

Monthly Board of Directors Meeting

12/8/2024@ 7:00pm

Attendees: Jen, Jodi, Mike, Tim, Maverick, Jacque, Jackson, Renee

Absent:

Meeting called to order at 7pm

Monthly Items

- Treasurer's Report

Opening Balance	\$10,728.28
Opening Cash Balance	\$0.00
Transactions (Exc. Cash)	-\$73.78
Sales	\$0.00
Pathtag Transactions	\$0.00
Pathtag Balance	\$0.00
Closing Balance	\$10,654.50
Cash on Hand	\$0.00
Total Assets	\$10,654.50

Pending Business

- Waukesha County trails policy change regarding caches
 - Previously contacted Johnny Waypoint about why no new caches being approved on trails
 - Updated policy is posted on their website – they will allow limited
 - Will have to get information on how to proceed with Waukesha County
 - No new updates as of November
- Interurban/Powerline Trails
 - Geocaches not allowed on WEnergies properties.
 - Plan to make an attempt with Ozaukee County and WEnergies to gain permission to place caches on Interurban Trail/Power Line trail – Jen has a name to contact
 - WGA will reach out to WEnergies in fall to see if open to discussing with an organization.
 - If new geocaches will not be allowed, may need to archive other caches that are along the trail.
 - No new updates as of November
- Ice Age Trail cache approvals
 - Sensitive areas on trails, trail work in progress, and landowner easement issues...leaving on agenda
 - No new updates as of November

- Interstate Park in St. Croix Falls is celebrating 125 years in 2025 and asked if the WGA would be interested in holding numerous events there. Jacque gave them her contact info for Geocaching 101 session

- BOD committee assignments
 - Geo201: an effort to find someone with more social media presence...possibly including videos. Looking for volunteers
 - John Sudar posted in Geocachers of Wisconsin FB page about GSAK, and a number of people commented about doing a class on it....following up with John about this.
 - May reach out to the lady that has lots of knowledge about Earth Caches class

- Committee Reports
 - TB Race
 - Trailer decal for the recently completed race, needs to be added to trailer.
 - “European Vacation” race - possible local cacher who is going to Greece in March to help kick off an individual race or associated with WGA – HOLD TO PROMOTE TIL SPRING
 - Jen to reach out to individual

 - WB 2025
 - Geocaching 101 – information on cache page, FB page, and flier still showed Saturday even though they wanted us to move it to Friday. Mike notified Marie/Mike will verify this has been updated.
 - Merchandise-Is it possible to simplify the entries to make things easier to find in the list on tablet?
 - Signs – a couple new signs that might help (Clearance and Reduced)-Mike & Melissa to work on over winter
 - WB Area CoC – 1-262-338-2666
 - For future, can increase the long sleeve and sweatshirt order count, can take extra to Fall Campout and Chili events

 - Merchandise/Store
 - Have a merchandise credit of \$125 with Space Coast from WGA Anniversary coin sale
 - May want to buy Bisons (we are out in the Store), Small Caches, Door Prizes
 - Wooden Nickel vendor lives in WI, able to offer better deal for the WI pathtag boards.
 - Black Friday – may want to buy some geocaching.com grab bags to use for future door prizes
 - Blue prints for both Volunteer and Chili tags have been created, a motion to make purchase is available for both.
 - Possible 15th anniversary Chili event merchandise – discussion around not much event specific merchandise has been selling, decided not to pursue for the Chili event.

 - Other items
 - Will pursue obtaining pricing from Wooden Nickel on <https://woodennickelgeocoins.com/>
 - Both of the following could be introduced at 2025 Chili event
 - Wooden Nickel vendor also makes the pathtag dispenser, we can make a purchase. Renee has reached out to him about pricing for an order, but hasn't heard back
 - Custom WGA Trackable tag

 - Path Tag
 - Proofs for Chili and Volunteer tags have been received. Will check with artist on the plating color in blueprint
 - Renee has created motions to have purchases approved

- Oldest County List
 - Jackson updated the oldest in county bookmark list

- Yellowstone Trail Updates – new points added to map
 - Working with Minnesota contact about continuing AL series into MN. zuma! (WI) and MasterSergeantUSMC (MN) are working on
 - There is now a bonus cache bookmark list in reference to Yellowstone Trail Adventure Labs

- talking to Illinois – no response in the last month

- State Park Series
 - Renee has 4 of the generic state decals and 2 of the Nelson Dewey, Jen has 3 of the generic state decals
 - Renee reported a few that need to be checked, Jackson to check what he can and contact trail bosses where needed.
 - New one w/DNFs, but Trailboss is checking (Rocky Arbor)

- Ice Age Trail Series – in discussion with cache hidere on making hides along connection trails
 - Renee has 14 of the Ice Age trail decals
 - Jackson fixed the Jefferson County cache
 - Oct IAT Mammoth Hike Tie-In with Ice Age Trail Alliance
 - Promoted in newsletter/social media platforms – Do so in August letter in 2025
 - Will probably do it again, so we will be able to start promoting earlier
 - Logging activity has closed the trail in the area of the Portage cache, so Trail Boss has picked it up until trail reopens.

- Photo of the Month
 - November winner was posted and sent gift card and letter by Jen
 - December contest up and running

- LCG (Lonely Cache Game)
 - Seems like participation is creeping up post-pause
 - Will post updates on a monthly basis or 2X/month
 - Justin is looking into WGA site code to make updates that may be able to incorporate something for LCG.
 - Having an event around this effort-spring time for a kickoff – maybe by region
 - Rewards
 - 1 year end winner starting in 2025 (\$20)
 - Quarterly Points winner AND Quarterly 2nd chance drawing for all participants
 - Can only win quarterly drawing once per year
 - \$10 for every quarterly prize awarded

- Membership
 - Zip Code could be added to summary list – future add.
 - Still very light on new requests

- Newsletter
 - Status
 - Tips and Tricks, and Road Trip submissions have been light.
 - Newsletter deadline was 11/7
 - Winter Newsletter published in November.

- Still having good open rates, though a bit lower than before
 - Next newsletter will include election results, seasons within geocaching, etc.
 - Mini blast about election nominations to come out soon
- Historical
 - Renee has uploaded in teams a list of pathtags we have and what is needed.
 - John Sudar will be doing a news article story
 - John is also actively working acquiring tags we are missing
- Quarterly Cache Spotlight
 - Latest spotlights were noted/rewarded in the latest newsletter
- Spring picnic 2025
 - Tim stated that the shelter is reserved free of charge – shelter is huge.
 - Southwest quadrant – Wyalusing State Park
 - Park manager looking to have 20-25 caches at most in park added.
 - Committee – Tim, Jackson, Mike
 - To be held May 17, 2025
 - Jacques to run the Geocaching 101 lesson
 - Get Outdoors is the DNR program our Geocaching 101 session relates to
 - Tim will reach out to geocachers in the area to be hiders
 - Station someone at events at an entry point for logbook, schedule, trackables, other items, especially for new attendees, white board for cachers looking for a buddy
 - kid activities went well at '24 picnic, using swag bags for chuck a duck worked well
 - Name tags – hanging from canopy worked
 - Other locations with camping, Prairie du Chien, Iowa State Park is nearby.
 - central Wisconsin location suggested for a future event
- Website
 - conversations with Justin
 - Website revamp – getting close to completion
 - To schedule review of website updates thus far with Justin
 - No updates
- GeoTour
 - Dead for the moment
- Social Media
 - Jen's report – been making regular media posts
 - Jen Reported that FB is most popular followed by Instagram and X
 - Jen encouraged if anyone has ideas for posts, she can help pretty up the post
- Elections
 - Discussion: nominations to open Dec 26th
 - An election committee meeting to be planned for Dec 16th (Mon) 8pm
 - 4 openings
 - Jodi, Mike, Tim, Mav, Jackson on committee
- Chili 2025
 - Confirmed for March 1st, 2025
 - 1st board meeting March 2nd – in person (maybe, a couple board members traveling)
 - Jodi ordered better sized sampling cups – 2 oz work well in trays. Ordering 3 more boxes.

- Planning to move merchandise out of room with chili serving
- For chili serving, use long set of tables in middle of room to create 2 lines – better flow
- Sam's Club – more forks and spoons
- Gift basket – members that donate get a raffle tickets, board members to donate a basket
- Path tag in works
- Fall Campout 2025
 - Northeast quadrant - Lake Emily County Park in Portage – reserved for Sept 20-21
 - Pancake Breakfast is feasible – really nice kitchen
 - Friday night ? - local event?
 - Get your reservation soon- North Loop
- CITO
 - – social post was made to announce WGA sponsoring of events @ \$50 each
Paid for 4 CITO's in first term
 - - Fall CITO – to run 9/1 – 11/30 –social media communication was sent out
 - Mark (chevyole) reimbursed
 - - 4 spring CITO/ 1 fall reimbursement – 5 paid out in total this year
 - - Will continue this spring 2025
- Other
 - –Minnesota Geocaching working on continuing YST into Minnesota
 - –IGO - Iowa Geocaching Association- joint board meeting to discuss possible border event
Eric Smith of IGO – Proposing a virtual meeting in late Oct/ early Nov
 - Illinois?
 - - Michigan meeting – still want to do a border event with them – Jen to check
 - - Reviewer meetup to be held to better learn what they are looking for/what is, isn't allowed

New Topics

- Idea for theme for next year – Cache Wisconsinably with ammo can and WGA logo on it

Action Items

- NA

Unfinished business

Next meeting Sunday – January 5th – link at Administration / General. Should be pinned at top.

Meeting adjourned at: 8:08 pm