

WSGA 2nd Quarter 2010 Board Meeting

April 22, 2010 – Online Chat

Call to order @ 7:06 p.m.

In attendance: Abby Wolfe, Elaine Edwards, Jim Bertrand, Caroline Stuckey, Margaret Dunn, Amber Barber, Craig Brown, Debbie Combs, Paul West

Absent: Alan Funk, Russ Wilson, Lee Campbell

Welcome visitors: Brian Lenihan, Greg McCaddon

Greetings to Officers and Guests by President

Old Business

- **Minutes** to BOD January 2010 Meeting Minutes were submitted on-line and via email to all BOD.
 - No additional changes were submitted.
 - Motion submitted by Caroline to approve amended minutes as posted. Seconded by Margaret and approved by the BOD. None opposed.

- **Treasurer's Report** – Jim (from the BOD Forums Post):

For the First Quarter of 2010

Expenses

GeoWoodstock 8 Sponsorship \$1,300

Membership/website expenses \$350

(The above includes supplies for badges, envelopes, postage, newsletter expense, domain expense)

Down payment for campout \$500

Income

Membership (over 100 new and renewing) \$1,200

(On most we lose the PayPal fee)

Campout \$500

(We still owe over \$1,000 for the remainder of the campout reservation, plus additional expenses)

Merchandise/Raffle \$300

At the beginning of April we had on hand a little over \$5,000.000

Upcoming expenses

Member and Regular edition coins. 1st batch \$2,350 Second batch will be about the same.

Campout expenses, rest of reservation and expenses \$1,600+

Ape event. *Key items need to be reserved and purchased for this. Among the expenses are buses, portable toilets, permits with the State of Washington and US Forest Service, Insurance, in addition to the goodie bags, water bottle clips, water bottles, pens and volunteer t-shirts. At this time we do not have exact numbers on this, but expenses are expected to be between \$4,000 to \$8,000. Most of this should be recouped by the 200 - 400 participants who will each pay between \$20 - \$30. The upside is that we have permission to use the Ape Image from the Ape Cache for CachekinZ and Geocoins, so we should recoup or come out slightly ahead in the long run.*

Upcoming Income

Memberships. We should get more with the release of the WSGA coin, and a bit more around/at GeoWoodstock.

Coins. Our first batch should bring in about \$3,800. Some of this will be used to fund the second batch, which will bring in more but the majority of sales for this will not be until around/at GeoWoodstock.

*Campout will recoup most but not quite all of the money needed. \$1,500.
Ape Coin/Ape Cachekinz - unknown at this time."*

▪ **Liability & Tax Concerns – Jim**

"I spoke with a lawyer about our [non-profit] status. From the discussion we are in a gray area. [The WSGA is t]oo small (not enough cash) to be a 501(c). That would cost several thousand dollars with the help of a lawyer or accountant. He recommended trying to find a good accountant to help us wade through the paperwork (potential tax forms that we may need to file with the state).

It is possible to be a non-profit with the state but not federal. We would have to fill out a yearly form. He said it would probably take us days to fill them out, while an accountant could fill them out in hours. Of course this may cost us more than we have. My understanding from the lawyer is there is a lot of paperwork, even once you get the status."

There was some discussion where Abby mentioned, *"The local orienteering club has state nonprofit status, they said it takes them a few minutes each year and they do it themselves. [C]ost is about \$10 to state if I remember right."* Also, Elaine said that she may have access to additional information concerning obtaining non-profit status and will get that info to Jim after contacting her friend.

▪ **Membership – Abby**

"As of today, we have 239 Full and 11 Associate members. Coin sales this week have brought about a dozen of those in. We are still below where we finished last year, but we're closing in. And many of the memberships are new this year. Flip side is we have some members who haven't renewed. But overall, WSGA membership is in good shape. Only one chapter is below the Bylaws minimum of 10. And we have four chapters that are very healthy: Puget Sound, North Olympic, Inland Empire, and 48 North."

▪ **Membership Kits – Caroline**

"Our membership Kits only consist of the badges this year. We have not ordered patches for the year (board decision) and we do not have the funds available to make a year-less patch for new members."

During discussion following the membership reports, Abby asked about sending WSGA car stickers to everyone instead of patches this year since we have a lot of those in stock. Jim suggested that they be divided up between Chapter Reps to be handed out at Chapter meetings. Chapter Reps present concurred that this was a good plan.

▪ **CITO Activities for 8th Annual Weekend – Abby**

"The WSGA has six CITO's scheduled this weekend across three chapters: 4 in Puget Sound, 1 in Inland Empire, and 1 in South Central WA."

Abby thanked everyone that helped make those events happen and wished them success.

▪ **Chapter Reports**

○ **Puget Sound (121 Members) – Craig**

- *"I've had some conflicts (personal and site) trying to get a meet & greet. Also, the GSAK classes need a meeting space with projector that doesn't cost. But, we do have a July 4th event in the works for Renton. The YMCA and I have timing issues - I may have to not do a full day, maybe evenings. If anyone wants to set one up at Gasworks that would be great I have plans for a breakfast meet - themed for paddle, hike, and bike to caches. Meet, eat and go cache. I'm thinking a night time cache event - possibly with the 4th - around GW. We have several night caches in the south county."*

○ **North Olympic Peninsula (36 Members) – Caroline filling in for Russ**

- *"NOPC had a VERY successful event the end of February. Our membership is growing and there seems to be a continued interest in the WSGA. We are in the process of planning our next event (farther south). We do not have a CITO event planned...bummer on that one. On the Upper Peninsula, there are not any fireworks*

(economy) and we have not been able to stir up any interest in events. Everyone is planning on heading over to that side of the pond for your events..."

- **48 North** (25 Members) – Margaret
 - *"We had our first event of the year in Bellingham in early March. 18 logged it, and it was probably attended by 25+. We packed the little room at the pizza place, graciously arranged for by tree, since my knowledge of B'ham is slim. I'm hoping to have the next event in early to mid June, before school is out. It will either be another meet or greet in Mt. Vernon or a Cito in Marysville. The closest 'Road' event is currently set just barely south of the N48 in Everett. I don't know yet of any fireworks yet. I'm hoping that will happen, and I may ask somebody to help with that one as I doubt I'll be able to do it myself. I'm delighted w/ the membership increase. I'm also hoping to send out a small newsletter this week, but I thought I'd wait until after this meeting to add 'fodder'. My only concern is how to best reach all members -- lapsed and not."*
- **Inland Empire** (25 Members) – Elaine filling in for Lee
 - *"1st event is in early March: awards party. Handed out trophies to winners of nominated favorite caches. 3 events in a row coming up. CITO this Saturday. 10 year event next weekend. And, thanks to COWWS, poker on May 8th! Over 100 attended the awards party though I don't know how many logged it. We have a member who goes to a valley church with a great space to use for large groups for FREE!! Spokane and Liberty Lake both have fireworks shows but not getting ANY feedback on cachers wanting to host an event. Unofficial event by the Calgary convoy coming through on June 30th."*
- **Cache-cadians** (12 Members) – Amber
 - *"I was planning an event in March, but was in a car accident in February which put things on the back burner. We got a couple more members since the last board meeting. We're going to have a 10! Event. I'm planning to do more discussion at that event, about memberships and GW8. There is also an On the Road event for GW! I'm having problems with a 4th event, because a lot of key people are going to Seattle. But I'm making up an event page, and I'm willing to plan it and do everything if someone is willing to be a warm body. I still need to check up in a CITO on make a difference day."*
- **South Central** (10 Members) – Abby for Lee
 - *"Al's not here, but they've been busy with events down there. They have a CITO this weekend, they've had some events first quarter, including Geocaching 101 and 102, and they have 10 Years events too. Don't know what they have planned around GW yet. Plus, Al and Nola (acfunk) did a tremendous job in getting our Summer Camp out in order early. More later on that..."*
- **Southwest** (9 Members) – Debbie
 - *"I am in the planning stages of a pizza meet and greet just before school gets out. I'm waiting to hear back from the pizza joint as to which day will work. Also, I'm trying to get a 4th event going. Vancouver advertizes it. It's display as the largest west of the Mississippi. But either we stay home from GW or, hopefully, find a warm body. Fort Vancouver will be charging for the huge event which includes music, vendors, etc. So, I'm trying to find a place just off the Fort grounds to meet. Still in early planning stages so I also hope it works."*
- **2010 Summer Campout – Al**

Abby: Here is Al's report on Campout status: For campout, Jcar knows current numbers for those signed up. Need to make mid-course correction in May after we see if more RV sites are needed. (Those numbers are 6 RV sites and 5 tent sites reserved so far, I believe.) Pathtags are done and we have received. Started working on goodie bags and activities list. Will make trip to Cascade Peaks in May to put new caches out as a test and if accepted by reviewer, will put out more before campout. That's Al's Campout report. I know that Al paid for the Pathtags himself, and we will be reimbursing him. What a guy!

Jim: At the current reservation level we still owe a little over \$1000 on the balance, plus food for the event.

Abby also mentioned some incentives for signups:

First, if you register for a campsite by May 31, you're entered in a drawing for 10 geocoins (pot to be split among three 'winners').

Second, for WSGA members, the savings on campsites and registration is greater than cost of dues. And of course, there's a pathtag as part of registration signup, which looks quite nice.

▪ **2010 WSGA Geocoin – Margaret**

Margaret: What an adventure. It's selling and anticipation is building to see it in hand. I believe that (jcar has latest?) over half have already sold.

Jim: we have sold about 218/350 of the member coins and 109/150 of the regular of the first 500 ordered.

Margaret: If all goes as planned we'll order the 2nd 500 soon, and open regular sales to anybody on May 1. I'd also like to announce it in the geocoin forms. Reps will be helping to pass them out at events and the like.

Abby: Chapter Reps - yes, you'll be helping hand them out. But looks like we all pay \$2 shipping even if we pick them up.

Margaret: We don't have the exact [delivery] date yet. I think our main focus is raising funds for other GW8 things and the WSGA in general.

Some discussion followed concerning delivery and the possibility of having extra coins to hand out at events as prizes. Abby congratulated Margaret (and pathman) for an outstanding design and job, as well as the great tie-in to the 10th anniversary, home of caching theme.

▪ **APE Coin – Abby and Margaret**

Abby: As most of you know, we hatched a plan to create a new APE cache coin. Since we 'own' the only remaining APE cache in North America, and Moun10Bike owns the listing, it seems like a natural. Moun10Bike offered to create a design concept (he designed the previous coin, put out by others in 2007) and Avroair generously offered to front \$2500 for the mint fees! The goal is to have it out in time for the Going APE event at GeoWoodstock on July 2.

The coin will sell for \$10. Avroair will of course be repaid first before we take any income. But we get all the rest of the income from it. It should be quite popular, just like the APE cache, and we can remint if demand dictates.

Margaret: I expect it will be finished, but certain elements need to be discussed w/ Avroair. Jon just sent me art that I haven't been able to look at yet, but between the two of us we may have one or two concepts that will work. We do have written permission to use the 'Dancing Ape' and it will most likely be tied strongly to the tunnel of light.

Two quotes are in and I'm waiting for two more. [They are n]ot as low as I'd like as they don't include Groundspeak fees that add for 150 for icon and \$1.50 for each tracking number. Avroair is suggesting 2" coin, ours is 1.5". I think this will be a sought after memento for anybody who does the ape cache.

It was decided that further discussion on the APE Coin would take place in the forums.

▪ **WSGA merchandise – Abby (from the Merchandise Forums Post):**

After reviewing Tree's excellent Merchandise PDF file and our budget, I'm proposing the following merchandise purchases, with Jim's support. We are presenting this for Board approval at tonight's meeting. We determined we can spend about \$2800 on merchandise (not including geocoins), based on current projections.

Procure the following merchandise in the next six weeks, for GeoWoodstock 8 and general club use:

- \$304 - **Tote bag** (4imprint.com) - 1000 of the white biodegradable ones; unit cost \$0.30; can be used for Goody Bags for APE event, Campout, booth purchases, etc. Will have the WSGA logo on the side.
- \$470 - **Mini-pens** (pensrus.com) - 1000 of the green ones we got last year, with WSGA imprint; unit cost \$0.47. Great deal, as the vendor is running a special (free screening, setup, and

shipping). Great all-purpose swag and prizes; will be part of Going APE goody bag, and can also be distributed to chapters for their events (including GW events).

- \$475 - **bottle holder/carabiner** (tagsandchains.com) - 500 of the third option (see file), with WSGA's logo on the carabiner. Unit price \$0.90. Green carabiner, blue strap (GW color, WSGA secondary color). Free shipping. Part of Going APE goody bag; extras can be sold at booth and used as event prizes.
- \$1,050 - **APE Cachekinz** (CacheAddict) - 500 of the "dancing ape" icon (trackable, custom icon, Groundspeak approved). Unit cost \$2.10. We originally wanted 1000, but we can't afford that many at present. These will be part of Going APE goody bag and sold at our GW booth (\$4.50 est). Extras will be sold online and used as event prizes. We may reorder later if there's demand.
- \$350 (est) - **GW Volunteer T-shirt** (Advantage Sports) - This is a ballpark, as we don't know how many we'll need, or what actual designed cost will be yet. Initial quote was \$7.00 per, but that's one color, and initial designs have three colors. These T-shirts will have a trackable TB number on them (same one on all), so our volunteers can be discovered by GW attendees. The TB will be registered to WSGA (I'm donating a set of TB tags). The shirts will be given free to GW volunteers, which means we can include GeoWoodstock and the TB on them (not possible if sold); however, we may ask for "donations" to help offset the cost. I'm working on the design with Tree and GeoBells. So far, it has a hippie VW bus / flowers / Woodstock theme going.

Total for these comes to about \$2800.

Deferred for now (can consider post-GW if/when we have the cash):

- Lanyards (longer version of previous ones, but no funds available, and we have other swag - pens, water holders)
- WSGA pathtag (design from FluteFace, but no funds available)
- APE T-shirt (no bandwidth to handle another designed element, even tho they'd be self-paying, plus we have other APE items and no guarantee T-shirt would sell in significant numbers)

Abby made a motion to approve the merchandise expenditures as listed. Margaret seconded the motion. Motion carried. None opposed.

▪ **GeoWoodstock VIII – Abby**

- Sponsorship: We voted to become Silver Sponsors at the January board meeting. We presented the check to COWWS at jcar's very successful February gathering in north Puget Sound. We are now on their Sponsor page on their website, with a link to us. We also get a booth at GW, and we will be on the official GW T-shirt.
- Going APE event: This is our signature offering, and TotemLake is driving. At a brainstorming meeting in March, we decided to do it as a single event...on Friday, July 2, 9 am - 1 pm. Staging will be at Hyak, with buses ferrying folks round trip to Annette Lake TH for the hike. We are still finalizing logistics, but it will require registration and a fee (\$20+/person). They will get a Goody Bag containing an APE Cachekinz (released at this event), water with holder/carabiner (thanks, Craig, for the idea), mini-pen, and maps/hike/cache details.

Logistics have been challenging, with two park services to work with, bus companies...and we have to rent potties. That's the short version - we have a followon meeting this Saturday to hopefully finalize some stuff.

At this point, there was discussion regarding some of the approval aspects in regard to the Forest Service and what the cost per person should be. The Going APE! Event page will be up around May 1st and will have a link directly from the GWVII page.

- Cache Maintenance Drive: mc3cats is our Maintenance Manager. He has been posting in the WSGA and Northwest forums. He will be looking to the Chapter Reps (and others) for help in getting all our caches ship-shape before the deluge.
- Statewide Events: On the Road to GeoWoodstock and Firework 4th. Elaine is our GW Events Manager and stated that the fireworks events are slow but we have two official On the road events - Everett and Waterville plus the event in Spokane. There is a possibility of adding one on in Bellingham as well.

Abby is hoping to contact our sister groups in Oregon, Idaho, and BC to see if they want to participate in the two series.

Jim's idea was to start further away early in the week for the On the Road ones, and have the events move closer as the week progressed.

- GW Booth: Brian stated that our booth will be 10'x10' and will have power and WiFi, but won't know where [it will be located] until June. Lisa and Brian plan to call for supplies once they figure out what's needed.

Abby proposed that we add on at least one special Board meeting just for GW stuff sometime in May or June, although sentiment now seems to be early June, once more things are sorted, and we can see if we are on track. All activity managers would attend and discuss their areas, Board would provide input.

Elaine made a motion to hold a special GeoWoodstock on-line board meeting on June 10th at 7:00pm. Craig seconded the motion. Motion passed with six in favor and one opposed.

▪ **Recommended Caches – Jim**

"I heard from three chapter reps and a couple misc emails, from my queries in the forums and the direct emails I sent. I'm building lists now, will run them by chapter reps first before making them public. I will probably miss items as I'm building lists for areas I've never been.

If you have recommendations please forward them to me and I will include them in the lists I'm building. I've been using favorite's lists of others."

Abby gave Jim kudos for a job well done: *"Just want to say Jim has done an amazing job of pulling the Recommended Caches plan together. It was his idea, and he's doing about five other things for the club, like Treasurer... But this will be a tremendous resource for locals and visitors alike."*

▪ **Parks Advocacy – Abby**

First: caching returns to Discovery Park! Weightman, rodgowdy, and I met with Seattle City Parks on March 3rd at which point they agreed to rescind the ban on geocaching in Discovery Park, in place since November 2007. They joined our Park Liaison Program, and rodgowdy is their Geocaching Liaison. The first cache was placed a few weeks ago, and there's a CITO this weekend. I know a couple more caches are in the works for Discovery. This change is directly attributable to the work of WSGA's Parks Advocacy Committee. We've been interacting with them for two years to get to this point. So when folks ask what we do...this is an example. WSGA advocates for Geocachers with parks, and helps ensure we continue to have it in our parks..

Seattle City Parks also confirmed they no longer had plans to ban caching at their other "wild" parks, including Carkeek, which has one of the oldest caches in the state. I believe our CITO's at Discovery and Carkeek last year helped change some minds, as well as our recent fast response to a request to remove a cache at Seward.

Next: Snohomish County Parks. They joined our Liaison Program and GrievousAngel is their liaison. They had concerns about caching at Lord Hill and Paradise Valley, but decided to work with us rather than taking punitive action. There are moratoriums on new caches at those two parks, but all existing caches may remain, and they are working with GA on guidelines. One cache that was flagged as a problem has been fixed through working with the cache owner.

Kitsap County Parks contacted me last month and asked to join the Liaison Program. They got a grant to place educational caches and wanted our help. Jomer & Traci volunteered as the Liaisons, and joined WSGA so they could do it.

Bellevue City Parks is debating banning caching. They flagged the Mercer Slough caches last October, and have been sitting on them since, while formulating their version of caching guidelines without any input from us. They've decided to create a citywide caching policy, and they don't seem to want to involve Geocachers in the discussion, although we've tried repeatedly. And since they won't include us, they are coming up with some unfortunate ideas, like only allowing virtual caches. I've been working via email to try and explain things, encourage a meeting, get the Mercer Slough caches off the back burner, etc. Slow going. Not sure what will happen.

Otherwise, things have been good, and the new Parks Liaison Program seems to be a success, with several park systems joining. Groundspeak let us know they were very impressed, said we are one of two clubs in the country that are at the forefront of working with parks. Bryan put me in touch with

the key person in Maryland so we could trade tips and techniques. We have made several strong points, and Ice and Wind has been helping me.

New Business

- None

Member Comments

- None

Abby made a motion to adjourn. Caroline seconded. Motion passed with none opposed.

Adjournment at 10:06 p.m.