

# Monthly Board of Directors Meeting

08/03/2025@ 7:00pm

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

Absent:

Meeting called to order at 7:00 pm

## Monthly Items

- Treasurer's Report

Opening Balance	\$7,783.54
Opening Cash Balance	\$0.00
Transactions (Exc. Cash)	- \$5,323.65
Sales	\$957.72
Pathtag Transactions	\$65.00
Pathtag Balance	\$65.00
Closing Balance	\$3,417.61
Cash on Hand	\$0.00
Total Assets	\$3,482.61

- Committee Reports

- TB Race

- Trailer decal has been updated, will be added at cache bash
    - 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**
      - 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. Most likely we will be to the south of the stage, trailer entry off of Park Ave.

- Merchandise/Store
  - WGA store ran 7/8 to 7/20, order was placed by Renee
  - Pre-order sales about \$900+
  - 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 - will put coins in pick in bin at WB
- Ice Age Trail Series
  - All in good status
  - Zuma completed on 8/3 - will put coins in pick in bin at WB
  - one trailboss in Taylor county no longer wants to be the trail boss, will look into finding a new boss
- Photo of the Month
  - July winner was posted by Jen
  - August contest up and running
  - Carol took over gift card/letter function from Jen
- LCG (Lonely Cache Game)
  - 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
  - Carol to bring brochures to the WB Bash to have available.

- Newsletter
  - Next Newsletter was published, 26% open rate reported.
  - 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
  - John has reported to having new success on making finds of some that the collection is missing
  - no other 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 with Renee at West Bend
    - Website revamp – close to be ready for go live – goal of Oct 1 release
    - When getting ready to making the change, the sites will be down for about a week
- Social Media
  - Jen's report – Jen is asking that we give her a prioritized list
- 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.
  - 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 number of local cachers working on adding new caches.
  - Northeast quadrant - Lake Emily County Park in Portage – reserved for Sept 20-21
  - Breakfast - muffins and milk event like we did last year
  - Trailer will be towed to Markesan after Cache Bash
- Fall Campout 2026
  - Planning to hold at Bong Recreation Center in SE quadrant
  - Bong Shelter #3 is the one we want
  - Had discussion on other camp options – will continue discussion at WB
- 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 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  
Board has a contact for IGO
  - - 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
- State Trail Series –
  - - 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
    - DNR forms need to be filled out to provide notification
    - Will have discussion about possible completion tag

### **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
- 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 – Carol to work with Jen on coordination
- Border events- event in the Dubuque, IA or La Crosse, WI for a tri-state event
- Ice Age Trail alliance earth cache reviewers not allowing Ice Age Alliance link on cache pages – about 10 ECs hanging out there

### **Action Items**

### **Unfinished business**

Next meeting Wednesday – September 10th – link at Administration / General. Should be pinned at top.

Meeting adjourned at: 8:40 pm