

WSGA 1st Quarter 2010 Board Meeting

January 28, 2010 – Online Chat

Call to order @ 7:04 p.m.

In attendance: Abby Wolfe, Jesse Fulbright, Caroline Stuckey, Jim Bertrand, Margaret Dunn, Amber Barber, Alan Funk, Lee Campbell, Russ Wilson, Craig Brown,

Absent: Debbie Combs

Welcome visitors: Kaleb Allen, Corey Brengman, Chis Brue, Paul West, and David Woodford.

Greetings to Officers and Guests by President

Announcements

Jesse Fulbright announced his resignation as Vice-president due to taking a new job out of state.

Discussion ensued on how to handle the vacancy. Paul volunteered to head up the on-line election provided that we had several candidates willing to serve. Abby opened the floor for nominations and several people were suggested. Follow-up was assigned and the election was tentatively scheduled for mid-February. Jesse was thanked for his 2-years of service on the WSGA.

Old Business

- **Minutes** to BOD Meeting at the WSGA Summer Campout were submitted on-line and submitted via email to all BOD.
 - Review of amended minutes.
 - Motion submitted by Caroline to approve amended minutes as posted. Seconded by Jesse and approved by the BOD. None opposed.

- **Membership Drive** -- Abby

Abby: As you know, dues are our primary funding source early in the year, and the amount we receive determines what we can afford to do, including chapter allotments, events and CITOs, the Summer Campout, 2010 geocoin, the website and newsletter, and activities for GeoWoodstock VIII. So it's key to encourage members to renew as early as possible. We're promoting membership with the newsletter and website, but it's also important for you Chapter Reps to reach out to lapsed members and remind them to renew ASAP, and encourage non-members to join. At events, in email, whatever works for you. \$12 isn't much, and it takes a lot of those small payments to provide enough funds. At the end of 2009, we had about 260 members. As of yesterday (1/27), we had 152 members for 2010. So we are down about 100 memberships right now. Here's a quick breakdown by chapter:

- Puget Sound – 69
- 48 North – 16
- Cache-cadians – 10
- Inland Empire – 9
- South Central WA – 8
- North Olympic Peninsula – 26
- Southwest WA – 6

Discussion followed on how to increase membership, what to do with members who have lapsed, and how many members are required for a chapter to remain active. It was suggested that an email be sent out through the WSGA-site Bulk Mailer to all Lapsed members. Abby will continue to include blurbs in the newsletters. Chapter Reps were encouraged to send reminder emails to their lapsed members and Craig suggested adding the WSGA Badge (green box at the bottom of a cache page that tells about the WSGA) to all of our cache pages.

- **2010 Membership Kits – Caroline**

Currently, the Membership Kits for 2010 include only a laminated WSGA Name Tag. An email Thank you for renewing your membership/Thank you for joining the WSGA! is being sent at the time of renewal or joining. Caroline stated that one batch of badges has been mailed out (there are still more that have not been printed or mailed).

We currently have 152 Full Members (members who have paid their dues for 2010), 4 Associate Members (paid members from another state or country), 221 Lapsed Members (previous full members that have not paid for 2010), and 289 Registered (nonmember full member WSGA website users).

There was some discussion as to whether or not continue making badges for each year or just one badge that will be giving upon joining and made available to current members at cost. Caroline made a motion that we design and purchase a WSGA Badge without a year, which will be included in the new membership packet and made available at cost to current members. Seconded by Alan and approved by the BOD. None opposed.

- **2010 Summer Campout – Al and Jesse**

The 2010 Campout is proposed for the weekend of August 13 and 14. The proposed campsite if Cascade Peaks Resort on Hwy 12 between Randle and Packwood. This is a private campground with over 700 campsites on 120 acres bordering the Cowlitz River.

Based on those criteria and a few others we have come to the conclusion that this site, while maybe not in our chapter, would be an excellent location. It is also close to MT Rainier NP and Mt St Helens.

The campground has tent camping and RV hookups. The site has showers and flush toilets. Other amenities include: two heated pools, sauna, Jacuzzi, playground, laundry, store, playgrounds, horseshoe pits.

This site was picked because of the ability to have the tent camping next to the RV sites. So as not to exclude the non-campers who want to attend, there are also motels in Packwood only 7 miles east. There are a lot of camping related activities available. There are about 80 geocaches within a 20 mile radius of the campsite.

Discussion followed on costs and reservation/cancelation policies. It was decided that a 'scouting party' this weekend (Jan. 30), will be sent to the proposed site to check out the facilities and report back. Motion was seconded by Margaret. Motion carried. None opposed.

- **2010 WSGA Geocoin – Abby and Margaret**

Abby: As 2009 ended, we had a preliminary design for our 2010 geocoin, which nobody seemed happy with. We also had no Geocoin Manager and we need to move quickly - we had our 2009 geocoins in-hand by March last year. So I'm thrilled to announce that FluteFace has agreed to be the 2010 Geocoin Manager, and Avroair, geocoin producer extraordinaire, has agreed to be a consultant. At this time, I move the Board approve Flutey's appointment. Second?

Caroline seconded. Motion passed. None opposed.

Abby: We want to kill the Lily Pad design and start over, perhaps with a different designer. The Lily Pad is too Groundspeak-oriented, plus we don't like the look. Instead, we would like an iconic design that reflects Washington/Northwest, which will make it more desirable to GeoWoodstock participants as well as members. (The back side will contain the WSGA logo, of course.) Designer for the new look is up to Flutey. If we change designers, we will thank the current one (Rex at Advantage Sports, where GeoBells works) and pay him the agreed fee (\$50). Flutey will work with her chosen designer and present us with new design recommendations.

We may mint three versions - Members only, Public (for sale at GW), and Volunteers. Difference might be metal or something else. Members version cheaper, significant markup (profit) for Public version, Volunteers version (if made) given away. Quantities of each version will depend our membership numbers and research on how well unofficial GW-related coins have done at previous

GW. Flutey is researching this. Minter TBD. We have used Coins and Pins for two previous coins, and had a bad experience with Landsharkz (so they are out). Avroair has suggested Oakcoins; he uses them a lot and likes their pricing and service (says they are cheaper than C&P but same quality). Budget TBD from Flutey. She will be consulting with our Treasurer (Jim), as well as with Avroair and other coin vendors to determine optimal funding plan.

Schedule TBD from Flutey, including distribution timeframes. Ideally, we'd like to get the Member coins out this spring, and begin taking orders online for the Public version, in addition to selling them at our GW booth. That's my summary of where we are to date. Flutey is now on point, so over to her...

Margaret brought up some important points:

1. Discharge our prior designer with our gratitude.
2. New iconic design needed that represents the entire state
3. Backside of the coins might possibly include the WSGA logo.
4. Obtain bids from various coin makers.

It was decided that we would continue this discussion in the Geocoin forum as things progress.

▪ **WSGA merchandise** – Abby and Jim

Merchandise falls into two categories:

- Apparel (T-shirts, hats, etc.) for purchase, and
- Swag (pens, stickers, lanyards) for giveaways.

Jim: We have about \$1,000 retail in WSGA merchandise. The merchandise is mostly in shirts and caps. We seem to have an excess of long sleeve.

Swag—in pens, stickers, and lanyards. This is what is left over from an order from a year ago.

As soon as we find out a little more about what we can and cannot sell without collecting sales tax we will start selling again. From what I have read we will have to start collecting sales tax on the merchandise since we sell it year round. Fund raisers are exempt, ie coins. More on that later.

One more batch if budget allows to take us into GW, maybe a couple new items in clothing and a couple more in swag. (longer lanyard)

There will be further evaluation of current inventory and a later decision on new orders and new items dependent upon our budget.

▪ **GeoWoodstock VIII** – Abby

Abby: As you know, GW8 is the mega-event coming to Remlinger Farms in Carnation on July 3. 2010 is the 10th anniversary of geocaching, the Pacific Northwest is where geocaching started, we have the Caching Trifecta-the list goes on. Estimated attendance is 5,000+, and we want our visitors to have a great time. If you haven't visited the site yet, it's www.geowoodstock.com, and the event page is up as well.

As you know, COWWS is the GW8 host. They are a small group, formed specifically to host GeoWoodstock. COWWS is managing the actual GW mega-event on Saturday, as well as the Friday Meet-n-Greet. As you know, GW is actually a multi-day constellation of events hosted by various parties, with folks spending several days traveling the region and caching. WSGA is statewide, with the reach and breadth to offer some great caching experiences to our visitors. This is a tremendous opportunity for WSGA to show leadership, raise our profile, meet lots of new folks, and profit financially (as well as helping our local economies).

FYI, this would be analogous to GW7, where a small group hosted the mega-event, but Middle Tennessee Geocachers (MTGC) was out in full force, supporting the main event and hosting myriad related activities. I attended GW7 and took notes. It was a very successful week of activities, and I'm sure we'd like the 10th anniversary event, in the home of geocaching, to equal or surpass it.

Btw, I got a call from Jenn at Groundspeak last week. She filled me in on a few of their GW ideas, but also emphasized how thrilled Groundspeak was that WSGA was now "on board" with

GeoWoodstock and planning to actively participate. She was this was viewed very positively by Groundspeak and the caching community.

So yes, it will require dedication and effort, significant funds and the support of all our members, but the spotlight on WA geocaching will never be brighter, and I think we should go for it, and focus the first half of this year on creating an outstanding GW experience for both local and visiting cachers.

- Abby asked who was planning to attend GW8, and most board members indicated they were.
- Abby made the motion that we disband the separate GeoWoodstock Committee, as its activities are being absorbed into the overall Board agenda. Craig seconded. Motion passed.
- Abby made another motion that WSGA become a Silver Sponsor (\$1300) for GeoWoodstock VIII. This notion has been favorably discussed among the officers and the previous board. It's a great show of support and provides several benefits to us: We get a booth at the event, our logo on the official T-shirt, and a link from the GW site to our site. Margaret seconded the motion. Motion carried. None opposed.

Abby pointed out that since we now have a booth at GeoWoodstock – we need to find a project manager. Other things to be accomplished include:

1. Cache Maintenance drive ahead of GW
2. Ancillary events sponsored by WSGA – “Fireworks 4th” events, “On the Road to GeoWoodstock” events
3. Guided tours to APE cache – this being the most challenging item on our potential GW list, it was decided that a brainstorming group will meet to discuss and see if it's feasible, with a report back to the board to follow.
4. Recommended Caches section on the WSGA website to be created.

▪ **Treasurer's Report – Jim**

Jim: Budgets have been sent and will be posted in the forums. Will open a forum topic for discussion. I have concentrated on the new year and have not done a summary of last year.

WSGA had appr. \$5200 at 2009 YE; \$3200 in checking, \$2000 PayPal.

Recap of 2009 and proposed 2010 budget discussed but no further action at this time
Chapter allotments delayed for now.

Jim brought up the important point of liability and tax issues. Other groups I have worked with have either been 501c or filed taxes. Although we are really small and do not bring in a lot of money in comparison, this year we potentially could have a lot of cash flow going through our accounts.

Jim proposed that we book some time with a lawyer specializing in non-profits and ask some questions and get advice to what we need to do. Questions would be state status, federal status, sales and federal tax, potentially state non-profit, but not federal, liability insurance, suggestions.

The BOD concurred that this should happen within the next two to three weeks.

Abby moved that we table the rest of the agenda topics and discussion them in the forums as appropriate. Jesse seconded. Motion passed with none opposed.

Adjournment by Abby at 10:02 p.m.