



Orientering USA
Board of Directors Meeting
Online Conference Call
July 19, 2017 8:00pm - 9:30pm EST

Attendance

Board members:

1. Kris Beecroft
2. Alex Jospe
3. Lee Todd
4. Bob Forgrave
5. Ian Smith
6. Barb Bryant
7. Charlie Bleau
8. Peter Goodwin
9. Pat Meehan
10. Tom Strat
11. Boris Granovski

OUSA members:

Andrea Schneider (MNOC)
Philip Westover (MNOC)
Sandy Fillebrown (DVOA)

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Summary

1. [Minutes of June 16, 2017](#) were approved.
2. NEOC was awarded the 2018 IS/IC Championship event
3. Peter Goodwin will produce two mapping workshops a year. He is hoping to arrange workshops at one or both of the A meets at Rochester NY (Sept) and QOC (Nov). He will provide a list of professional orienteering map service providers to attendees. Peter Goodwin and Ian Smith will collect information from clubs who have consulted lawyers about bringing foreign mappers to the USA to map.
4. The website team has selected a platform (Wix) and did a prototype for the first website upgrade, for WCOC. The team will perform website upgrades using newly created templates for any interested clubs, using allocated funds for the migration.
5. Bob Forgrave proposed Slack as a collaboration platform for sharing best practices from clubs. He is in the process of testing it.
6. The one-day convention will take place on November 10th prior to the QOC meet, in Northern Virginia, from 10am to 6pm. \$750 was allocated by the Board to pay for the venue.

7. Kris Beecroft continues to work on finding people to take on Greg Lennon's responsibilities.
8. We are seeking candidates for two open Board positions.

Supplementary Materials

Minutes

Minutes of last meeting were approved

Welcome to our guests, Andrea and Philip.

Kris summarized the minutes of June 19, 2017:

- Greg Lennon stepped down as VP of Clubs
- Bob Forgrave is the new VP of Clubs
- Alex Jospe (VP of Competition) presented the junior coaching proposal
- Pat Meehan (VP of Finance) gave an update on our finances
 - We are working with CPAs to improve our processes
 - We voted to move to an online accounting system
- \$10,000 was allotted to the mapping project
- Ian Smith presented website tools for clubs
- Peter Goodwin and Alex Jospe reported that planning for the 2018 ski-O world cup and masters champs is going well
- Ian Smith discussed the proposed one-day convention

Ian Smith moved to approve the minutes. Boris seconded. There was no further discussion. All were in favor of approving the minutes.

Orienteering USA Finances

Pat presented the OUSA finances. He started by showing the current balance sheet (assets and liabilities), in the old format. He then showed the Excel figures that he has generated from the same underlying transaction data, but with restricted and board designated amounts clearly separated.

Currently we have \$43,894.98 in unrestricted, non-board-designated cash.

Pat agreed to provide a report that explicitly shows how we are doing against our goal of building up operating reserves.

Pat walked us through his projections through the end of the year. He feels they are conservative. He estimated dues based on past years. We are heading in the right direction.

Pat shared the spreadsheet with us by email after the meeting; it is included as an attachment to these minutes.

Pat was asked whether there had been any progress in speaking with the accountant. Pat hasn't had time to do yet, but will reach out to him.

2018 World Cup Ski-O

Alex Jospe, VP Competition, updated the Board on progress in preparing this event. The final contract has been signed, and fees finalized. They will use Eventor.

The Long Distance Masters Nationals will be named after Scott Pleban. Alex requested that if anyone has thoughts or memories to add to the bulletin, to please send them to the organizing committee.

The event hosts are super excited. They have nearly sold out their rooms, and registration is not yet open. They have volunteers lined up to help. There are promising leads for services, and on-site vendors. The organizing committee is having regular calls.

Alex requested that Board members go ahead and do any publicity that they can think of, certainly within your own clubs. All are welcome at this meet.

The New England Ski Association is doing some publicity.

They will be making courses available for junior skiers.

50th anniversary project updates

Mapping project

Peter Goodwin presented progress on the mapping project

- More than 12 people are willing to present workshops
- He may organize workshops on the Friday before the Rochester A meet, and also at the convention in the Washington DC area in November.
- One session will be on how to work with LIDAR data, including how to see what it is before you download it.

Discussion:

- Alex suggested providing workshop attendees with a list of professionals who can do different parts of the map preparation, such as LIDAR data processing, for a fee. Peter said he was happy to do so. He also said it is easier to do it now than it was five years ago, and that OCAD 12 has some capabilities to do this. Alex said that does not always work well. (I was not clear on whether Peter would be doing the research to get these professionals' names or whether he was expecting the professionals to contact him.)
- Ian asked about the plan for offering clinics. Peter said that he would work on a regional basis, and that there would be a subsidy for people who are traveling to attend the clinics. His goal is 2 workshops a year.
- Boris asked about ongoing support, after the workshop, for those who attended. Peter said that the workshop teachers were also asked to be mentors. Boris asked if they would be paid for their time. Peter said that they might volunteer, and it might not be a large amount of time; he gave the example of course consultants who volunteer and have a great time doing so. However, if someone is doing a whole lot and their work is valuable, then we may need to compensate them so that they don't burn out.
- Ian stated that, as with all of the 50th anniversary funds, it is important to quantify the outcome. It is important for us to know for people attending the clinics, and how many maps are made as a result of this effort. Peter said he would assume that we will track these things.

- Boris asked about the overall vision: are we trying to move away from hiring professional mappers, and instead have mapping done by volunteers?
 - Peter replied that there are problems getting professional mappers; there are few in the USA, and bringing foreign mappers here is difficult because of visa issues.
 - Boris asked whether OUSA could provide visas for mappers.
 - Peter stated that he talked to someone in the US State Department who said that it was hard because you would be in competition with tech companies and that it is hard to get just one visa.
 - Ian said that some OUSA clubs have sought legal counsel on bringing in mappers, and it would be useful to get and share that information with all the clubs. NEOC is one example; they consulted a lawyer and found a legal way to work with a mapper. Peter said that maybe we should designate someone such as Ian to gather this information.
 - Barb offered an additional possibility: she said that Navigation Games will be bringing European orienteers to the USA this fall to help with local orienteering projects; they will volunteer their time, but it is legal to pay their expenses such as travel costs, room and board. This is very attractive to some talented orienteering experts.
 - Charlie pointed out that there is a page with mappers services on OUSA website. Steve Smurthway from the UK is listed; he did the last LAOC map for an A meet.

Website technology

Boris Granovski and Ian Smith presented.

The team changed their approach, because the original plan, starting from a User Experience survey and analysis, and implementation on the WordPress platform, was too expensive.

They consulted with Philip Westover of MNOC who was involved in redesigning the MNOC website. The platform is Wix, a “wysiwyg” editor, which obviates the need for a professional web developer. It is easy to change the form and content without doing any programming or working with raw HTML.

Philip created an overview of orienteering club website design with Wix: <https://youtu.be/gFjlcA5viYE>

They are working with a couple of the clubs who were interested in being early adopters, and need help with their website. They started with WCOC, which was in the most dire straits. Philip spent several hours to create a prototype for their new website using Wix and a template similar to the one currently used by MNO, and they are happy with it in preliminary discussions.

Below are screenshots showing the old website on the right, and the new website on the left. The new website is easy to use and attractive. Multiple people can edit it.

The screenshot displays two versions of the Western Connecticut Orienteering Club website. On the left is a Wix website template, and on the right is the actual website content.

Wix Website Template (Left):

- Navigation: Home, Events, Results, Orienteering 101, Membership, Links
- Header: Western Connecticut Orienteering Club
- Main Content:
 - Welcome to Orienteering**: A sport for Families, Hikers, and Endurance Athletes.
 - It's Recreation**: Walking an orienteering course can be a lot like going for a walk. With map and compass in hand, find your way to checkpoints on the orienteering course. You can stay on the trail through the woods. We supply the map and course, but you get to each of the checkpoints. On your way, explore off-trail and find remnants of old cellar holes, new fishing spots, and you've never seen.
 - It's also a Sport**: Orienteering is also a competitive sport. Those who take the approach go around the course as quickly as they can. So on your route while running or walking fast, it's a challenge that requires using your head as well as your legs. Whether your way of keeping fit while having fun.
 - It's for People of All Ages**: Orienteering is an activity you can still do as you get older. Youngsters too, with their families, in groups or on their own.
- Buttons: Orienteering 101, Upcoming Events, Race Results
- Footer: Copyright © 2017 Western Connecticut Orienteering Club

Actual Website Content (Right):

- Header: Western Connecticut Orienteering Club
- Image: 3D cube logo with text "Home Center", "Map Center", "Compass Center", "Map Center", "Compass Center"
- Text: Richard DeWitt, Department of Philosophy, Fairfield University, rdewitt@fairfield.edu
- Text: The views expressed here are those of the faculty author and do not necessarily represent those of Fairfield University or its affiliates.
- Links:
 - [WCOC Current Schedule](#), including the what, when, and where for this season.
 - [Results of WCOC Meets.](#)
 - [Directions to WCOC Meets.](#)
 - [Hudson Valley Orienteering Schedule.](#)
 - [A-Meet Calendar](#). List of nationally sanctioned events across the country.
 - [Why Join WCOC?](#), and how to do it.
 - [Further Information](#). What is orienteering, how the meets work, fees, etc.
 - [Attack Point](#). Good place for discussions of orienteering meets, training, and a variety of topics related to orienteering.
 - [Send E-Mail to WCOC](#). Send us a note.
 - [Ridgefield H3 Home Page](#). Like running through the woods? Try hashing.
 - [Orienteering USA Home Page](#). Web site for the national organization, with links to other orienteering clubs, and further information on orienteering.
- Footer: The Western Connecticut Orienteering Club is a nonprofit, 501(c)(3) organization. Donations qualify as charitable contributions.

Alex asked about back end integration of event management, results, the larger database to house american orienteers? Will Wix allow for that integration down the road?

Ian said that it would. Wix is focused on the front end, making it easy to upgrade and use. It is a good starting point for clubs. He talked about the two remaining open problems: (1) content, messaging, and (2) underlying databases for events, results, membership.

In response to Alex's concern that we really want to give the clubs something they can use for a while going forward, Ian and Boris had several responses. They are working with the early adopters to test it, and will make sure they can integrate as needed with a database. Moreover, we are starting with clubs whose current website is made from HTML from the mid-1990s, or a Meetup page. This is an incremental approach; we will not work with the clubs that have a well-functioning website until we get into the other, content-based, services, like events and results.

The website team recommends that clubs using the Wix solution consider training a junior. Their team can guide a club through the migration (which should not take more than about 10 hours from an expert paid from the 50th Anniversary Fund) and answer questions. Maintaining the website is not an extensive role.

In the survey of clubs, they got 20 responses; 12 were planning to upgrade their websites in 2017 or 2018; 16 or 20 were interested in either using or learning more about the Wix template. So there is a lot of interest.

The reasons that the website team recommends getting a junior to maintain the website include: (1) they are less expensive; (2) it is easy to maintain; (3) it takes a relatively small amount of time; (4) it is a good way to get juniors involved; (5) it is easy to learn so a transition to another person from time to time would not be a problem.

It was agreed in discussion that the website team should go ahead and use the allocated money as they see best to advance the service to clubs. They now plan to use the money for a Wix coach.

Ian: there is \$6k of fund left. Some used for website template. But can ask for it in September. Kris there is another leg which is land access.

Kris and others stated that the website looks very nice, and thanked Philip for stepping forward to help with this project.

Other 50th Anniversary Fund projects

Kris stated that we are putting the 50th Anniversary Fund to good use for mapping, website and marketing. She suggested we think about what we can do about land access, which was another goal of the campaign.

Kris summarized the money that has been allocated.

\$10,000	mapping
\$14,700	marketing
\$ 1,000	web template
\$25,700	total

We have not yet spent any of this money.

Marketing

Bob Forgrave presented.

Bob emphasized that the first step is to ensure that clubs are “newcomer ready”; this needs to be clear to all.

Bob has focused on finding a platform to allow collaboration in collecting content from many clubs. The content includes information about what has worked, what hasn't, and handbook type information for different aspects of running a club and putting on programs. After looking at a number of possible solutions, Bob settled on Slack with an add-in to allow not just conversations but also documents to be stored. He is in the process of getting it up and running.

Ian asked about the AdWords SEO program. Bob said that we can't proceed with that until the clubs are newcomer ready.

Bob proposed creating a good press release around National Orienteering Day, with multi-media, and sending traffic to the strong web pages that will come out of the website effort. There was some question about the timing (NOD is in September). Another option would be to aim at World Orienteering Day 2018.

Convention

Ian Smith presented on the 1-day convention.

Ian sent out a [document](#) prior to the meeting. He presented the plan, which includes:

- Relative short talks in a plenary session, 15-30 minutes. (Think TED talks) Pitch your idea; encourage follow-up
- Encourage clubs to talk to each other and share information.
- Live broadcast, with videos posted on YouTube
- Proposes moving the date to Friday November 10th prior to QOC's USA Classic Championships. This is likely to attract more attendance.
- Venue: North Virginia Community College, 15 min from Reagan airport.
- Time: 10am to 6pm (can fly in that morning)
- There will be a moderator for each session

Discussion

- Consider having parallel tracks.
- Length of the presentations; ability to talk with people later and follow up -- the presentations as the start of a conversation instead of the whole conversation.
- Lunch and dinner allowing further discussion
- Get media waivers from presenters; Charlie can share the Extreme-O waivers with Ian.
- Work with QOC on registration and advertising

Vote to allocate \$750 for the venue

- Ian asked for \$750 to pay for the venue. A vote was taken; all were in favor with one exception: Barb Bryant voted against it.

NEOC's bid for IS/IC Championships was approved

NEOC received sanctioning from the Sanctioning Committee for an A event the last weekend of April, 2018. They also applied for Interscholastics/Intercollegiate Championships.

Discussion

- No other club has expressed interest in hosting this event; the Committee did not solicit additional bids.
- Alex Jospe would like to call this Junior Nationals in accordance with the Sports Working Group proposal; we will address that with the Board at a later time and can change the name if the Board approves it.
- A chase start was originally proposed; however, the sanctioning committee was opposed to it. Bud O'Leary, the meet director, clarified that there will NOT be a chase start for the Interscholastics or Intercollegiate races, but there will be one for the other competitors. The IS/IC starts will obey rule A36.4.1: a two-minute start, and A36.4.2, a minimum six-minute separation for students from the same school.
- NEOC has permission from the Mount Tom trustees in the form of an email.

??? moved to award NEOC the 2018 IS/IC Championships

Boris seconded the motion.

The motion passed with all present voting in favor.

Other topics

Boris asked about reassigning Greg Lennon's prior duties.

Kris reported that Bill Jameson, who recently moved to South Carolina, will take on the NEON database. We need someone to take on the website. Pat Meehan will take on PayPal. We need people for the GoDaddy account (includes our email accounts), the domain router, Cafe Press, and Wufu for forms.

Charlie Bleau and Tom Strat will be stepping down from the Board. We are seeking candidates. Boris will put something into the newsletter asking for candidates.

Kris has recruited volunteers to handle the AGM election.