

Board Meeting Minutes
Buffalo Orienteering Club
5/2/2023, 7:00pm via Zoom

In attendance: Dave Cady, Peter Weber (non-voting), Steve Daly, Phil Wolfing, Rob Reeves, Gregory Hyatt (non-voting), Henry Davis, Rod Cameron, Dave Reeves (non-voting), Lynne DePasquale

The Board approved the 3/7/2023 board meeting minutes and reviewed outstanding action items. The following action items were identified:

- **Phil to visit map printer in person to discuss charging the Club for map printing**
- **Phil to finish mailing the 2021 and 2022 map hike completion stickers**
- **Phil to provide a map hike kit cost analysis to the Board for review**
- Map hike sales. A brief discussion was held regarding map hikes sales.
 - Phil reported that 160 maps had been returned to him (i.e. maps that were printed but never used). **Phil to provide a breakdown to Henry and Rob.**
 - With respect to map hike sales, Greg Hyatt noted that the Club is selling a lot more maps online, which is affecting maps sold by Hyatts. When Hyatts runs low on maps, they are typically overordering as they try to estimate 2-3 months' worth of maps and the estimates are usually off. Phil noted that smaller orders are easier to fulfill on a timely basis by the Club.

Past Events

- Annual Meeting, 4/15
 - Rob Reeves provided the following report from the Annual meeting:
 - The event was a success, and the Board agreed that it was a success even though there was no corresponding orienteering activity.
 - Phil reported that it was a rush to get everything ready for the map hike sales and proposed pushing the annual meeting in the future to late April.
- Cherry Blossom Challenge, 4/30
 - Dave Cady provided the following report from the Cherry Blossom Challenge:
 - Attendance was disappointing this year, which was likely driven by the poor weather forecast. The weather the day of the event ended up being better than forecasted.
 - 42 pre-registered, with 7 no-shows. There were 35 in attendance total with 19 starts (some groups)

- There was some confusion among those registering regarding the registration fees for 11 and 12 year olds, members vs. non-members.
- Dave used race bibs as a backup to record starts and finishes. It led to some confusion for some.
- One participant ran across the expressway during the event. Dave and the Board discussed different precautions that might be taken in the future to minimize the likelihood of this occurring in the future, such as having controls on each side of the pedestrian bridge.

Upcoming Events

- Rob provided the following reminders to meet directors:
 - Meet directors should send event registration list to Jennifer (she adds them to mailchimp email list)
 - Meet directors should also send event registration list to Rob or the then-designated membership coordinator, who should compare the persons who registered as members against membership list.

- Emery Park Meet, 5/20
 - Rod Cameron, meet director, provided the following overview of the Emery Park Meet:
 - Event is planned out
 - Peter will vet
 - Registration is open
 - Rod plans to handle introduction for any 1st time orienteers

- Rademacher Park Score-O, 6/17 Peter Weber
 - Peter Weber, meet director, provided the following overview of the Rademacher Park (Hunter's Creek) Score-O:
 - Three-hour Score-O, with 25 controls
 - New parking lot, plans to use northern parking lot for the meet
 - Phil has the permit
 - Peter needs a porta-potty for June 17
 - **Henry to investigate whether the Club was invoiced previously by the company we used to use for this service**
 - Needs volunteers and will reach out to those on volunteer list

- Chestnut Ridge Park Meet, 7/16
 - Henry Davis, meet director, provided the following overview of the Chestnut Ridge Park meet:
 - Henry has started to design the course

- Shelter is rented
- Ellicottville Adventure Run, 8/26 Greg Hyatt
 - Greg Hyatt, meet director, provided the following overview of the Ellicottville Adventure Run:
 - Planning on 40 controls. Many have been ribboned already.
 - All mapped
 - Patty and Doug are helping
 - Henry and Steve will do the vetting
 - Will get other volunteers lined up later this summer.
 - Greg is open to ideas on marketing. He will reach out to Pittsburgh/Cleveland orienteer groups. This event is on the OUSA calendar.

Standing Committee Reports

- Mapping Dave Cady
 - Dave and Rod weren't able to connect about field checking the map for Camp Allegany and Dave completed it himself.
 - Allegany Park Maps. A discussion was had over a potential future update to the Allegany Park State Maps.
 - A concern was raised as to whether NYS would allow the Club to prepare an updated map that would be sold for commercial purposes. The Board agreed that they would want permission first from NYS before proceeding with any map update.
 - Updated Delaware Park Adventure Map (permanent course). The revisions have been sent to Jennifer.
 - Cazenovia (photo-o) – Phil completed the course recently and has some updates for Dave to consider.
 - Emery Park (clue-o's from pervious annual meetings). **Rob to ask Jennifer to remove these from the website.**
- Finance Henry Davis
 - Henry provided the Board with the following update regarding potentially buying high-yield Certificates of Deposit:
 - Henry has identified a couple different potential options for consideration:
 - Remain at Citizens Bank and buy CD's elsewhere. At this time, Citizens Bank does not offer competitive rates.
 - Take all of the Club's business somewhere else with more competitive rates, with CDs and checking accounts

- **Henry will identify 2-3 proposals for the Board to consider at the next Board meeting.**

- o Map Hikes Phil Wolfling
 - Phil is in the process of taking down the old controls at Chestnut Ridge
 - Phil has provided Hyatts and Gear for Adventure with 2023 maps

- o Website/Communications Jennifer Borowicz/Steve Daly
 - Steve reported on the status of the website redesign, noting that it remains a work in progress. He intends to rope in Jennifer to assist with the update.

- o Membership Rob Reeves
 - Rob reported that the Club currently has 51 single and 22 family members

- o Marketing Lynne DePasquale
 - Lynne DePasquale provided the following update on Club marketing:
 - The Club has initiated its Google Ad Campaign, and has now run two campaigns.
 - The first went live on April 8, 2023 and included ads for the Cherry Blossom Challenge.
 - Another ad campaign was set up for the Emery Park event.
 - \$250 budget for first two events, which came to roughly \$46/month.
 - The Club received “Impressions” of 5,250
 - 125 clicks from the ads and clicked on the link
 - Largest generator of clicks from Youtube
 - Rob suggested that, moving forward, exclude in the ad campaign “Buffalo Orienteering Club” from the google search, as people running this search are already looking for the Club.
 - Lynne asked that meet directors ask any new orienteers how they found out about us. Some recent new participants have mentioned hearing about the Club’s events on Facebook.

Old Business

- o Learn & Practice events Rob Reeves
 - Planning a learn and practice event at Chestnut Ridge on Wed. June 28
 - Lynne and Linc to help with the event

- Some discussion was held whether to use Event Reg or a more streamlined option for this event, such as a GoogleDoc.
- Will need to write up an event description and provide it to Jennifer
- o Map licensing Steve Daly
 - Steve sent a proposed licensing agreement to Bruce Morrison for his consideration for licensing the Club's maps besides Cazenovia.
- o New website Steve Daly
 - See update above
- o Masters Championships Dave Cady
 - The Club asked for permission to use synthetic paper maps and received a lot of feedback. The Club is allowed to use synthetic paper but needs to provide map cases for people that want to use them.
 - Registrations are starting to come in but it is anticipated that there will be a rush of registrations in August/early September.
 - The Club will need to divvy up proceeds of the event 50/50 with the ROC Club.
 - Dave to consider reaching out to Visit Buffalo/Niagara as a way to assist with promoting the event in the region.
 - Dave anticipates the need to buy some equipment for the Masters Championship including new road signs, table and signs, etc.
- o Rack card update Dave Cady
 - As there are hundreds of rack cards still needing to be used, the Club will revisit this item in approximately a year.
- o Equipment inventory Rod Cameron
 - Rod reported that 100% of the gear is at Phil's house
 - Rod has assembled some inventory info from Linc
- o Camp Scouthaven map Phil Wolfling—no update
- o Allegany Nature Pilgrimage program Rob Reeves
 - Rebecca Wightman and Kathy Carrier have developed and intro to orienteering course to be offered at the event

New Business

- Rob speaking at Adirondack Mountain Club Niagara Frontier Chapter, to provide overview of orienteering
 - Anticipates offering a \$5 discount code for a future Club event
- Paper meet registration form for walk-in attendees
 - **Dave Cady to handle updating the form and waiver**
 - Name
 - Address
 - Phone number
 - Email
 - Course/race
 - Remove info about car make/model

- Club Grill. Doug is currently fixing the grill so it will not be available for the time being for Club events.
- Water for Club Events. A discussion was held among the Board about whether to stick to bottles of water (a COVID protocol) or return to big tubs with paper cups.
 - The Jugs are in Phil's garage (2 of them)
 - The Board agreed to leave it to meet directors for each individual event.
- Electronics volunteers
 - Dave emailed a proposed schedule to the current volunteers to cover the 2023 events
- OUSA Rules document
 - Rob noted that OUSA has materials about the rules for course design that are very in-depth.
 - **Steve to create an executive summary of OUSA rules for course design for course designers and meet directors**
 - Rod to circulate a summary course setting guide
 - The Board also discussed preparing a "course design best practices," a separate document to assist course designers and meet directors as they are preparing a course design.

Set July board meeting date & location

- The Board set the July Board meeting in person at Henry Davis's House on Sat. July 22nd, starting at noon