

Board Meeting Minutes Buffalo Orienteering Club

Date: 1/12/2021, via Zoom

Present: Linc Blaisdell, *Jennifer Borowicz, Rod Cameron, David Cady, Henry Davis, Lynne DePasquale, Greg Hyatt, Doug Kennedy, Dave Reeves, Rob Reeves, Phil Wolfling*

**Board members in italics*

*Action items in bold

- The group reviewed & approved the 11/5/2020 board meeting minutes.
- Upcoming Events
 - Annual Meeting, 4/17 – Discussion tabled until the March board meeting.
- Standing Committee Reports
 - Mapping
 - Dave reported that the Sprague Brook map update is paused due to snow cover.
 - Dave has scheduled a mapping committee meeting for Feb. 12th with Phil, Jackie, Rod and Dave Reeves.
 - **Rob to set up the Zoom meeting.**
 - Rob suggested inviting the Club membership to attend if interested.
 - Focus on creating a process for evaluating and prioritizing new mapping locations and to review the suggestions received from the Club survey.
 - Rob mentioned that a new road was constructed at Camp Schoellkopf recently.
 - Dave suggested holding a “intro to mapping” workshop.
 - **Rod to complete some updates to the Knox Farm map. Jackie to transfer her OCAD license to Rod.**
 - Finance
 - Henry reported that there is one outstanding Map Hike invoice due.
 - Henry presented an 8-year financial comparison. Overall revenue was about half of previous years in 2020 due to canceled meets because of the pandemic. Expenses were lower overall. 2020 total net revenue was \$924.42.
 - Discussion on map and map hike sales and how they are accounted for. **Henry to explore the feasibility of tracking map hike sales by park in 2021.** Jennifer updated the website so that the treasurer email address will receive emails of map hike sales received through the Club website.
 - Map Hikes
 - Phil noted that Emery, Hunters Creek, and Sardinia have the 2021 controls markers up already. **Rob to post a warning to the Facebook Group that the potential exists to encounter “extra” controls in the woods.**
 - Mike Lyons has vetted the 2021 Emery and Hunters Creek control locations. Sardinia has been vetted by Patty and Walt. **Dave Reeves volunteered to vet Chestnut Ridge in the spring. Phil to vet Knox Farm. A volunteer is needed to vet Sprague Brook.**

- Phil proposed keeping the 2020 courses active until April. No objections from the group. **Jennifer to update the website and send an email about the extended map hike window. Rob to post to the Facebook Group.**
 - **Lynne willing to try working with Phil on designing the 2022 Emery map hike course.**
- Website & Communications
 - Discussion on the “bot spam” we have been receiving from the website membership form.
 - Discussion on identifying a backup volunteer website administrator or freelance professional.
 - Discussion on engaging with a professional to conduct a search engine optimization process for our website.
- Membership
 - Rob reported that there are currently 27 single and 21 family Club memberships.
 - Rob sent out email reminders to memberships that have expired in 2019 and 2020. **Rob to follow up with Jane Brennan regarding sending postcard reminders in the spring.**
- Equipment
 - Phil reported that most of the equipment is currently stored in his garage.
- Marketing
 - **Henry to mail some of the rack cards and business cards to Dave.**
 - Dave reported that he ordered and has received 18 plastic rack card holders.
 - Board members and other interested Club members are asked to identify some locations within the community and in parks where we can seek permission to place cards and holders, as well as to periodically check to see if they need replenishing. **Lynne to track the list of places where rack cards are to be located and who is responsible for maintaining them.**
 - 474 people follow the Club Facebook Page (443 likes). Post typically receive around 75 views, though this number can go up considerably when there are shares and likes.
 - There are 359 members of the Map Hikes Facebook Group. Posts typically receive over 100 views. An increase in conversations between members in the Group has been noted in recent months.
 - It is not known how many of the same people are included in both the Facebook Page and Group counts. Rob continues to administer both accounts.
 - There are 100 followers of the Club Twitter account, though Rob reports that his posts there are very infrequent.
- Ellicottville Adventure Run
 - The website has been updated with the 2021 save-the-date information. Greg suggests moving forward and making a decision by the end of June about whether or not the event can be held.
- Youth Programs

- Phil has completed online form and submitted the total of \$268.50 to Henry for payment to OUSA. The fee is only based on Club membership numbers for 2020 since we did not have any events that charged a fee.
- Club Volunteers webpage
 - Rob reported that website has been updated with a current list of Club standing committees and volunteers.
- Google Forms survey
 - Rob reported that we have received 72 survey submission so far and he reviewed the results with the group.
- Strategic Planning
 - Rob would like to form a temporary subcommittee to review the survey results, form club goals and consider volunteer succession planning, with a goal of submitting a report the Board by the end of the year. **Please contact Rob if you are interested in this project.**
- WNY Hiking Group
 - Dave reported that one of the leaders of the group contacted him to express his appreciation for our Map Hikes.
 - **Rob to come up with a proposal on how our groups might be able to collaborate on an event or training session in 2021.**
- Lake Shore School District program
 - Rob reported that he was contacted by a physical education teacher who would like to incorporate orienteering training for a staff development day on January 29th. Rob proposed a one-hour “intro to orienteering” Zoom session with their teachers for a rate of \$50, payable to the Club member who conducts the session. The group would then travel to Chestnut Ridge Park to complete the permanent course on their own. **Please contact Rob if you are interested in conducting the Zoom session.**
- 2021 Meet Schedule
 - Greg led a discussion of in-person, solo and hybrid possibilities for conducting the 2021 season and reviewed the tentative schedule of meet locations, dates and meet directors. Henry, Peter, Greg, Phil and Lynne have agreed to serve as meet directors again.
 - Trail run discussion tabled.
 - Learn & Practice events not discussed.
 - Buffalo Map Adventure not discussed.
 - **Dave to reach out to ROC to see if they have a draft schedule to review.**
 - Possibility of adding a summer event at Knox Farm was discussed.
 - Discussion on whether to use OUSA EventReg to charge for access to solo event map downloads if we hold them in 2021.
 - Further discussion and decisions on the above matters tabled until the next meeting.
- **Next board meeting set for March 12, 2021. Rob to send out Zoom invite and agenda.**