (need by 2/15, event in May)
 - Trickynikki has volunteered to help
 - Video series
 - potential topics:
 - quality hides
 - waterproof
 - public land

New Topics

- Associate Bank access cleanup
 - once election is done, deactivating cards
 - officer election card access afterwards

- BOD transition
 - Mark would like to be involved with LCG still

Action Items

- Each committee should continue to meet regularly and brainstorm ways for membership to be involved.

Unfinished business

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- Next meeting Sunday March 5 @ TBA

Meeting adjourned at: 8:37pm