

# Monthly Board of Directors Meeting

07/06/2025@ 7:00pm

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

**Absent:** Maverick

Meeting called to order at 7:00 pm

## Monthly Items

- Treasurer's Report

|                          |            |
|--------------------------|------------|
| Opening Balance          | \$9,459.67 |
| Opening Cash Balance     | \$0.00     |
| Transactions (Exc. Cash) | -\$1676.13 |
| Sales                    | \$0.00     |
| Pathtag Transactions     | \$55.00    |
| Pathtag Balance          | \$65.00    |
| Closing Balance          | \$7,783.54 |
| Cash on Hand             | \$0.00     |
| Total Assets             | \$7,848.54 |

- Committee Reports

- TB Race

- Trailer decal has been updated
    - Jen will continue to post updated results mid-month
    - to do: discuss any changes for the 2025 year race
    - Discussed how to avoid current issues – for the 2026 race, no traveling rule changes, but to level the playing field for all, TBs can only be held for up to 30 days by a WGA member, and each TB can only be picked up once by a WGA member, otherwise the TB can be disqualified at board's discretion.

- 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 2<sup>nd</sup> 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)
      - Instead of Geocaching 101 will help with questions at the download booth: **frees up those doing downloads from being slowed down with questions**
        - Cachly
        - Geocaching app
        - C:geo
        - For both iPhone and Android users

- The sales location will be a bit different this year
    - Food Trucks will be added this year for the evening concert – need to be on pavement. All vendor locations will be on the south side of the stage, we have the front corner, closest to the main area.
- Merchandise/Store
  - Hat order received
  - WGA store being updated now, will be up and running 7/8 to 7/16
  - 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
- Oldest County List
  - All in good status
- Yellowstone Trail Updates -
  - Reported Owen to Abbotsford bonus cache, GCA0X4C, keeps going missing, archived and removed from the YST cache list.
  - 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 putting on hold for now
- State Park Series
  - Container at Natural Bridge state park cache is broken. Needs to be looked into.
  - Uncle Fun and Neenahgeo have completed the series - Jacson to reach out
- Ice Age Trail Series
  - All in good status
- Photo of the Month
  - June winner was posted by Jen
  - July contest up and running
  - Carol took over gift card/letter function from Jen
  - created a file with themes for future months in 2026 – board members can take a look at add ideas
- 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 2<sup>nd</sup> 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.

- Education
  - 2025 suggestion – geocaching 101 for community police departments (members get free memberships) Geocaching > Land Management and Law Enforcement
  - Kelly currently has the SE set of Geo101 materials
  - Next Geo101 is next week, Jacque, Marquerite, and Carol Interstate State Park
- Newsletter
  - Next Newsletter to be published around early August
  - Next newsletter will include:
    - Haiku poetry contest
    - Recap on Spring Picnic
    - Community Celebration happenings
    - West Bend article
    - Tips and Tricks
    - How to find the Cactus Attribute
    - Etc.
- Historical
  - no updates
- Quarterly Cache Spotlight
  - Latest spotlights were noted/rewarded in the latest newsletter – posted on social
- Spring picnic 2026
  - **May 16<sup>th</sup>, 2026**
  - Northwest area – Willow River Campground – near Hudson
  - Reservation is booked
    - Main shelter is Un-reservable, but we have free access to it.
    - At least 150 caches in that park
    - Only can put out event page 3 months before.
    - Will put out social media announcement so people can make plans
- Website
  - conversations with Justin to continue
    - Website revamp – close to be ready for go live – goal of Oct 1 release
    - Invite Justin to August board meeting for a review of site
    - 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
  - Planning to hold on 3/7
  - 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.
  - Received 25 **more** plastic cup holders from JSpleva

- Get smaller serving spoons for contest chilis – **Mike** will look for these
  - 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 – nice central location in the state, free location
- Fall Campout 2025 –
    - A local cacher is willing to hide caches for event
    - Northeast quadrant - Lake Emily County Park in Portage – reserved for Sept 20-21
    - Pancake Breakfast event is feasible, lots of work though – really nice kitchen
    - Friday night? - local event? – Central Waters event?
    - **Need to figure out how to get trailer there...Mike is working on this**
- Fall Campout 2026
    - Planning to hold at Bong Recreation Center in SE quadrant
    - Bong Shelter #3 is the one we want
- CITO
    - - To continue posting announcement on social media about cost reimbursement
    - - WGA has agreed to reimburse 5 events per season
    - - 1 reimbursement has been completed for the spring season
- 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
    - - Will make a social media posting to advertise this activity
    - - <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 June
- 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 hidiers 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
  - Working on getting rough coordinates
  - Getting trail bosses on board
  - Mark is getting stickers and mailers made
  - Path Tags being created, may receive by end of July

## **Unfinished business**

Next meeting Sunday – August 3rd – link at Administration / General. Should be pinned at top.

Meeting adjourned at: 8:30 pm