

0Monthly Board of Directors Meeting

06/01/2025@ 7:00pm

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

Absent:

Meeting called to order at x:xx pm

Monthly Items

- Treasurer's Report

Opening Balance	\$9,780.84
Opening Cash Balance	\$0.00
Transactions (Exc. Cash)	-\$1,298.72
Sales	\$977.55
Pathtag Transactions	-\$90.00
Pathtag Balance	\$10.00
Closing Balance	\$9,459.67
Cash on Hand	\$0.00
Total Assets	\$9,460.67

- Committee Reports

- TB Race

- Trailer decal needs to be added to trailer – when warmer
 - Marguerite to check/verify the monthly numbers
 - Jen will continue to post updated results mid-month
 - to do: discuss any changes for the 2025 year race

- WB 2025 –

- 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 – Mark volunteered to take the training (Wisconsin Serve Safe training)
 - Mike spoke to Marie after a WB committee meeting
 - Instead of a Geocaching 101 session – looking for help from 12-2 to handle questions, and provide help on loading event bookmark in download pavilion – **freed up those doing downloads from being slowed down with questions**
 - Cachly – beta tester has been contacted
 - Geocaching app
 - C:geo
 - For both iPhone and Android users

- The sales location may be a bit different this year
 - Food Trucks will be added this year for the evening concert – need to be on pavement. Our location is unknown at the moment
 - May need some signage for where we are located
- Merchandise/Store
 - Wooden Nickel vendor lives in WI, able to offer better deal for the WI pathtag boards.
 - Maverick had the idea to create a bundle sale item of dispenser and a pathtag series
 - Geocoin – due to manufacturing cost, will be putting this effort on hold
 - Will watch for deals for creating more Geocaching container stickers for this year's design
 - request for ladies V-neck t-shirts – add that option to the store pre-order, tend to get stuck with inventory if we would do a generic order of those type of items
 - low inventory of embroidered items, looking to make an order for West Bend
 - Will review the hat inventory to see what can be added to the door prize items
 - Justin working on store inventory to get out there soon to start online sales for WB
 - Tim work on pathtag designs for Chili, BOD tag, WB pancake, Volunteer Thank You
- Oldest County List
 - All in good status
- Yellowstone Trail Updates -
 - Marguerite reported on AL bonus caches, how it works can be frustrating
 - Mark contacted says AWhip has ownership of AL near YS trail AL station and it's missing, looking into updating
 - Working to expand trail to neighboring states
 - Minnesota geocacher is working on this
- State Park Series
 - Aztalan has been disabled since 3/17 with Trail boss to check next time she's up there. Tim may have time to check it out, possibly Jackson within the week.
- Ice Age Trail Series
 - All in good status
- Photo of the Month
 - April winner was posted and sent gift card and letter by Jen
 - May contest up and running
 - Carol to look to take over gift card/letter function from Jen
 - introduce themes for future months in 2026 (start making a list of themes)
- 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 (Jen sent this quarter)
 - 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.
 - 4 new valid members reviewed and sent welcome letter
- Education
 - brochure has been updated by Jen
 - To send digital copy to each state park
 - 2025 suggestion – geocaching 101 for community police departments (members get free memberships) Geocaching > Land Management and Law Enforcement
- Newsletter
 - Next Newsletter to be published around 6/xx/25
 - Next newsletter will include:
 - A lead article about Volunteers
 - West Bend Pancake Breakfast
 - Community Celebration Events
 - Etc.
- Historical
 - John has reported to being close to having every WGA pathtags and geocoins
 - no other updates
- Quarterly Cache Spotlight
 - Latest spotlights were noted/rewarded in the latest newsletter – posted on social
- Spring picnic 2025
 - Overall, seems like all went well
 - Geocaching 101 lesson – Seemed to be well attended
 - Welcome station set up was easy with new dedicated tote...good location for setup
 - kid activities went well - using swag bags for chuck a duck worked well – had about 40 ducks purchased for adult event
 - Marquerite updated and brought scavenger hunt activity
- Spring picnic 2026
 - **May 16th, 2026**
 - Northwest area – Willow River Campground – near Hudson
 - Reservation can be made now
- Website –
 - conversations with Justin to continue
 - Website revamp – close to be ready for go live
 - Justin presented a demo of new site, discussed items to retain such as history
 - When getting ready to making the change, the sites will be down for about a week
- Social Media
 - Jen's report – been making regular media posts
- Elections
 - Renee, Mark, Carol and Marguerite on committee for 2026 election

- Chili 2026
 - A specific Chili Event only tote was created, will not need to be hauled to other events
 - The plan is not haul the trailer to Chili event; only Welcome, Chili, extension cord, and merchandise totes.....Mike should be able carry those in truck in 2026, may need help from other(s) in Milwaukee area depending on what merchandise totes we bring.
 - Get smaller serving spoons for contest chilis – Mike will look for these
 - 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 if able to
 - Gift basket feedback – donators supply basket name and list items in basket
 - People liked that the ingredient lists were used
 - Jen to include social media post on community members welcome to donate gift baskets (community members get a free raffle ticket as thank you)
 - Reach out to local cachers for help placing some new hides in the area
 - Plan to use same venue for 2026 – Renee
- Fall Campout 2025 –
 - Local cacher is willing to hide caches for event
 - Northeast quadrant - Lake Emily County Park in Portage – reserved for Sept 20-21
 - Friday night? - local event? – Central Waters event?
- Fall Campout 2026
 - - location being discussed
- CITO
 - - Motion to be posted to continue reimbursements for 2025
 - - To continue posting this announcement
 - - WGA has agreed to reimburse 5 events
 - – to post reimbursement process on social media
- 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
 - - <https://www.geocachingfilmfestival.com/events?>
- Other
 - –IGO - Iowa Geocaching Association- joint board meeting to discuss possible border event
 - - 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

Items, Ideas, and thoughts to retain

- 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 March
 - Looking to propose a meeting with the bug line trail representative to learn their concerns
- Ice Age Trail cache approvals
 - May need to order new cache container stickers
 - 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
- 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
 - 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 March
- 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>
 - Update: all positions have been filled, may not be able to get anyone into those meetings
- 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
 - 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
 - Mark to work with Jacque about setting up the event page
- 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 – any openings (Jackson)
 - 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
 Northern Wisconsin (Renee to check)

- 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 – Maverick to set up in Teams
- Geoart /cache series ideas
 - Cheese curds
 - Ice cream/custard locations

New Topics

- Idea for theme for next year – list found under Administration – Yearly theme
 - Possible for upcoming years
 - 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

- Mark suggested creating a new state trail series – progressing with trail boss signups, hope to release first locations by fall camp

Unfinished business

Next meeting Sunday – July 6th – link at Administration / General. Should be pinned at top.

Meeting adjourned at: x:xx pm