

Board Meeting Minutes Buffalo Orienteering Club

Date: 3/12/2021, via Zoom

Present: Jennifer Borowicz, Dave Cady, Henry Davis, Lynne DePasquale, Greg Hyatt, Dave Reeves, Rob Reeves, Phil Wolfling

- The group reviewed and approved the minutes from the 1/12/21 meeting with a note that the equipment is Phil's basement, not a garage, so there are no problems with the compasses freezing.
- Upcoming Events
 - Annual Meeting, 4/17
 - 10 am via Zoom
 - **Rob to set up the Zoom invite**
 - **Jennifer to send email with Zoom link**
 - **Rob to create a Facebook event**
 - Agenda
 - Treasurer's report from Henry
 - Mapping report from Dave
 - Marketing report from Lynne
 - Map Hike report from Phil
 - State of Club report from Rob
 - 2021 Schedule review and volunteer needs
 - **Rob to compile the 2020 Map Hike Results from Phil**
 - **Rob to contact Linc about certificates for Map Hike finishers**
 - Rob asked for ideas on a fun, online orienteering related activity that could be conducted at the meeting.
 - Standing Committee Reports
 - Mapping
 - Dave reported that the Mapping Committee met on 2/12.
 - The committee revised the list of future areas to consider mapping and posted the document to the Club Google Drive at <https://drive.google.com/file/d/1K2nlfOSfQNsPT4Zc74GCggMWCiGXElqN/view?usp=sharing>
 - The committee established a scoring system to use in prioritizing future mapping projects
 - Next meeting set for 4/9
 - Goal to come up with three priority areas to visit
 - Sprague Brook updates might be able to be done by the end of summer
 - Finance
 - Henry reported that some new memberships have been received since the beginning of year
 - One outstanding invoice from 2020

- Map Hikes
 - Rob suggested that the online order and paper form links be temporarily removed from the website until the 2021 Map Hikes are ready for sale.
 - **Jennifer to remove the links and add a note of explanation**
 - **Greg to remove the 2020 Map Hike kits from Hyatt's inventory**
 - **Phil to contact Gear for Adventure about returning unsold kits**
 - Rob discussed offering a percentage off discount, rather than the current dollar amount discount, to prior year Map Hike finishers so that the discount could be applied through the online ordering system.
 - **Jennifer to check on how to do this**
 - *In a subsequent email to the board, Rob proposed the following. The motion passed.*
 - 5 or 6 courses complete = 25% off a Map Hike order
 - 4 complete = 15% off
 - 3 complete = 10% off
 - **Method needed to communicate the discount code to the finishers**
 - Phil reported that 2020 controls staying in place until end of April
 - Phil proposed printing QR codes to place on controls that would lead to a web page with links to the course instructions and control descriptions. **Phil to follow up with Jennifer.**
 - 2021 Map Hikes status
 - Sardinia controls out and vetted
 - Emery and Hunters Creek controls out and vetted
 - Chestnut Ridge and Knox aren't up yet but Phil has volunteers lined up to vet
 - Sprague Brook controls might be up but need someone to vet. **Rob to talk to Mike Lance about possibility of vetting Sprague Brook**
 - Phil proposed increasing the shipping charge for Map Hikes to a \$3.00 flat rate from the current \$2.00. The motion passed unanimously.
 - **Rob to update paper order form**
 - **Jennifer to put new order form on website and update the online shipping charge**
 - Rob proposed that current Club members receive a 15% discount on Map Hikes ordered through club website. The motion passed unanimously.
 - **Jennifer to create the coupon code**
 - **Rob to send out email to all current members with the coupon code**
 - **Jennifer to mention discount in an email to the general list**
- Website & Communications – no report
- Membership
 - Rob reported that there are 40 total current memberships, 17 family and 23 single, with several new memberships not added to the Google Sheet yet.
- Marketing
 - Lynne led a discussion of possible locations to place the Club brochures.
 - Requests for additional brochures can be made to Henry.

- Ellicottville Adventure Run
 - Greg reported that the event page on website is up to date
 - Covid protocols are on the website
 - Online registration open
 - Vetting of ribbons to occur in June. **Greg to send out vetting email at appropriate time**
 - **Rob to create Facebook event**

- Old Business
 - Club History/Archives
 - Barb Cady volunteered to go through old newsletters to determine possible history/highlights
 - Holiday Valley Clue-O - tabled
 - 2022 mini-ROGAINE - tabled
 - Geocache
 - Dave Reeves reported that he will have an update at the next meeting
 - Search engine optimization - tabled
 - WNY Hiking Challenge
 - Rob contacted the organizer and is awaiting response
 - Chestnut Ridge permanent course
 - Dave Cady created a new color course map with a legend and instruction sheet.
 - **Dave to visit the site in the spring to field check the area and make additional map updates.**
 - A QR code that links to the map will be posted to the kiosk board at the park
 - Emery permanent course
 - Phil reported that he hopes to begin the project of redoing the course later this year.
 - Lake Shore School District program
 - Dave Reeves provided a Zoom “intro to orienteering” session for physical education teachers on 1/29
 - Henry has submitted the \$50 invoice to the school district and will be making a \$50 honorarium to Dave for his time.
 - Strategic planning
 - Rob reported that he did not receive sufficient interest in order to move forward with this
 - Survey results
 - Dave Reeves volunteered to draft a letter to the respondents who indicated that they would be willing to volunteer and invite them to the annual meeting.
 - Buffalo Map Adventure - tabled

- New Business
 - Unexpected Donation
 - Henry read the letter received with a recent \$500 donation to the Club.
 - Tax-Exempt Status

- **Rob to follow up with the lawyer. Dave Cady offered to be the point of contact with the lawyer going forward.**
 - 2020 Start Totals
 - Rob shared the 2016-2020 meet report totals. Total starts for the five 2020 Solo events is estimated at 61.
 - Cattaraugus County contact
 - Rob discussed his phone conversation with the a representative from the county asking for volunteers from outdoors group in establishing a new hiking area near Perry, NY.
 - **Rob to send email to Jennifer to send out in a club email**
 - 2021 Schedule/Events format
 - The group made several changes to Greg's draft schedule
 - Discussion of solo vs. in person events
 - Rob proposed holding in-person events with no on-site registration and no refreshments if meet directors and start/finish volunteers are willing
 - **Phil to check with county to see if in-person events would be allowed this spring**
 - If in person events allowed, meet directors will determine if event will be solo or in-person
 - **Jennifer to update website with the approved schedule. Descriptions to be updated as necessary.**
 - **Phil to submit insurance certificate requests to OUSA**
 - **Rob to contact Linc about possibilities for holding Learn and Practice events this year**
- Next board meeting set for May 7th via Zoom