

Minutes of WSGA Board Meeting

20 September 2017

Princess Trouble called WSGA's 20 September 2017 Business Meeting order at 6:37pm.

Board Members in attendance: Broncos Fan 4Life (Chandra Day), FenchurchE (Fen Eatough), GeekandGopher (Ray/Brenda Harrison), Martin 5 (Jerry Martin), Mr. Gadget #2 (Gene Reed), Princess Trouble (Jacquie Vaughn), Rambudo (Russell Brendel), SirKarp (Rob Norenberg), Sproutter (Seth Dedmon), TumbleweedPirates (Mike Lowery)

Also in Attendance: Alex, jcacher15 (Jim Bishop), jtcoffee (Jessie Maxwell), Mc3cats (Chris Brue), NepoKama (Mitch Eatough), NWStinkerbella, scottsfavoritegirl, Squirrel50

Proxies:

Princess Trouble welcomed the board members, appointees and visitors in attendance.

OLD BUSINESS

Approval of Prior Meeting Minutes

Minutes from 26 July 2017 were approved unanimously

Comments: None

Financial Report

Report by Broncos Fan 4 Life

Comments: None

January 1, 2017 starting balance: \$10,161.24

Income:

- Sales: \$163.70
- Membership: \$1,088.00
- **Total: \$1,251.70**

Expenses:

- PayPal Fees: \$32.21
- USPS: \$430.41
- Supplies: \$148.16
- Dues/Licenses: \$32.66 (Groundspeak Renewal)
- **Total (\$643.44)**

January 31, 2017 ending balance: \$10,769.50 (\$608.26 increase)

February 1, 2017 starting balance: \$10,769.50

Income:

- Membership: \$493.00
- **Total: \$493.00**

Expenses:

- PayPal Fees: \$25.54
- USPS: \$227.15
- Internet: \$479.40 (Go Daddy.com fees)
- **Total (\$732.09)**

February 28, 2017 ending balance: \$10,530.41 (\$239.09 decrease)

March 1, 2017 starting balance: \$10,530.41

Income:

- Membership: \$379.00
- Merch Sales: \$7.15
- Misc: \$500.00 (refund from Maple Valley CC)
- **Total: \$886.15**

Expenses:

- WA State Annual Filing Fee: \$10.00
- APE: \$1333.40
- Chapter Allocation: \$33.37

- USPS: \$440.77
- PayPal Fees: \$15.88
- Office Supplies: \$93.06
- Internet: \$21.92
- **Total (\$1,948.40)**

March 30, 2017 ending balance: \$9,468.16 (\$1,062.25 decrease)

April 1, 2017 starting balance: \$9,468.16

Income:

- Membership: \$91.50
- Merch Sales: \$78.05
- **Total: \$169.55**

Expenses:

- Campout: \$770.00
- APE: \$64.27
- Chapter Allocation: \$127.32
- USPS: \$29.08
- PayPal Fees: \$8.32
- **Total (\$998.99)**

April 30, 2017 ending balance: \$8,638.72 (\$829.44 decrease)

May 1, 2017 starting balance: \$8,638.72

Income:

- Membership: \$28.00
- Merch Sales: \$200.45
- APE Sales: \$10,461.15
- Misc: \$19.47 (credit refund – uncashed disbursement)
- **Total: \$10,709.07**

Expenses:

- Campout: \$54.00 (pathtags)
- APE: \$250.00
- Chapter Allocation: \$663.29
- USPS: \$50.11
- PayPal/Stripe Fees: \$567.42
- **Total (\$1,584.82)**

May 31, 2017 ending balance: \$17,762.97 (\$9,124.25 increase)

June 1, 2017 starting balance: \$17,762.97

Income:

- Membership: \$91.00
- Merch Sales: \$13.50
- APE Sales: \$3169.55
- **Total: \$3,274.05**

Expenses:

- Ofc Supplies: \$142.00 (card processors for stripe)
- APE: \$6013.25
- Merch Orders: \$1768.00 (2017 WSGA Coins)
- Misc: 278.23 (\$100 SC CITO/178.23 WSGA Banners)
- Chapter Allocation: \$84.38
- USPS: \$24.69
- PayPal/Stripe Fees: \$181.40
- **Total (\$1,584.82)**

June 30, 2017 ending balance: \$12,545.07 (\$5,217.90 decrease)

July 1, 2017 starting balance: \$12,545.07

Income:

- Merch Sales: \$172.50
- Campout: \$894.48
- Membership: \$29.00
- APE Sales: \$2598.50
- **Total: \$3,694.03**

Expenses:

- Campout: \$271.44
- APE: \$6935.35
- Misc: \$300.00 (CPA fees)
- USPS: \$32.50
- **Total (\$7,539.29)**

July 31, 2017 ending balance: \$8,699.81 (\$3,845.26 decrease)

August 1, 2017 starting balance: \$8,699.81 - Through 8/9/17

Income:

- **Total: \$0**

Expenses:

- APE: \$2145.85
- USPS: \$112.00
- **Total (\$2,257.85)**

August 9, 2017 ending balance: \$6,441.96 (\$2,257.85 decrease)

See Attached for Chapter Allocations, Ape Breakdown, and WSGA Budget and History.

Comments: None

Membership Report

Report by Broncos Fan 4 Life

See Attached for Membership Summary

Comments: None

Website Committee

Report by NepoKama

Since last meeting Member registration has gone live on the website. We're currently still doing 2017 registrations, we will switch to the new 2018 tiers before the end of this year. Webstore went back online post-APE this last weekend. The 2017 WSGA coin is up for sale.

Comments: None

Merchandise

Report by NepoKama

We need to look at new merch we want to get made. We have a set of tracking codes we need to use this year before our license for the TB logo expires. We have requests for hats. And we need to finalize this year's member gift (The vinyl decals are the proposed item for this).

Comments: It was requested that committee members start thinking about ideas for merchandise for next year's Ape Event. NepoKama provided data on costs for car decals and the price difference between trackable and non-trackable. Squirrel50 proposed making a 3D printed trackable token. It was proposed that the discussion be moved to email and the vote was approved unanimously.

Ape Mega-Event

Report by AndrewRJ

Our 8th-annual Going APE mega-event on Aug. 19 was well attended and very successful, with an estimated 1,600 attendees from around the globe.* The event ran smoothly, without any major issues. We had three medical issues, two of which were due to pushing themselves too far, one of which was due to misjudgment resulting in falling off a bike. Only one resulted in a call to 911 and the guest was taken to Issaquah for further evaluation.

The Park Staff were equally pleased, stating that we are "one of the most conscientious groups we have" and are always pleased to support our activities. The lead ranger this year was put in

the position of having to cover 2 large groups this year and told me that he felt that our group didn't need his attention as we could handle ourselves without oversight. High praise indeed.

Event expenses were higher this year than what was budgeted, just like every year, with a corresponding above budget income. At the time of the last budget report (7/24/17) income was above expenses by \$2,500. Final numbers will be added by Chandra.

As this was my last year as the event director I would like to thank everyone who helped out making this year's even the success it was. My focus this year was insuring that the knowledge of the event planning was spread out and down to as many of us as possible and I was truly impressed with all the effort and new ideas that were brought to the table. Everyone did amazing jobs planning and running their areas of the event and stepping up to help with planning of the event itself. And, of course, none of this would have happened without our amazing volunteers - who worked before, during, and after the event to make sure everything went smoothly. I know that the event is in good hands moving forward.

*Attendance comparison: 2016 – 600; 2015 – 3,000; 2014 – 1,500; 2013 - 1,350; 2012 - 1,100; 2011 - 720; 2010 - 550. (Per Groundspeak convention, attendance estimates are x2 the Attended logs, rounded.)

Comments: We received several comments from attendees on how wonderful it was to have an option for those with mobility issues to still make the trip out to the cache this year.

Outreach

Tumbleweedpirates was able to make arrangements to pick up the club's Eastside GPS units from Martin 5.

Parks Liaison

Report by PeachandPete

I am pleased to report that no Park Liaison issues have been conveyed to me. If any of you hear of any issues with Parks that have assigned liaisons or those with no current liaison, please let me know so we can work together to investigate and help solve any issues that arise. There are no new appointments for any Park Liaison that I am aware of.

Again, please let me know if you hear of any problems with any of the Parks as it relates to WSGA and geocaching, or if you have ideas for the Parks Liaison area of WSGA.

Although it is not a part of the Parks Liaison report, Pete and I again volunteered at the Ape Event at the Refreshments area. We purchased a minimal amount of items and were happy that we received a much larger amount donated from the large group of visitors to the event, especially since many visitors were from out of state or out of the country due to the return of the original Ape Cache. We had fun visiting with all these great people and look forward to next year.

Comments: None

Social Media

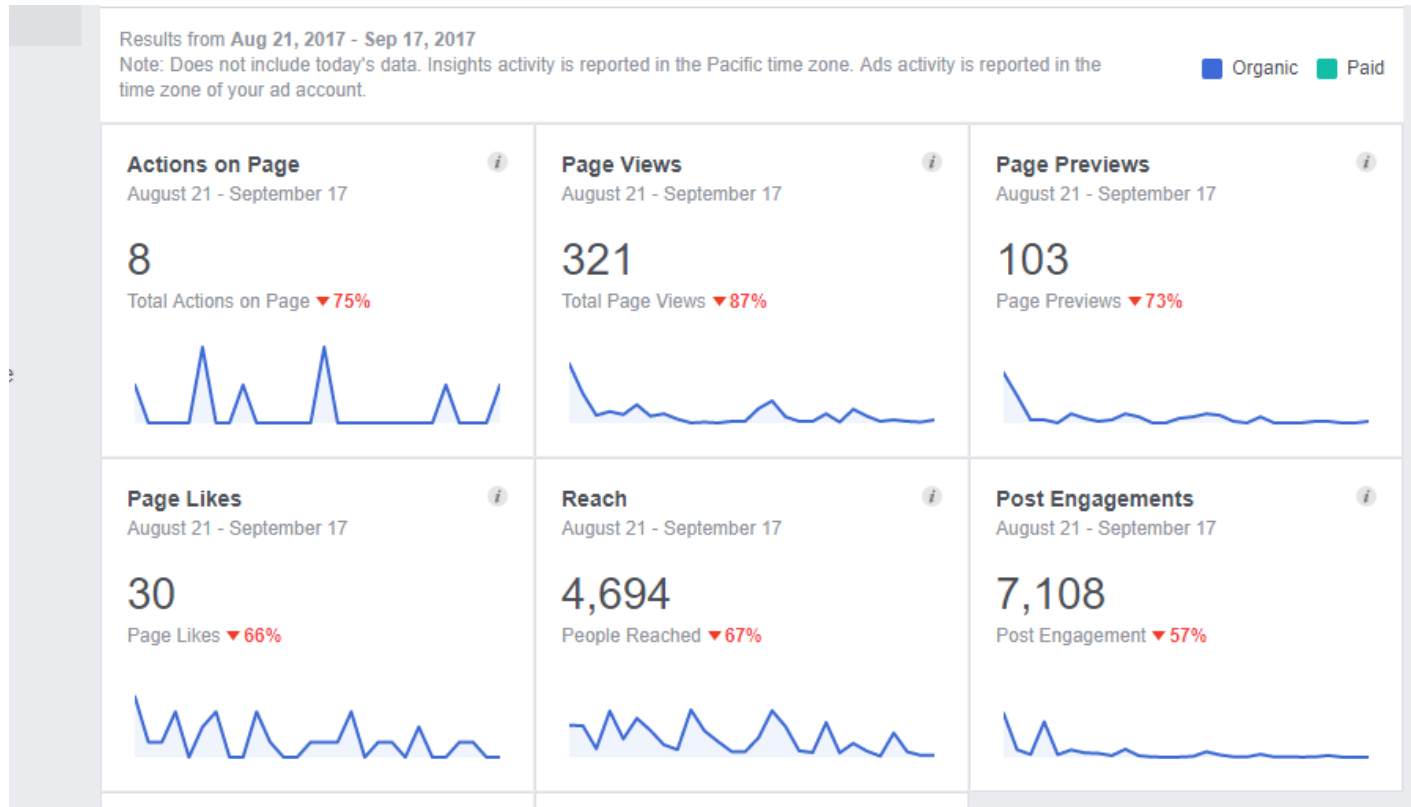
Report by jtcoffee

Overview

- August continued and ended the Spot the Ape game, which was overall very successful (lots of engagement with the posts – likes, shares, comments, etc.)
- The engagement has settled down once we passed Going Ape.
- I'd love to do a membership drive or a photo contest for the fall.
- If you participate in any of the following social media platforms, please engage by following the WSGA social media pages, 'liking' posts, sharing out posts onto your social media pages etc. Nothing draws a crowd like a crowd!

Facebook

- See the graphics below:

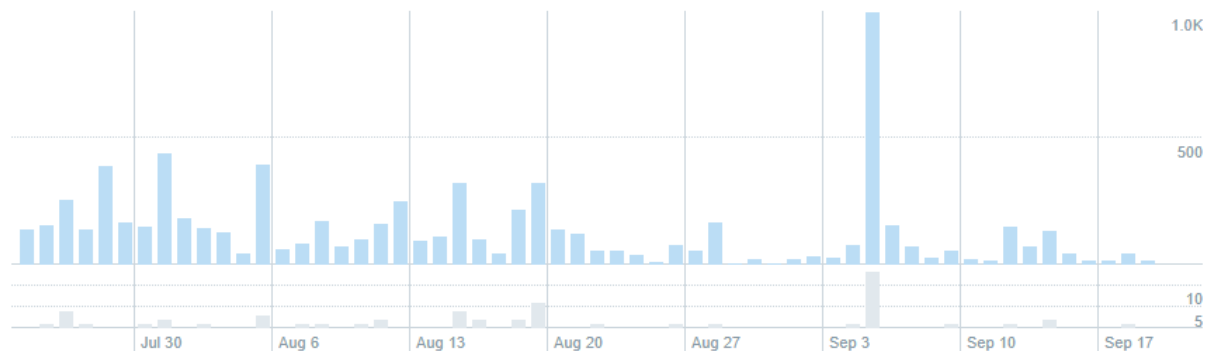


- It is clear when the Spot the Ape tag game ended, based on these graphs! A few things can be deduced from these charts.
- I am currently doing a tip of the week on Mondays and will start up again doing a photo of a natural place near a GZ on Friday or Saturday.
- Currently 1,764 followers, up from 1,672.

Twitter

- Most popular tweets are connected to our facebook feed, posts of pictures with cachers, and posts during US Geocaching Hour.
- On September 4th, WSGA was the first guest host of US Geocaching Hour – a live, weekly twitter chat at 6pm PDT. It was a successful trial, and it was fun to do! I hope they ask us to do it again.
- Currently 126 followers (up from 108 in July)

Your Tweets earned **7.7K impressions** over this **58 day** period



- Spot the Ape has provided a large jump in engagement, and you can see in this graph when the game ended.
- The large spike was the day we hosted the US Geocaching Hour chat: many people replied to our tweets, liked what we posted, and asked us questions.

Instagram

- Approximately gaining 1 follower a week (currently 144 followers)
- Pictures of the Spot the Ape spots are somewhat popular, but more popular are beautiful scenes and interesting caches.
- Pictures of people and trackables are also very popular. I am going to start a weekly 'share' from the community to help create visibility for the followers and garner some engagement there.

Snapchat

- Hoping to build a base – still not a lot of cachers tracking their progress on snapchat

Comments: jtcoffee requested that people send her photos from their Geocaching adventures, or anything else that could be posted to the WSGA's social media feeds.

Special Commemorative APE Geocoin

Discussion continued from email about the possibility of a special Commemorative APE Geocoin to celebrate the return of the APE cache. There were concerns about the cost of the coin, to the club for the manufacturing of the coin and the final price for the coin itself and whether we would sell enough to offset the initial costs. It was moved that the discussion be tabled until more information could be gathered on costs and potential marketability. Motion passed unanimously.

Disaster Relief Fundraiser

Martin 5 proposed the idea of holding a fundraiser for those affected by the hurricanes that hit Florida and Texas earlier this year, in order to help them purchase containers to restore lost caches. It was mentioned that it might be worth keeping the fundraiser close to home to help those with caches in the Pacific Northwest that were lost to the massive fires this last summer. It was moved that the matter be revisited in November once Hurricane Season and Fire Season were over. Motion passed unanimously.

CHAPTER REPORTS

Inland Empire Chapter Report by Martin 5

Past Chapter Events:

None since July

Upcoming Chapter Events:

09/23/2017

Liberty Park Ruins CITO (GC7AV38)

Liberty Park (north of I-90), Spokane

10/01/2017
Liberty Park CITO (GC7B3KX)
Liberty Park (south of I-90), Spokane

Upcoming Area Events:

10/07/2017
Return of the knee
Sherman Pass
GC7CJVY by the tc life

10/22/2017
Pumpkin Carving Geo-Party #5!
Airway Heights
GC7CG3Q by CrazyFrogLady, Airrooster, and Dovahal

IE Chapter News:

The 2015 Pend Oreille County GeoTour has ended. There are approximately 30 coins remaining for the 2017 Pend Oreille County GeoTour, which kicked off on August 6, 2017. <http://pendoreilleco.org/your-government/parks-and-recreation/pend-oreille-county-geochallenge/>

The 2017 Spokane GeoTour is still going strong and there are still tags remaining. SpokaneGeoTour.com

It has been a busy summer, especial with so many other BIG events (Tri-Cities, APE, etc) going on; we have not had many events locally. Now that fall is upon us, the IE Chapter will be picking up on having lots more events. ☺

Cache-Cadia Chapter Report by Mr. Gadget #2

It was another fairly quiet time for activity since the last Board Meeting. We had several make it to the APE Event on the 19th of August.

As far as events, there are two coming up this weekend. Both are on Saturday the 23rd. A CITO Event is taking place at the Irene Rinehart Park in Ellensburg, and later the 10th Annual "To Wheat To Eat" will be at Waterville.

48 North Chapter Report by Rambudo

I received an outreach request from Recreation Northwest who is conducting an EXPO in Bellingham in February. I have passed this along to our outreach director.

My next chapter event is taking place just prior to this meeting. I am working on scheduling the chapter holiday event and an additional event in the northern part of the chapter.

Nothing else to report at this time.

Southwest Chapter Report by Geek&Gopher

New Business:

Ray is continuing to work on the Website Committee.

WSGA Member suggestions:

None at this time

Past Chapter Events

5/6/17 – Vancouver, WA
Maintenance Madness 2017 – Kickoff Event (GC6ZPFE)
Hosted by WSGA SW Chapter
LeRoy Haagen Memorial Community Park
13198 NE 9th St
Vancouver, WA
9:00AM – 10:30AM
36 logged attended including family members

9/6/17 – Vancouver, WA
Introduction to Geocaching (GC7845K)
An event cache by mtribe and Verano (SW Chapter Members)
10:30AM – 12:30PM
Three Creeks Library Meeting Room
800 NE Tenney Rd
Vancouver, WA
Upcoming Chapter Events

11/4/17 – Vancouver, WA
Luke Jensen Sports Park in the Bud Van Cleve Community Room
4000 NE 78th Ave
Vancouver, WA 98665
1:00PM – 3:00PM
2017 GIFF Film Screening

Upcoming Area Events

None at this time

South Central Chapter by Tumbleweedpirates

South Central had a few membership upgrades and an International Geocaching event where I only saw three out of 20 cachers I knew. We are getting more and more cachers in our area and some of them are starting to come out of the woodwork.

We are planning a CITO on Oct 1st after free State Park days at Sacajawea St Park. Some of us will also be hosting a booth at our local Heritage Days on September 29. Here we teach 3 groups of 20+ kids every hour about the navigational aids Lewis and Clark used with the Discovery Corps. It is a huge endeavor. Last year Friends of Sacajawea spent about 400 dollars for us to build and buy some of the navigation aids. I am using Geocaching folks to help teach this with me. Last year four of us did it and it was huge. We also keep Geocaching handouts at our booth and it spurs a lot of our outreach the rest of the year.

That will be all for now.

Puget Sound Chapter Report by SirKarp

Events Held:

Since the Summer Campout the chapter has not been involved in any events in the last few months. Mainly because there are so many great events held within the chapter and in other areas of the state that I really don't think I should be competing with them with chapter events.

Up and Coming Events:

The nightmare in Preston event is set for Saturday October 28th 2017 starting at 4:30pm. Our theme is going to be Carnevil again this year. This is the only year that we have ever repeated a theme and next year it will be completely different theme so if you wanted to come last year this year will be the last chance with the Carnevil theme.

We are still looking for volunteers for the event, if you are interested please contact me. If you know someone that you think might be interested please pass the following information on to them:

If you would like to volunteer with the Nightmare in Preston Event we would love to hear from you. Have you always wanted to do a haunted house well, we're looking for interested parties to take part in the mini-haunt walk through. All it takes is a portable canopy, some black plastic to enclose the sides and whatever you think is scary inside. This year we will have the venue the day before and after the event to allow for more time for set up and take down.

We will have the day BEFORE the event to decorate the hall and build the mini haunt. We would love the help making the hall scary.

We will have the hall the day AFTER the event to take down the decorations, the mini haunt and final clean up. If you can come help out with this let us know.

Additionally, on the day of the event:

#1 One or Two people willing to come in early and help us with the final touches. Duties might include setup tables and chairs, decorating.

#2. One or two People willing to stay after the event to help with simple clean up. Duties might include folding up and putting away tables and chairs, cleaning up the potluck area.

If you would like to Volunteer for one or more of the available positions please contact SirKarp, Thank you

.
Though not a geocaching.com listed event we have tentatively planned to have the Hearse parked in Duvall during the towns trick or treat event. Besides handing out candy we will also be handing out WSGA branded geocaching information cards to those interested in geocaching, and/or the club.

Additional Events in the works:

Earlier in the summer a local cacher and WSGA member Kirkgirls approached me about holding a joint puzzle solving class. As of this writing the tentative dates are a weekend date mid-November, at either the Redmond, or Woodinville library so planning is well under way.

Tentatively speaking we are looking at holding another Krampus day event in the south sound in early December.

The annual Puget Sound Chapter Holiday Party is scheduled for January 20, 2018 at the Maple Valley Community Club again this year, funds permitted for the rental. Like most of you we have found our chapter to have fewer members this year vs. last year resulting a smaller allotment to work with.

That is all I have at this time.

Meeting was adjourned by Princess Trouble at 8:13 pm