

Buffalo Orienteering Club – Board Meeting Minutes
3/24/2024
Dave Cady's Residence

Attendees:

Dave Cady; Henry Davis; Rob Reeves; Jennifer Borowicz (non-voting); Steve Daly; Phil Wolfling;
Lynne DePasquale (remote)

Action items in bold

- The Board approved the 1/16/2024 board meeting minutes and reviewed the outstanding action items
 - **Phil targeting to have map hike cost analysis completed by the next Board meeting.**
 - **Lynne to reach out to Greg Hyatt about ideas to fix the broken control placard at the Chestnut Ridge permanent course.**
 - Henry/Dave have purchased 7 new control boxes for the Club.
 - Allegany State Park Maps
 - A discussion was held regarding whether to prepare an updated Allegany State Park map. Dave Cady reported that it would be a significant task to update and field check the State Park map and he does not view it as central to the Club's mission. The Board agreed and will let the map go out of print. There are about 200 maps left to be sold.
 - Steve to remain contact for Allegany State Park map sales after his term on the Board ends.
 - **Steve to prepare short summary of guidelines regarding conflict of interest best practices for Board's consideration by next Board meeting.**
 - **Rob Reeves to circulate among members of the Board instructions on how to join the OUSA ClubNet Google Group.**
- Past Events Review
 - Cazenovia Park Score-O, 2/25 - Lynne DePasquale
 - Lynne provided the following report for the Board:
 - 24 individuals registered and participated
 - There were additional online registrants who did not appear for event
 - The event was made free for registrants in light of new City of Buffalo permitting requirements. The Club lost an estimated \$62 hosting this event.
 - Several new volunteers assisted with the event, as Lynne had reached out via email to Club members that had previously expressed a willingness to volunteer. Several individuals responded to the inquiry and may be available to assist with future events.

- The facility was excellent for the check-in location (The Show at Shea's Seneca.)
 - A technical issue had arisen with the results page. **Phil to send a revised pdf to Jennifer for posting on the Club website.**
- Upcoming Events
 - Chestnut Ridge Solo Event, 4/12-4/24 - Phil Wolfling
 - Locations are vetted
 - The event will be similar to a map hike
 - The event is free
 - Annual Meeting, 4/20 - Rob Reeves
 - A discussion was held among the board regarding the assignment of duties for the upcoming annual meeting, including the assigning of reports (State of Club, Treasurer's Report, Mapping Report), food preparations, and other tasks.
 - **Henry to obtain 2 gift cards (\$25 per card) from Gear For Adventure for the map hike finisher prize drawing**
 - Phil to lead orienteering activity (details to be determined)
 - Phil to sell map hikes
 - Cherry Blossom Challenge, 4/27 - Dave Cady
 - Dave provided the following update:
 - There are new challenges in securing approval from the City for events, including the \$200 fee requirement and other challenges.
 - Dave is going to remove the shorter white course and offer Score-O as an option instead.
 - Air punching and Livelox will be synced for the event. Air punching will be available for those with an air puncher.
 - The Buffalo History Museum will allow check-in closer to the museum.
 - Discussion on Google / Facebook Ad Campaign
 - Lynne moving forward with a Google Ad
 - **Rob to also pursue a \$25 Facebook ad**
 - Burmaster Park Learn & Practice event, 5/19 - Rob Reeves
 - Phil / Rob Reeves to work together on the planning and design for this event
 - Considering walk around course (3 point learn and practice; white course).
 - Dave Cady volunteered to instruct / Rob can assist with instruction
 - The event may be paired with the Scout event on the same weekend
 - Chestnut Ridge meet, 6/15 - Henry Davis
 - Rented a shelter. **Henry to confirm which shelter was reserved and notify Phil.**
 - Planning is otherwise in the beginning stages
 - Emery Park meet, 7/21 Rod Cameron
 - **Henry to reach out to Rod about renting a shelter (cc Phil for permitting purpose)**
- Standing Committee Reports
 - Mapping - Dave Cady
 - Dave provided the following mapping update:

- Dave will need to work on mapping the Buff State campus for the national event planned for next year.
- Ellicottville - Dave is considering the preparation of a ROGAINE-style map for 2025.
- Chestnut Ridge is the next priority for a map update.
- o Finance - Henry Davis
 - Henry provided the following finance report:
 - Club completed requisite filing with IRS tax form
 - The Club is moving along on transition to Charles Schwab. Submitted paperwork to open a new account. **Henry to provide an update regarding status of banking transition at next Board meeting.**
 - Henry noted that the Schwab account would need to be updated if Club officers changed. (President, Secretary, Treasurer).
- o Map Hikes - Phil Wolfling
 - **Phil reported that he needs to pull any leftover map hikes from Gear for Adventure/Hyatts**
 - New map hikes to be sold at annual meeting
- o Website Jennifer Borowicz/Steve Daly
 - Jennifer and Steve provided an update on the new website.
 - The current plan is to continue using the existing website for the time being, as finalizing new website will involve additional training and a learning curve. The new website project will be put on hold for the time being.
- o Membership - Rob Reeves
 - Rob reported that 31 lapsed Club memberships have not renewed so far this year.
 - Currently 60 total paid members for 2024 and beyond. (15 individuals and 45 family.)
- o Marketing - Lynne DePasquale
 - Lynne provided the following marketing update:
 - Lynne reported that, over the past year and with the Board's permission, she had spent \$261.11 in total on an online Google ad campaign for the Club. The ads had generated clicks as reflected in our total spend on the ad campaign, but it was difficult to assess the larger success of the ad campaign because the Club website does not track conversations from clicks.
 - A discussion was held regarding whether to continue the campaign, and it was agreed that we would suspend the campaign for now, while using targeted Google ads for specific events such as the upcoming Cherry Blossom event.
- o Equipment - Phil Wolfling
 - Rob reported that Greg is currently in possession of one of the Club EZ-Up tents.

- Dave reported that he has ordered the start clock. The purchase (approximately \$600) was approved at the last board meeting using funds earned from the Masters Championships event.
 - Nominating - Greg Hyatt
 - Lynne provided an update on behalf of the Nominating Committee:
 - The nominating committee is looking to find someone to fill one open board seat
 - There is no current recommendation for a nomination for this board seat
 - **The committee has identified several individuals who might be interested and intends to reach out shortly on this item**
 - Training - vacant
 - No training chair has yet been identified
- Old Business
 - Scout Orienteering Camporee, 5/18 - Rob Reeves
 - To be held same weekend as the Learn and Practice event referenced above. Simon Wolfling has volunteered to run electronic timing at the event and Phil were serve as the course consultant. The board previously approved lending Club equipment to the WNY Scout Council at no charge.
 - 2024 Allegany ROGAINE - Greg Hyatt
 - The Board discussed the current planning for the potential ROGAINE event at Allegany. Several board members had additional questions about the potential event and what was being planned, and it was agreed that the Board would reach out to Tom Rycroft/Greg Hyatt for some additional information and discussion.
 - 2025 National Ranking Event - Dave Cady
 - Dave provided a report for the Board regarding the status of planning for the national ranking event planned for next year in Delaware Park/Buff State.
 - Burmaster Park permanent course - Dave Reeves
 - **Rob to follow up with Dave Reeves regarding status and path forward of Burmaster permanent course.**
 - Emery Park permanent course - Phil Wolfling
 - Phil has finished the course design for the new Emery permanent course.
 - **Phil to reach out to Erie County for approval.**
 - The Board agreed that removing the old scout permanent course should be part of the plan for installing the new course.
 - Club jerseys - Henry Davis
 - Henry provided a report on the different options for offering new club jerseys.
 - After discussion among the Board regarding the different options (Champion Systems and Bryzos), it was agreed that the Club would move forward with a new order with Bryzos. **Henry to put together an order form and offered to take orders at the annual meeting.**
 - Livelox - Dave Cady
 - **Dave to reach out to potential volunteers to see if someone would be willing to assist with promoting Livelox usage at meets within the Club.**

- New Business
 - Erie County Forestry Plan Update – Dave Cady
 - Dave attended Erie County Forestry Dept public meeting regarding updating Forest Mgmt Plan. Stakeholders have a separate meeting and Club will participate in those moving forward.
 - Buffalo History Museum – Dave Cady
 - Dave reported on his recent meeting with the Executive Director of the museum and some potential possibilities for future collaboration.
 - Iroquois School District contact – Rob Reeves
 - Rob reported on his discussion with a physical education teacher from the district about possible ways to provide training and assistance updating a pre-existing orienteering map of their campus.
- Set May board meeting date
 - Next meeting set for Tuesday, May 21st at Henry's house