

Monthly Board of Directors Meeting

10/13/2025@ 7:00pm

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

Absent:

Meeting called to order at 7:00 pm

Monthly Items

- Treasurer's Report

Opening Balance	\$6,444.49
Opening Cash Balance	\$0.00
Transactions (Exc. Cash)	-\$626.54
Sales	\$1,691.67
Pathtag Transactions	\$10.00
Pathtag Balance	\$75.00
Closing Balance	\$7,509.62
Cash on Hand	\$0.00
Total Assets	\$7,584.62

- Committee Reports

- TB Race

- to do: discuss any changes for the 2025 year race
 - Carol will send winning gift card
 - Renee has the trailer decal for this year's winner
 - 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 2026 –

- WB Area CoC – 1-262-338-2666
 - Next years dates are Aug 7-8 2026
 - For future, can increase the long sleeve and sweatshirt order count, can take extra to Fall Campout and Chili events
 - Location worked out on the corner
 - WB Chamber of Commerce Team sent a Summary/Thank You letter for participating letter for this year.

- Merchandise/Store

- 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

- Looking into having cachekinz made – Renee will look into the pricing
- Oldest County List
 - All in good status
 - Working to expand trail to neighboring states
 - Minnesota putting on hold for now
- State Park Series
 - Container at Natural Bridge state park cache is fixed.
 - Lake shore cache has had some DNFs
 - Maddox is looking into those that have been reported to having recent issues.
- Ice Age Trail Series
 - All in good status
- State Trail Series –
 - Will have discussion about possible completion tag – flash tag due to cost
 - 41 caches are now active-good status
 - Geocoin idea was discussed...going to wait due to costs bc of tariffs, look at next year.
- Photo of the Month
 - September winner was posted by Jen
 - October contest up and running
 - Need to decide on what/how to run photo of the month...themes?
- 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 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.
- Education
 - 2025 suggestion – geocaching 101 for community police departments (members get free memberships) Geocaching > Land Management and Law Enforcement
- Newsletter
 - Next Newsletter was published, had some good feedback
 - Next newsletter has been started
 - Poetry contest...results are in and winners have been selected, will be published soon
 - Adding a single panel comic contest...\$25, \$15, \$10 for 1st, 2nd, 3rd place-motion will be made.

- Historical
 - – John is making progress on those still needed
 - no other updates
- Quarterly Cache Spotlight
 - Latest spotlights were noted/rewarded in the latest newsletter – posted on social
- Mammoth Meetups – 2025 – 8 events have been setup/being held this month.
 - Try to get notice out about the mammoth meetups in August after Cache Bash
- Spring picnic 2026
 - **May 16th, 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
 - Discussed supplementing the kids toys bucket - allow for a supply budget(\$50)
 - Do another order of gift bag grab
- Website –
 - conversations with Justin with Renee at West Bend
 - Website revamp – close to be ready for go live
 - 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
 - Booked at District One for 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
 - Big Jim willing to hide some caches....
 - Plan to use same venue for 2026 – nice central location in the state, free location
 - Discussed getting flashtags made for chili event and 2026 Volunteer tags

- Fall Campout 2025 – (Sept 19/20)
 - Games and kids activities went well
 - The weekend went well overall
- Fall Campout 2026 (Sept 18/19)
 - Will book at Bong Recreation Center in SE quadrant - Mark
 - Bong Shelter #3 is the one we want
 - Had discussion on other camp options – decided to go with Bong
- CITO
 - - To continue posting announcement on social media about cost reimbursement
 - - WGA has agreed to reimburse 5 events per 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
 - - Jodi to send out the reimbursement for the 1 request received
 - - 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

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 hidere 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
- 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 - Renee

Action Items

Unfinished business

Next meeting Monday – November 9th – link at Administration / General. Should be pinned at top.

Meeting adjourned at: 8:45 pm