

Minutes of WSGA Board Meeting

May 23, 2013

Hydnsek called WSGA's 3rd Business Meeting of the year to order at 6:38 PM on May 23, 2013.

Board Members in attendance: hydnek (Abby Wolfe), benandjayme (Ben Hewitt), HippyChick1620 (Kristine Norton), psykokiwi (Kelly Wiggans-Crawford), Kathy McCormack (GrievousAngel), Mr. Gadget #2 (Gene Reed), idajo2 (Jo Dunn), mc3cats (Chris Brue), tumbleweedpirates (Mike Lowery), Geek&Gopher (Ray Harrison)

Board Members absent: Jerry Martin (Martin 5)

Also in attendance: NepoKama (WSGA Geocoin and Pathtags Manager)

Hydnsek welcomed all new board members to their first meeting as elected members.

OLD BUSINESS

Approval of Prior Meeting Minutes

Minutes from the March 21, 2013 Board Meeting were approved unanimously.

Membership

Report by psykokiwi

Membership Count and Chapter Breakdowns:

Chapters	Individual	Family	Associate	Total
Puget Sound	90	61	0	151
48 North	35	23	1	59
Cache-Cadia	7	4	0	11
Inland Empire	12	16	3	31
Olympic Peninsula	14	7	0	21
South Central	9	11	0	20
Southwest	6	8	0	14
Unaffiliated	2	1	4	7
Totals as of 11/30/2012	175	131	8	314

Comments

Mr. Gadget #2 asked whether there was any way to determine whether a particular member was paid up. Hydnek responded that the information was available in the member database on the website or by asking psykokiwi.

Psykokiwi noted that paid memberships to date this year were almost identical to the amount paid by this time last year. She also proposed initiating a survey of lapsed members to determine why they had not renewed their memberships. Hydnek and benanjayme both expressed support for the survey idea. Hydnek suggested that psykokiwi take on the survey project and report back to the board at a future meeting. Hydnek said that she would add it to the agenda for the next meeting further suggested the possibility of two surveys: one targeted at lapsed members as already discussed and another targeted at current members to get info about likes, dislikes, expectations, etc.

Finances

Report by HippyChick1620

HippyChick1620 reported that on April 1, 2013 the club had \$10687.75. Income for April was \$1820.12 and expenses were \$2504.60, leading to an ending balance of \$10183.27 and a net loss of \$684.48 for April 2013.

She said that in April we were still running expenses a bit ahead of income due to the GeoTour, but that is now paid. The only expense she saw coming forward is the APE swag (flashlights, shirts, bags, pens), but the club should start seeing income once the goody bags go live for pre-sale on the internet. The club will use that to cover the cost of the swag purchases. She noted that hydnek would discuss more about that topic.

For May so far our income is ahead of expenses. HippyChick1620 said she will post a month-end report the first week of June in the forums.

Chapter allocations were calculated at the beginning of April by lucymogus (one of her last outgoing items) and are posted online in the forums. HippyChick1620 had not done a recalculation since then because we've only had a handful of new memberships come in.

Comments

Hydnek said that there was no need to recalculate the allocations regularly, but that there is usually a secondary allocation calculation in late August or early September per the bylaws.

Hydnek noted that the club is in the best financial shape in its history. She said there used to be cashflow problems at the beginning of the year, but that is no longer a problem.

The treasurer's report was approved unanimously.

Merchandise

Report by benanjayme

There haven't been any big events to sell merch at since the new board took office last month, so the biggest thing I've got to report is rough inventory. For the most part, it seems like we've got plenty of stuff on hand. A quick rundown of what I know we have between hydnek and I:

- 42 10th anniversary hoodies
- 102 10th anniversary shirts
- 54 hats
- 46 Suncatcher coins
- more than 100 Silver APE coins
- 131 of the new 2013 coins
- 514 pathtags
- exact amounts uncounted, but lots of APE cachkinz, mini-pens, and lanyards

That's just the items that we sell and does not include various things we give away (e.g. bandanas, window clings, etc). Also not included are some supplies of the for-sale items that hydNSEK has set aside for chapter allocations.

Comments

HydNSEK said that she thought there would be swag sales at the Camano Island and South Sound GeoTour kickoff events. BenandJayme agreed that was the plan. HydNSEK said that she would bring merchandise to the Camano event. BenandJayme said that he would bring merchandise to the South Sound event.

Geek&Gopher asked whether there could be merchandise for sale at the campout. HydNSEK said that either BenandJayme or Hippychick1620 would need to facilitate that. Hippychick1620 said unsure whether she would be able to run a merchandise booth there. BenandJayme said he was unsure whether he would be attending, but he would be happy to help make sure there was merchandise at the event to be sold. HydNSEK noted that it was generally not a problem to find volunteers to help with merchandise sales. Hippychick1620 asked whether there could be an announcement asking for volunteers. Geek&Gopher said he would do that.

2013 WSGA Geocoin Status

Report by NepoKama and BenandJayme

NepoKama said that delivery of the coins happened later than originally scheduled due to unforeseen load at the factories in China. They also arrived in the middle of NepoKama getting ready to sell his house. BenandJayme were able to swing by and pick them up, it took NepoKama a lot longer to get HydNSEK the volunteer coins. The coins were delivered to BenandJayme around April 18th. They'd arrived at NepoKama's house a day or two ahead of that.

BenandJayme said that as of this morning, we've sold 116 of the 2013 WSGA geocoin through website orders. With the new coin orders we've also had tagalong sales of 17 Suncatcher geocoins from 2011. After some research and discussion with jcar and Hippychick1620, BenandJayme decided to ship all the website orders using Paypal's integrated shipping tools rather than attaching stamps as postage. Credit to the better half, Jayme, for suggesting that we explore shipping through Paypal. BenandJayme said that there were a few advantages to/reasons for that choice:

- The postage required is cheaper because of Paypal's negotiated rates with the USPS. The savings is just about 40 cents per shipment, which certainly adds up when you're shipping a bunch of packages.

- Tracking and delivery confirmation is included in the lower rates from Paypal. Hopefully that will help the club address any potential claims of non-delivery.
- Paypal's tools make it very easy to print out shipping labels and packing slips with customized logos and messages. A good chance for a tiny bit of WSGA publicity.

As of today, all orders received through the website have been shipped except for the most recent one. We shipped out the first batch of about 50 orders all at once and we've been trying to pack/ship subsequent orders about once a week.

Comments

Hydnsek said that the Paypal shipping was a good thing for the club. Hippychick1620 noted that it also made tracking expenses easier. Hydnsek said that more coins would be sold at events. She noted that we have had very few nonmember sales from the thread in the Geocoin forum on geocaching.com, which was a big change from previous years. Coin sales have steadily dropped over the past three years. WE used to sell out 500 coins, now we are pressed to sell 250. Several members agreed that we shouldn't have any trouble selling out the remaining coins since they look great in person.

Psykokiwi asked whether the club had explored getting credit card readers for event sales. Hydnsek said yes. Hippychick1620 said was looking at Paypal's reader, but that she hadn't had time to get all the details yet. She said she would research more soon and let the board know what the details were.

2013 Campout Status

Report by Geek&Gopher

The (16) RV Sites have all been reserved. We only have (11) Tent Sites remaining so if you are planning on attending you had better hurry and register!

We are still working on donation requests for our raffle drawing. We have the following no host outings planned for Saturday: Beacon Rock, Bonneville Dam, Maryhill Winery, Multnomah Falls and the Original Stash. We have received the Campout Pathtag from the mint and it turned out really nice. There will be a picture posted in the WSGA Merchandise forum shortly.

Comments

Hydnsek asked for a couple pathtags to be sent to her and Nepokama. Nepokama said that he currently has the profile for the tag hidden on Pathtags.com. He was planning to make it publicly viewable in the tag gallery right after the campout. He also said that we currently have \$50 in credit on the WSGA pathtags account from sales of the Give Back (including the use of it on the campout tag).

Centennial GeoTour Status

Report by hydnek

We are getting down to the wire, the GeoTour kicks off in two weeks, on June 7. PhilNi is masterfully herding cats, as we have about 10 of 104 caches still in the red zone. Good news is that it's only 10%, bad news is that it's 10% and we are supposed to be done. The geocoin should arrive from the mint in the next week. The passports, Geotour handout, and cache map are all done.

We have 8 GeoTour Kickoff events published around the state - 1 in each chapter and 2 in 48 North, including the 'main' event at Camano Island. The State Parks is readying their page, which will contain the rules, etc., as well as promotion. The GeoTour contract is now signed with Groundspeak, and I am delivering all the page assets to MissJenn next week. Rock Rabbit has reviewed most of the caches and locked them down for launch, with the exception of that 10%.

When the Geocoins arrive, I will be bundling them with swag and sending out to all the Kickoff event/chapter hosts. And once we have the final list of caches, I will email the files of the passport, GeoTour handout, and cache map to all event hosts and chapter reps, to be printed and used at events, starting with the Kickoffs. If any host can't arrange printing, LMK, and I will print and mail if you give me a rough number needed. We'd prefer not to print and mail large quantities of paper if we can help it, though.

The State Parks have been fantastic to work with, they have put in a lot of time and effort to make this succeed, esp. my partner Tina Denzl-Pederson and the regional manager, Eric Watilo. I am inviting all the State Parks folks that we worked with to the kickoff events near them. And I will be posting a recognition thread for all those who helped the GeoTour succeed, both cachers and parks.

Comments

Nepokama said that he would follow up with Oakcoins on the State Parks coin shipment, since he hadn't seen a shipping confirmation from them as of yet. Hydnek said that she needed them that week to get them to the chapters before the events! Nepokama said that they should have shipped from China the 17th, but he had not seen confirm yet. He said he would let hydnek know as soon as he heard back from Oakcoins.

Several members said they were very excited to work on the GeoTour. Hydnek said that the passport, et al, would be available when she mailed them out or at the kickoff events or online as a download from our site, the GeoTour page, or the Parks site. She said that once the GeoTour is underway, we will focus on the compliance issues with existing state park caches, per agreement with the parks to do that over the summer.

Mc3cats said that this event truly is a defining moment in the clubs history since one of the goals of the WSGA was to build a bridge with the State Parks. He thanked all involved in this monumental achievement. Hydnek agreed and noted that our logo will be on the GeoTour page and we are listed as a cosponsor of the GeoTour; we are on the passport, and we have one side of the prize coin.

Hydnsek said that this was a great learning experience for both the State Parks and cachers around the permitting process for caches in state parks. She thought that at both the park and the management levels, the experience will help make the process easier for all going forward, now that everyone knows how it works. She said it was sort of a forced learning in some cases, but a great result - nice side benefit of the GeoTour for future caches. And there is a backlog of non-GeoTour caches waiting for approvals in the state parks, so cachers do have enthusiasm for the new directive approach. The backlog is due to prioritizing the GeoTour caches with the two stewardship officers who have to sign off.

APE Mega Event Status

Report by hydnek

The Ape mega-event page is up, and folks are posting Will Attends at a steady clip. We are cross-linked on the Block Party page, and have been mentioned in the Groundspeak newsletter. The coin design has been done by Nepokama and approved by the Board.

I have started lining up the amenities, like the portapotties, and will submit the park permit application in a couple of weeks, once Kristine has the insurance nailed down. I have about 2/3 of the needed volunteers signed up and will send out a broader appeal in June.

Comments

Hydnsek asked whether the board members had reviewed the forum threads regarding the event t-shirt and swag bag. She wanted the board to decide on a t-shirt design from between the glow-in-the-dark version and the non-glow version. Benandjayme asked whether the artwork needed to be the same on the glow or non-glow versions. Hydnek said that there would only be one design because multiple designs is more expensive and starts to get complicated with orders. She also said that it's good to have a single theme and design, it's cheaper, and it's much less complicated for ordering, pricing, and fulfillment. We also get volume price breaks per design - splitting that between designs will likely result in no price breaks.

Hydnsek said there were two decisions - design and glow and noted that people seemed to favor glow and the new design. Her opinion was that the new design is probably not the best option for glow - it's more detailed and probably would be better in black on a blue shirt. The glow works better with simpler designs, like our existing one. If we go with new design and glow - you are talking a sort of greenish tinged color on a navy shirt.

Various board members expressed their opinions on glow vs. non-glow and new vs. old design. Hydnek asked if there was a motion to approve the Ape shirt design as the new design on navy blue with glow ink. Iadjo2 so moved and psykowi seconded. The motion carried 9-1 with Mc3cats, idajo2, psykowi, Grievous Angel, Geek&Gopher, Mr. Gadget#2, tumbleweedpirates, HippyChick1620, benandjayme in favor and hydnek opposed.

Hydnsek said that the next item is finalizing the swag bag, so that she could get the sales page up. She said that it sounded like everyone who commented liked the proposed content of the swag bag, so the thing to decide was sales price. The unit cost is \$17-18 or so with tax/shipping. Hydnek asked whether we should we offer it for \$25, \$28, or \$30. Various board members

expressed opinions about those price points. Mr. Gadget#2 moved to offer the pre-order package for \$30 and psykokiwi seconded. The motion passed unanimously.

Hydnsek said that the only remaining thing on this is the individual item pricing online...if they want to buy extras. She suggested \$12 for the coin, \$15 for the Tshirt (revised up from \$14 due to glow), and \$4 for the flashlight. She said we don't need to sell pens and carry bags online and noted that flashlights are cheap lots of places, so we don't want to overprice those.

Psykokiwi said that those prices would only make the preorder bag a \$1 savings. Hydnsek said that was a good point. Hippychick1620 said she would increase the shirt price, because people will pay more for a cool glow shirt. Nepokama said 3" shaped coins are selling for between \$13 and \$15 at most coin sites these days. Tumbleweed pirates suggested \$15 for the coin, \$17 for the Tshirt, and \$4 for the flashlight. Benandjayme agreed with those suggested prices because it creates a difference between package price vs total of individual prices. Hydnsek also agreed with those suggested prices. She said there was no need for a vote on those prices.

Hydnsek thanked everyone for the input. She said she would get the pages put together. The goal was to get them up June 1 and take orders for a month, then get everything made in July. Nepokama said he was working on art of the event souvenir.

Block Party Booth Status

Report by psykokiwi

I am planning on sending an email this weekend looking for more volunteers. I know I need a canopy and tables. So far, I've had a couple people say they want to help out but am looking for shift ideas. I know I need 3 shifts at least, but was thinking maybe 4.

Comments

NepoKama asked whether the APE event swag would be for sale at the Block Party; psykokiwi and hydnsek both said no. Nepokama said that it might be worthwhile to have an APE coin to show.

Hydnsek noted that the Block Party has longer hours this year and additional activities, so we'll be staffing a table until 6 pm instead of 3 pm. She said she's never had trouble finding folks for the 3-hour shifts and turned away folks last year. Hippychick1620 asked how many hours needed to be covered and suggested four 2-hour shifts. Psykokiwi said she might determine the shift length by the number of available volunteers.

Hydnsek said that the block party hours are 11 am to 6 pm this year. Plus we have to be there by 10 am for setup, and then breakdown is after 6 pm. She said that we'd need 3 or 4 shifts, realistically. She thought that 3 shifts would be fine but said the final decision was psykokiwi's. Psykokiwi said she would sent out an email asking for volunteers soon. Tumbleweedpirates aid it would be nice to have board members in the booth and others agreed.

Chapter Reports

Puget Sound Chapter report by Mc3cats

We didn't have any events in April since hydnek was so kind to do that wonderful CITO at Cougar Mountain. This was a well-attended event involving planting, trash removal and ivy extraction. All in all, a very well attended event. You did a fine job just hosting your annual CITO event at Cougar!

Just last weekend, I held an event at a location that I have never done an event at before. This was at the Golden Steer in Kent. We had a couple of board members at this event which included an all you can eat sandwich bar with salad and drinks. We had a fair turnout which included a new cacher and some old-timer catchers who had not attended an event. So, all in all, a nice event and most importantly NOT A PIZZA JOINT!

Next month, psykikiwi is doing the geo tour event, which I will fold the summer picnic into. During this event, we have a couple of WSGA members who are willing to hold geo classes. Specifically, a GSAK class hosted by Terrible Ts whom, by the way, ordered a bunch of pathtags with...wait for it...the WSGA LOGO ON THE BACK! We will have a camo clinic as well. Thanks to psykikiwi for putting this large event together and to benandjaye who will merchandise the crowd up.

Comments

Hydnek thanked mc3cats for continuing as a chapter rep.

48 North Chapter report by Grievous Angel

CITO at Pilchuck Tree Farm the first weekend in April. We had an informational table outside Cabela's on Sat and Sun of the first weekend in May. Saturday was slow, but we talked to a lot of people and gave out a lot of flyers on Sunday. I was able to get a bunch of first-time volunteers to help me and my regulars out. BTW, they treated us great--lunch, water, sunscreen, employee discount that day.

This weekend, we're having an event/hike at the Iron Goat Trail. Starting to plan for "seminar" type events for the fall--GSAK, puzzles. Doing preliminary design on possible pathtag.

Comments

Hydnek asked if the pathtag would be a chapter pathtag and wondered how it would be funded. Grievous Angel said yes and that it would be funded by individual pre-order contributions to a group order. No chapter allocation would be used. NepoKama asked whether they would be purchased through the club account. Hydnek said that would be best for the club. Grievous Angel said that would mean it needed a club allocation.

NepoKama said it the tag could be transferred to the club after production. Grievous Angel said that would be complicated since she would be sending the money. Hydnek suggested that options could be explored and then a decision made. She asked NepoKama and Grievous Angel if they would work together on it. She suggested that 48 North could pioneer a pathtag program and other chapters could follow.

Tumbleweedpirates said that he thought it should be easier for the chapters to create their own pathtags. He was concerned about making the effort required too great and wanted 48 North to be able to proceed. Mc3cats wanted to further discuss the logistics of chapters ordering pathtags. Hydnek said that a chapter pathtag is a club item and needed approval. Tumbleweedpirates asked whether club funds would be used under the proposal. Hydnek responded that club branded items needed approval regardless of funding.

NepoKama said that the minimum order for pathtags is 50 for \$110 with extra options costing additional. Psykokiwi asked what smaller chapters would do with surplus tags. HippyChick1620 said that if a pre-sale model was used, no club funds would be used and people could order as many as they want. So for smaller chapters as long as you can get a few people who will pick up 10 or more each then the issue of extra supply doesn't come into play.

Hydnek said she thought Grievous Angel should proceed and touch bases with NepoKama on options for the production/funding. Grievous Angel agreed.

Cache-cadia Chapter report by Mr. Gadget #2

This weekend we have the Rocky Reach Event and the geo tour kick off event here is on June 9 at Lincoln State Park. More dams are getting in on the dam challenge. To start with Wells Jewel cache is up and posted and they indicate 7 dams are involved in a new challenge.

Comments

Hydnek said she was glad that the 3Dam Challenge was continuing. Grievous Angel said she went to Rocky Reach Dam a week ago and was super-impressed. Mc3cats said the 3D challenge is an awesome challenge in Mr. Gadget's chapter. Hydnek said the challenge won an award last year.

South Central Chapter report by tumbleweedpirates

We had a nice CITO at Sacajawea with the friends of Sacajawea. Several meetings about our June 29th geocoin event. We have 2 more meetings before the event. We have several power trails popping up for the event, a new night cache, and a lot of cachers pitching in to make it all happen. A small but geocaching loving group.

Comments

Hydnek said she was excited to attend the Geocoin Challenge. BenandJayme said that he hoped to attend the event also.

Southwest Chapter report by Geek&Gopher

Battle Ground State Park GeoTour Kickoff Event on June 8th from 10:00am to 1:00pm. Battle Ground Lake, Beacon Rock and Spring Creek Hatchery caches all approved, placed and web

page published and locked. We are set up to have the first State Park event on June 6. Campout planning, but nothing else planned.

Comments

Hydnsek said that the campout would be a great event.

Olympic Peninsula Chapter report by idajo2

The Olympic Peninsula Chapter has been quiet since the election but I expect that to change in the coming months. Our first event has been published (GC49JJW) and you're all invited to join us (on June 15th) at Ferino's, in Port Hadlock, for our 2nd annual event at this great venue! Co-hosted by my buddies Teri and Eric Burroughs (swaninwa) – we expect it to be a lot of fun! The first Ferino's event was very well attended – we anticipate a good turnout this year as well!

Our September Oly Pen event is scheduled to be held in Aberdeen, on September 14th, and will take place at Rainier Bowl - the bowling alley has a Banquet Room so there should be plenty of room for one and all. We enjoyed Pizza Hut, last year, but it simply wasn't big enough to for our group. The Aberdeen event has not yet been published - due to Groundspeak's "3-month prior to the event" directive - watch for it in mid-June!

Events are also in the planning stages for the Bremerton area and Port Angeles. If I can make it work, I'd love to see an event in the Forks area as well.

I'll be attending several, non-WSGA, events during the next few months. Hopefully, I'll be able to make short presentations (as I often do at events I don't host) in order to promote the campout, membership and upcoming WSGA events.

I'm also being kept in the loop by the Clallam County Visitors Bureau around the upcoming Clallam/Jefferson Counties GeoTour they've purchased from Groundspeak. WSGA member – Caroline Stuckey (tolmaus) is a pro when it comes to planning large-scale Challenges - she is the primary geocaching "inputter" to the Visitor's Bureau - along with Groundspeak's MissJenn.

In closing, and on a personal note, I found out - two weeks ago – that open-heart surgery may be in my (relatively near) future - medical tests are in-process. Should that become a reality (before my term is over), it may have an impact on my ability to host/attend events for a time. I'll keep you all informed.

Comments

Hydnsek said that she hoped idajo2 would coordinate with tolmaus for the Olympic Peninsula GeoTour kickoff event. Several board members wished idajo2 a speedy recovery from surgery and offered their support.

NEW BUSINESS

Parks Issues

Hydnsek noted that Dupont city parks is now on the radar, as she had reports they are considering moving to a cache permit system. She planned to talk with them soon, and hope they will be as easy to dissuade as Everett was earlier this year, and choose to use our liaison approach instead.

Next Board Meeting

Hydnsek said that the next board meeting was scheduled for June 27 which she thought was too soon. Others board members agreed. Hydnsek asked when the next meeting should be. Hippychick1620 said she thought the board should meet again before the Block Party and APE events. Benandjayme and mc3cats suggested late July. Hydnsek suggested Thursday, July 18. Other members agreed to that date and hydnsek noted that no vote was needed to set the meeting. The next board meeting will be July 18.

Meeting was adjourned at 9:25 PM.