

Monthly Board of Directors Meeting

03/2/2025@ 9:00am

Attendees: Mark, Jodi, Mike, Tim, Renee, Jackson, Carol, Marguerite

Absent: Maverick

Meeting called to order at 9:00am

Monthly Items

- Treasurer's Report

Opening Balance	\$10,161.03
Opening Cash Balance	\$0.00
Transactions (Exc. Cash)	-\$153.92
Sales	\$0.00
Pathtag Transactions	\$0.00
Pathtag Balance	\$68.00
Closing Balance	\$10,007.11
Cash on Hand	\$0.00
Total Assets	\$10,075.11

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 February
- 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 if requested.
 - No new updates as of February
- Ice Age Trail cache approvals
 - Sensitive areas on trails, trail work in progress, and landowner easement issues...leaving on agenda
 - Jackson has scouted the Plover area, has info for 4 new earth caches
 - Reach out to DOT landowner contact for access permission to rest areas

- 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. Jacques gave them her contact info for Geocaching 101 session
 - July 12 (10am-noon) – Geocaching 101
 - Current CO is willing to archive current caches so new can be placed
 - Looking for experienced geocachers to assist as guides for new
 - Looking to set up a new Adventure Lab
- Increase volunteer opportunities to get involved – to include
 - Membership recruitment
 - Social media help
 - TB race tracking
 - Newsletter articles
 - Event posting on website – summary list
 - Hiding caches for events
 - Trail Bosses
 - New Idea to institute resources in **Teams** application – volunteer tag in membership database
 - CRM (Contact Resource Management)
 - Categories and sub categories?
 - Volunteer interest
 - Region
 - Interests
 - Survey Monkey usage

The social media state wide groups – post these pages to WGA website for geocachers to find

- Put under Info Section of Web Site

Chippawa valley Geocaching
 Wild bunch (SE Wis)
 Fox valley
 Coulee Region Cachers
 Dane County Wisconsin Geocaching Group
 Rock County, WI Geocaching

- Event placement within the 4 regions, (**Social media/Newsletters committees**)
 - Publish the selection procedure, where have things been held before
 - Keep list of counties held in for those 4 regions
 - Have in other counties within a region
 - Have regions “bid” for going there (location, Volunteer hiders available, proposal)
- BOD committee assignments
 - Geo201: an effort to find someone with more social media presence...possibly including videos. Looking for volunteers
 - Types:
 - Puzzles solving,
 - GSAK,

- permission to hide suggestions,
 - Geocaching maintenance,
 - Geocaching Tool Box.
 - Cache Stats, what are geocaching challenges?
 - Project GC
 - Attributes
 - 301 – types
 - How to create a geoart,
 - earth caches
 - 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.
 - Reach out to the lady that has lots of knowledge about Earth Caches class
- Work on setting up a shared board calendar – **March**
 - **Geoart /cache series ideas**
 - Cheese curds
 - Ice cream/custard locations
 - Committee Reports
 - TB Race
 - Trailer decal needs to be added to trailer – when warmer
 - **Need someone to check/verify the monthly numbers**
 - Jen will continue to post updated results mid-month
 - discuss any changes for the 2025 year 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.
 - 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
 - Along with Tim, a 2nd person who will be at the pancake breakfast needs to take the food handler certification training
 - Merchandise/Store
 - Have a merchandise credit of \$125 with Space Coast from WGA Anniversary coin sale – Jodi and Renee to submit order to use up the credit.
 - May want to buy Bisons (we are out in the Store), Small Caches, Door Prizes
 - Renee working with Wooden Nickel on the pathtag dispensers,– will post a motion to make the purchase
 - Wooden Nickel vendor lives in WI, able to offer better deal for the WI pathtag boards.
 - Merchandise-Is it possible to simplify the entries to make things easier to find in the list on tablet?
 - Maverick had the idea to create a bundle sale item of dispenser and a pathtag series
 - Geocoin design – working with designer
 - The oldest items to be in blind door prizes in a bag.

- Oldest County List
 - Jackson noted all is good with this list through email update
- Yellowstone Trail Updates
 - Working to expand trail to neighboring states
 - Minnesota geocacher is working on this
- State Park Series
 - Seasonal cache – Governor Nelson will be disabled when trails get snow covered
 - Through email update, Jackson updated the SPS list that is maintained
- Ice Age Trail Series
 - looking to reach out to cache hiders on making hides along connection trails
 - Through email update, Jackson updated the IAT list that is maintained
- Photo of the Month
 - February winner was posted and sent gift card and letter by Jen
 - March contest up and running
- LCG (Lonely Cache Game)
 - Will post update once a 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 was announced, award sent to each winner
 - 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
 - 2025 goal - Find new ways to reach out to geocachers to join the WGA
- Education
 - Tim has updated a new WGA brochure...Jen will be working on graphics
 - Print and send 1 brochure to each state park – offer to send digital copy
 - 2025 suggestion – geocaching 101 for community police departments (members get free memberships) Geocaching > Land Management and Law Enforcement
- Newsletter
 - Status
 - Next Newsletter to be published around x/xx
 - Single topic newsletter about board nominations went out x/xx
 - Next newsletter will include
 - Due to Social Media posting congestion, planning to move the new event announcement will be adjusted to not be on the 1st of the month.

- Historical
 - Renee will upload 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 – will set up a binder
- 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

Spring picnic 2026 (**Carol and Marguerite to lead**)

- Website –
 - conversations with Justin
 - Website revamp – getting close to completion
 - To schedule review of website updates thus far with Justin
 - No new updates
- Social Media
 - Jen's report – been making regular media posts
 - Blue Sky is now set up
- Elections
 - Renee, Mark, Carol and Marguerite on committee for 2026 election
- Chili 2026
 - Get 25 **more** plastic cup holders – followup with JSPIeva
 - Get smaller serving spoons for contest chilis
 - Need to get tasting spoons out – we have them
 - Separate tote for chili only options – doesn't need to be always hauled if no room
 - For chili serving, use long set of tables in middle of room to create 2 lines – better flow
 - Gift basket – members that donate get a raffle tickets, board members to donate a basket
 - Gift basket feedback – donators supply basket name and list items in basket
 - People like that the ingredient lists were used
 - 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)
 - Possible “road rally” type activity...spoke to Chris, owner of District 1 about his idea –

- maybe too much for that weekend, weather is unpredictable.
 - Or at least some new caches – reach out to local cachers for help
 - Plan to use same venue for 2026 – nice central location in the state, free location
- Fall Campout 2025 –
 - Geocacher in the area willing to hide caches for event
 - Northeast quadrant - Lake Emily County Park in Portage – reserved for Sept 20-21
 - Pancake Breakfast event is feasible – really nice kitchen
 - Friday night? - local event? – Central Waters event?
- Fall Campout 2026 (**Mark is lead, Tim and Mike are backup/community members if not on board**)
- CITO
 - - Motion to be posted to continue reimbursements for 2025
 - - To continue posting this announcement
 - - WGA has agreed to reimburse
- GIFF 2025 events - Nov 6-16 2025
 - - WGA has sponsored so many for room rental costs if need be - to continue \$50 max for room rental
- Other
 - –IGO - Iowa Geocaching Association- joint board meeting to discuss possible border event IGO has a contact we are working with
 - - 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 – list found under Administration – Yearly theme
 - Geocachers take the road less traveled
 - Trail with footprints leading off, set in Wisconsin boarder, with sunset
 - Others
 - Keeping it Cheesy
 - Always time for one more cache
- **Mammoth Meetups – 2025 – Get info out late August**
- **Border events- event in the Dubuque, IA or La Crosse, WI for a tri-state event**

Action Items

- **Trailer maintenance – tires, bearings, checking underside for rust, mouse deterrent for winter**

Unfinished business

Next meeting Sunday – April 13th – link at Administration / General. Should be pinned at top.

Meeting adjourned at: 2:00 pm