

# Monthly Board of Directors Meeting

**01/5/2025@ 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	\$10,654.50
Opening Cash Balance	\$0.00
Transactions (Exc. Cash)	-\$389.30
Sales	\$30.00
Pathtag Transactions	\$46.00
Pathtag Balance	\$46.00
Closing Balance	\$10,295.20
Cash on Hand	\$0.00
Total Assets	\$10,341.20

## **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 December
- 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 December
- 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 December

- Reach out to Eau Claire city residents to represent geocachers on Eau Claire's Bicycle and Pedestrian Advisory Committee (BPAC).  
<https://www.eauclairewi.gov/government/boards-commissions-committees/bicycle-and-pedestrian-advisory-committee>
- 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
- Evaluate routine tasks that non-board members could pick up to take easier tasks off board member work
  - Membership
  - Social media help
  - TB race tracking
  - Newsletter articles
  - New Website Idea to institute resources – volunteer tag in membership database
    - CRM (Contact Resource Management)
      - Categories and sub categories?
- 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 needs to be added to trailer.
    - Some racers are making some good progress.
    - Jen will continue to post updated results mid-month
    - "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 to coordinate possible Chili event drop-off point
      - less formal activity, not a board sponsored race
  - 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.
    - Jen to purchase some geocaching.com holiday grab bags to use for future door prizes

- Motion for purchasing Volunteer and Chili tags have passed, orders made.
- 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
- 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
  - talking to Illinois – no response in the last month
- State Park Series
  - Seasonal cache – Governor Nelson will be disabled when trails get snow covered
- Ice Age Trail Series – in discussion with cache hidere on making hides along connection trails
- Photo of the Month
  - December winner was posted and sent gift card and letter by Jen
  - January contest up and running
  - Photo of the year post made – voting runs til Jan 31
- LCG (Lonely Cache Game)
  - 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 2<sup>nd</sup> 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 is 2/7
    - Next Newsletter to be published around 2/17
    - Single topic newsletter about board nominations to go out 1/6
    - Next newsletter will include election results, seasons within geocaching, etc.

- Historical
  - Renee has uploaded in teams a list of path tags we have and what is needed.
    - John Sudar will be doing a news article story
    - John is also actively working acquiring tags/coins we are missing
- Quarterly Cache Spotlight
  - Latest spotlights were noted/rewarded in the latest newsletter – posted on social
- 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
    - Jacque 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 geocachers 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.
    - Consider adding new caches outside of the park as well for those not staying at campground or looking for additional areas to explore
- 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
  - Held mid-month meeting with Justin and Jason to review procedures
  - Nominations opened Dec 26<sup>th</sup>
  - 4 openings
  - Jodi, Mike, Tim, Mav, Jackson on committee
- Chili 2025
  - Confirmed for March 1<sup>st</sup>, 2025
  - 1<sup>st</sup> board meeting March 2<sup>nd</sup> – 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, bowls
  - Gift basket – members that donate get a raffle tickets, board members to donate a basket

- Board members to donate a gift basket if able to
- Jen to include social media post on community members welcome to donate gift baskets (community members get a free raffle ticket as thank you)
- 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, 5 were paid out in 2024
  - - Motion to be posted to continue reimbursements for 2025
- Other
  - –IGO - Iowa Geocaching Association- joint board meeting to discuss possible border event
  - –Joint Meeting on Thursday Jan 16 – 7-8pm  
Eric Smith of IGO is contact
  - - Michigan meeting – still want to do a border event with them – Jen to continue conversation for smaller event for 2025, bigger event possible in 2026

## **New Topics**

- Idea for theme for next year – under Administration – Yearly theme – brainstorm on ideas – goal is to make a decision at February meeting

## **Action Items**

- NA

## **Unfinished business**

Next meeting Sunday – February 2nd – link at Administration / General. Should be pinned at top.

Meeting adjourned at: 8:23 pm