

## Board Meeting Minutes Buffalo Orienteering Club

Date: 11/5/2020, via Zoom

Present: Jennifer Borowicz, Linc Blaisdell, Dave Cady, Rod Cameron, Henry Davis, Lynne DePasquale, Greg Hyatt, Dave Reeves, Rob Reeves

- The group reviewed & approved the 9/1/2020 board meeting minutes.
- Past Events Report
  - Sprague Brook solo event, 9/5-9/13
    - Greg reported doing both courses and that he enjoyed the event. Results posted.
  - Sardinia Score-O, 10/3-10/12
    - Lynne reported the event went well. Results posted.
    - Phil picked up the controls.
    - Differing amount of downloads were received for each page of the map
- Standing Committee Reports
  - Mapping
    - Dave has started work on the Sprague Brook map update
      - Dave is going about two days per week
      - Significant changes to the map
      - New LIDAR is very helpful
    - Greg mentioned a Facebook Group called Western New York Hikes and said that he has seen many posts about Franklin Gulf Park. Rob pointed out that the county built a new large parking lot at the southern section.
      - Rod to consider mapping Franklin Gulf next year.
  - Finance
    - Henry reported outstanding invoices for Gear For Adventure
    - **Greg changed the treasurer email forwarding to Henry's orienteering email address**
  - Map Hikes
    - Greg reported same sales as of this time last year through Hyatt's
    - Phil reported Gear for Adventure has sold more than last year
    - **Rob reported that Phil will be implementing a vetting process for all Map Hikes next year. This may delay the availability somewhat. Veters needed.**
  - Website & Communications
    - **Jennifer changed WP Engine email to the treasurer email address so that Henry will receive our payment receipts from the website hosting service.**
  - Membership
    - Rob discussed a downward trend in membership in our club and nationwide
    - Current membership is 45 total (27 single, 18 family)
    - **Rob to send out email reminders in December to renew for next year and ask Jane to follow up with postcards.**
  - Equipment
    - Nothing new to report

- Marketing
  - Discussion of members carrying the new Club business cards to pass out to interested parties.
    - **Henry to mail business cards and rack cards if desired to meeting attendees**
  - **Linc and Dave to coordinate purchasing rack card holders.**
  - Lynne willing to take on some marketing responsibilities. Rob to continue managing social media.
- Old Business
  - Cazenovia Park Photo-O
    - Dave sent draft Photo-O to board members
    - Ready to use although can add some info to the info sheet
    - Discussion of how to implement
      - Decided to make available as a free download. **Dave to send final version to Jennifer for posting and email blast.**
      - Participants can submit completions to Dave for a certificate
      - Rob spoke with the Buffalo Olmsted Parks Conservancy about promoting the Photo-O and they are willing to share it on their social media.
      - Rob also spoke to Conservancy about willingness to share Delaware Park Adventure. **Rob to confirm with Conservancy.**
      - **Dave Reeves to vet Photo-O**
      - Discussion of webinar training and introducing Delaware Park Adventure & Photo-O - **Rob to pursue in the spring and Lynne offered to help**
  - Club Historical Documents
    - Jennifer reported that the documents are now posted on website under the Club Info menu.
    - **Rob to contact Phil to see if he has additional documents that can be scanned**
    - Discussion of old newsletters & the story of club they tell
      - **Dave to ask Barb if she would be interested in compiling a history of the Club in a timeline or narrative format.**
  - Chestnut Ridge permanent course map
    - No update at this time
  - Emery Park permanent course
    - Phil and Mark found all of the old controls
    - Due to intersection with Frisbee golf course, the location may no longer be desirable. **Action plan needed.**
  - Website search engine optimization
    - **Jennifer to reach out to Brett to see if he is interested in providing a quote**
  - WNY Land Conservancy Mossy Point property
    - Henry discussed when contacting WNY Conservancy, what we'd like to communicate to them. Discussion of asking WNY Conservancy:
      - can we map their property and use for orienteering

- would they allow off-trail hiking
  - Ellicottville Map Hike/Permanent Course
    - Greg discussed idea for a Clue-O in the Spruce Lake area
    - Participants navigate to points and complete phrases
    - Semi-permanent course, sell to Holiday Valley and normal map hike sale routes
    - **Greg to follow up with Holiday Valley to see if they would support it**
  - Google Ads
    - Rob proposed purchasing a paid search ad to help drive traffic to the website and Map Hike sales
    - **Board approved Rob spending \$50 on Google Ads in spring**
  - Allegany mini-ROGAINE
    - Might need new map
    - 6 hour event, possibly in place of EAR for 2022
    - **Dave to discuss with Jackie & Doug**
    - **Dave to contact park about possibility of holding event in August 2022**
- New Business
  - OUSA Annual General Meeting
    - Dave & Rob attended via Zoom
    - Some clubs are doing in-person events following COVID policies. We may need to take a closer look when we plan our spring events
    - Discussion of using EventReg next year for in-person or solo events
      - Currently free for clubs to use for local events.
      - For solo events, we could send link to the map after payment
      - Downside for use with traditional events – registration has to close at some point prior to event and then communication between registrar and meet director needs to occur
      - No day-of event registration, at least during COVID times
      - Greg states no problem using EventReg for all our events next year
    - Youth mapping program
      - If a school would like their property mapped, OUSA grant can provide the money and a mapper.
      - Rob thought that Stella Niagara Education Park might be a good candidate for use with their outdoor education program, with the added benefit of mapping the adjacent public Stella Niagara Preserve.
    - Rob mentioned that another Club worked with an Eagle Scout candidate to make an orienteering map as an Eagle project.
    - Touched on smart phone and QR code orienteering. **Volunteer needed to explore this further.**
  - OUSA Basic Orienteering Online Curriculum
    - Available to OUSA members for free and non-members for a fee
  - 2021 BFLO Annual Meeting
    - Date set for April 17, 2021
    - **Jennifer to put on website**
  - Overlap of geocaching & orienteering

- Dave Reeves suggested a way to tap into geocaching to promote orienteering
  - Suggestion to create a multi-cache that would incorporate a map.
  - **Dave to look into possible locations and implementation.**
- Nature View Park
  - Dave Reeves discussed possibility of mapping Nature View Park in Amherst
  - Discussion of topography and lack of features
  - **Dave Cady to set up a mapping committee meeting to discuss options for future maps.**
- 2021 BFLO Event Schedule
  - Discussion tabled until next board meeting.
- Next board meeting, **January 12<sup>th</sup> via Zoom** (possible date change forthcoming due to Lynne's availability)