

Monthly Board of Directors Meeting

01/04/2026@ 7:00pm

Attendees: Mike, Tim, Carol, Jodi, Mark, Maverick, Renee, Marguerite, Justin Pleva

Absent: Jackson

Meeting called to order at 7:00 pm

Monthly Items

- Treasurer's Report

Opening Balance	\$7,433.44
Opening Cash Balance	\$0.00
Transactions (Exc. Cash)	-\$87.35
Sales	\$0.00
Pathtag Transactions	\$16.50
Pathtag Balance	\$16.50
Closing Balance	\$7,346.09
Cash on Hand	\$0.00
Total Assets	\$7,362.59

A 2026 budget framework was worked on from past history. Reviewed by the board.

Recommendations

Have a baseline budget balance low level amount

For WGA picnic and camp events – board should try to get free by offering a Geo101 session

- Committee Reports
 - TB Race
 - Trailer decal for this year's winner has been received, will be applied when warm
 - First status update was posted in December
 - WB 2026 –
 - WB Area CoC – 1-262-338-2666
 - Next year's 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
 - Other feedback items to note
 - -Need to have new merchandise ready to go before set up
 - -Try to have square simplified for sales
 - -New signage was great
 - -Need to get tablecloth clips

- Merchandise/Store
 - Geocoin – due to manufacturing cost, will be putting this effort on hold
 - an order was placed on a flash tag sale deal, ordered 88 for Chili event and 176 volunteer flashtags. There is a flash tags production backlog, but we will have them by the time needed. No new updates in December about flash tags or from the artist
 - Will watch for deals for creating more Geocaching container stickers for this year's design
 - Watching to see if sticker sale deals come up.
 - Looking into having cachekeinz (custom trackables) made – Renee will look into the pricing
 - submitted all of the old artwork to Lisa with Compass Creek Designs
 - will return to discussion when pricing is received
 - still in progress, have not heard anything back as of 1/4
 - barcode scanner purchased to work with square for easier sales checkout
 - need to look into the hardware for that, check on the cost. Maverick doing some research
 - All items that one member has at home has been tagged and is working as hoped
- Oldest County List
 - All in good status – all been found within the last 2-3 months
- State Park Series
 - Ferry Access to Rock Island is down but geocachers can still find if they can get to the location
 - Rocky Arbor may have an issue – being looked into.
 - completion list needs to be checked and updated.
 - 1 cache is being checked on this month – Jan2026
- Ice Age Trail Series
 - All in good status
 - Finders list has been updated
- State Trail Series –
 - Will have discussion about possible completion tag – flash tag due to cost
 - Geocoin idea was discussed...going to wait due to costs bc of tariffs, look at next year.
 - 3 people have completed it already
 - Looking into creating a completion pathtag – adding Completed to a tag.
- Photo of the Month
 - December winner was posted by Jen
 - January contest up and running
 - 2025 photo of the year contest is running now
 - themes for Jan, Feb, March to be published in news article
- LCG (Lonely Cache Game)
 - Justin is looking into WGA site code to make updates that may be able to incorporate something for LCG.
 - Lots of activity this quarter by a few catchers, about 20 people, 550 submissions. For the year 1540 submissions overall...cleaning up the game board with a number of DNFs and archivals.
 - 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) – CampWebb was quarterly and year winner
 - 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
 - Eau Claire Earthcache educational event has been published. Link has been updated
 - About a dozen people have signed up and many have filled out the survey
 - Looking into an event in the SE Wisconsin area.
 - Possible new session in the future
 - The earthcache contact for session might be able to help IAT alliance get theirs moving
 - 2026 suggestion – geocaching 101 for community police departments (members get free memberships) Geocaching > Land Management and Law Enforcement
 - Renee and Jackie have the display boards
 - Feb 1 event in Waukesha – get geo101 display board as compensation for free room use
- Newsletter
 - Next Newsletter to publish 2nd week of Feb
 - Committee meeting will be held within the next few weeks
 - Panel comic contest running... results posted in latest publishing.
 - Adding a single panel comic contest...\$25, \$15, \$10 for 1st, 2nd, 3rd place-motion will be made.
- Historical
 - – progress discussed at recent events...doing well still
 - - no other updates
- Quarterly Cache Spotlight
 - Latest spotlights were noted/rewarded in the latest newsletter – posted on social
- Mammoth Meetups – 2026
 - Remember to get notice out about the mammoth meetups in August right after Cache Bash
- Spring picnic 2026
 - **May 16th, 2026**
 - Northwest area – Willow River Campground – near Hudson
 - Looking into holding 101 session with help of the camp naturalist
 - List of hiders for the event list has been created
 - Other activities being looked into...possible stargazing session Saturday night
 - 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.
 - Discussed supplementing the kids toys bucket - allow for a supply budget(\$50)
 - Do another order of gift bag grab or door prizes
- Website –

- New website is up and running!
 - 1 issue on Jan3 where site went down but issue should be fixed going forward
 - Early assessment and feedback – looks better, seems to be easier to find stuff
 - Events hidden from public view due to a display issue, being addressed
 - Suggested **Events** to be placed under Community
 - Usual people will be available for maintenance as usual
 - Next step – SPS, IAT, State Trails, LCG, Cache Rescue decisions need to be finalized – currently hidden from public
 - Need to get current board members on election committee into that page
 - Candidate's corner isn't working well on new site...needs to be worked on or some other idea
- Social Media
 - no issues as far as board has heard
- Elections
 - Renee, Mark, Carol and Marguerite on committee for 2026 election
 - An election coordination meeting to be held with election committee members
 - Need to get started in December – on Christmas Eve for nominations
 - Need to talk to people about running
- 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.
 - Chili contest serving spoons purchased and added to the chili tote
 - Gift basket – members that donate get a raffle tickets, board members to donate a basket if able to – social media announcement will go out.
 - Gift basket feedback – donators supply basket name and list items in basket
 - **People liked that the ingredient lists were used**
 - Decided to go down to 10 lbs of public chili – 5 beef, 5 chicken – Tim to make it up
 - 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
 - Flashtags ordered for chili event and 2026 Volunteer tags
 - Renee to call for board meeting room rental
 - Carol to look for heavy duty Nesco liners for chili
- Fall Campout 2026 (Sept 18/19)
 - Will book at Bong Recreation Center in SE quadrant - Mark
 - Bong Shelter #3 is the one we want
 - Mark and Mike visited Bong and documented where to hold activities, where caches can be placed, etc.
 - Mark booked the shelter – an open-air shelter
- CITO
 - - To continue posting announcement on social media about cost reimbursement
 - - WGA has agreed to reimburse 5 events per season

- GIFF 2026 events -
 - - get gift certificate template completed ahead of time to be ready for GIFF season.
- Other
 - -IGO - Iowa Geocaching Association- joint board meeting to discuss possible border event
 - Board has a contact for IGO – no updates as of 01/04
 - - Michigan meeting – still want to do a border event with them
 - Got a message about holding something in summer or fall.
 - Carol and Jen to take lead
 - No response from Michigan contact to multiple communications
 - - Geocoinfest in Illinois to be held October 17, 2026- GCBD8ZQ – possible vendor opportunity

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 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
 - State Trail Series pathtag reimbursement for trail boss recognition – Agreed to by board
- Geoart /cache series ideas
 - Cheese curds
 - Ice cream/custard locations
- 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
 - New MN board would like to work with us on a 2 state co-event

New Topics

Action Items

Unfinished business

Next meeting Sunday February 1st – link at Administration / General. Should be pinned at top.

Meeting adjourned at: 8:10 pm