

OUSA Board of Directors Meeting
April 28, 2018
Northampton, MA

ATTENDEES

Present: Kris Beecroft, Pres.
Alex Jospe, VP Competition
Barb Bryant, VP Youth Initiatives
Bob Forgrave, VP Clubs
Peter Goodwin, Director
Lee Todd, Director

Calling In: Ian Smith, Director
Nate Ohrwashcal, Director
Greg Lennon, Director

Absent: Pat Meehan, VP Finance
William Jameson, Secretary
Clare Durand, Director

AGENDA

3:00 pm Opening of Meeting
3:02 Approval of minutes from March 22 meeting
3:05 Finances and Current State – Pat Meehan
3:45 Updates on:
 WOC and JWOC Team Preparation – Alex Jospe
 Mapping Program – Peter Goodwin
 Social Media Coordinator – Kris Beecroft
4:05 Website Upgrade and Redesign – Kris Beecroft and Bob Forgrave
4:15 Facebook Promo Program – Bob Forgrave
4:30 Discussion Items:
 Lack of Championship Events
 AGM, Convention? and Elections
 World Orienteering Day – Barb Bryant
5:00 End of Meeting

3:00 pm Opening of Meeting

3:06 Approval of minutes from March 22 meeting

Summary of minutes: Voted on BAOC bid. Talked about sponsorship. Talked about supporting member club. Approved Lost Arrow to be a supporting member.
Alex moved, Bob seconded
None opposed.

3:09 Finances and Current State – Pat Meehan

Pat was not available due to family emergency.
Kris: The transition is still underway. We are still working on developing and documenting new financial processes (e.g., who should get the initial requests; who should it be passed

to). There is a Google Finance Team Drive where the documents are housed and access to this drive is restricted. The basics are working -- we're paying people and getting in money, but have to fine tune the processes. There was also a lot that had to be done behind the scenes, like changing the bank account, setting up a new wire transfer process, getting Pat and Sandy trained, etc.

Kris asks Greg: last two things going into our bank account: Dharma Merchant Services and AuthorizeNet. The latter has moved to the new bank. Greg will look into it if given the BOA statement.

Our donations did not come in to the amount we budgeted. We need to adjust our budget.

Sandy is waiting on a couple of the rechartering. Between regular clubs and supporting members, the total rechartering will be close to \$86,000.

Now that chartering is done, the teams will need money to pay for the summer travel.

Barb: Junior Team is operating in the dark - the monthly reports have not been available.

Greg: could we ask for a May 1st update?

Kris says that the teams should have a rough idea of what they have.

Sandy: any income that the teams have received is documented in a spreadsheet that the teams have access to. Sandy doesn't handle check requests. Have to work out a way to get both sets of information into the same place.

Kris: she'll check with Pat.

My question: if we have budget, what approval do we need to get to actually spend it?

Answer: none.

3:23

Updates on:

WOC and JWOC Team Preparation – Alex Jospe

JWOC team trials were in CA. We have JWOC team plus alternates.

Junior coaches are planning three weeks in Europe doing the junior trip.

Next year, the big training trip will be in the USA.

We got a good report from Greg - will send it to BoardNet.

WOC team will be selected at team trials Memorial Day weekend, May 25-28, in Westchester County. This is the last year where WOC is both forest and sprint combined.

WUOC team will be selected this weekend at Jr Nationals. That is being done by petition to Linda, but also based on the results at this race. Sandy: there may be slots that are automatic based on results this event.

Kris asks about NAO. There has been some chatter about accommodations and so on, on the team. It is very expensive for some people to fly there.

3:27pm

Mapping Program – Peter Goodwin

There have been/will be three workshops: One at Rochester in the fall, one associated with Quantico meet, and one in the works for Laramie this summer.

The workshops have been tool agnostic: use LIDAR or detailed base map and aerial photos and map boards and pencils. Whatever medium you end up having, you still have to look at the terrain and figure out what to put on the map.

At Laramie, there is no LIDAR. Will use Mikell's detailed base maps.

There is an area W of Laramie with LIDAR, kind of far, done for beetle studies.

That will be run by Clare Durand and Bill Cusworth.

Kris: will you have these until you run out of money?

Peter: have only spent \$1800 so far. There has been a request to have one down in the GA area. If you held one out in CA would you get anyone to come? Presently we are doing them in different areas.

Kris: maybe we could ask clubs if they want one.

Barb: would like a map making program for schools.

Peter: possible to do, some people would do for free. Need local field checking. Need to be sure that we aren't taking money away from professional mappers.

Peter has been working on using LIDAR in OCAD 11/12. Has a presentation on how to do that. Working with Jim Arsenault. He has added some nice things. It's in the last editorial stages and then will post it. OCAD 11/12 doesn't produce as good LIDAR as Kartapallautin, but OCAD 2018 has better contours. 3 years of the subscription is < OCAD 12.

It will be posted on the website. Possibly also on the Google Drive.

Social Media Coordinator – Kris Beecroft

Greg Ahlswede contacted Kris. He would like to use one of the juniors to be the junior social media person. They will put it on their resume as additional activities.

Kris asked whether the same junior or another could coordinate for OUSA. Janet is doing a yeoman's job trying to keep up with it.

Who will supervise the content? Kris said Greg said the content would be supervised.

What about knowing how to "do" social media properly - get advice from Kathleen Lennon?

Will they do Facebook and Twitter and Instagram and - what else?

Peter Goodwin: there are some situations you have to be careful.

Kathleen ran a FB admin groups, and gave tutorials to people interested in learning more.

It's a closed group; anyone can look at that group.

Greg: that was very club-oriented to target increased attendance. That might be a different goal than OUSA. That's an issue for OUSA that should be addressed. It's separate from clubs and social media. What Bob is doing relates to clubs, but what you're talking about is something different.

Team social media is a better model than club social media.

Alex - it's important to think about the goal. Exposure for orienteering? Targeting audience to come to local meet? Exposure for OUSA? Need to have a clear idea of what they are trying to achieve.

Alex will help Greg direct the junior.

Ian: while devising a strategy would be valuable, any social media presence is better than none.

Kris and Alex: we do have some now.

Ian: I know, but more would be better.

Greg: social media doesn't take time only but also budget. Maybe the junior doesn't know enough to ask for it. But if boosting posts and trying things, they need a budget. As a board, we shouldn't approve a person unless named. Kris: we're not asking for approval; we are discussing this proposal. Greg: recommend considering a budget. Kris will talk to Greg Ahlswede more about it.

3:49 Website Upgrade and Redesign – Kris Beecroft and Bob Forgrave

Bob presents.

The first website project is an attempt to fill in the holes temporarily.

There is a lot of outdated content. The platform is difficult to update. And we haven't had a program to update it over time.

We have a project called the Facelift Project. The goal is to change the home page without getting into the navigation structure, so that nothing is broken. It's current; it promotes some things that we have going on, and it will hold us throughout the summer as we work on a larger system of what works long term. Maybe we want to use a different content management system. We are on a version of Drupal that is no longer supported.

Currently it looks as though orienteering is for elites. We want to emphasize welcoming newcomers, information on how to get started, how to find your local club. And some info on more advanced navigators - how to get better. There are some good videos out there. We didn't find a WOD specific video, but there is a great video for O in Schools, and some intro to orienteering videos with good production value.

Broken links will be fixed or removed.

The Board reviewed an interface that is proposed.

Discussion about content...

Want the header to be welcoming and understandable.

There will be a section about improving your navigation skills.

Alex: opportunity for a members only section. Handbooks, videos, etc.

4:15 pm Facebook Promo Program – Bob Forgrave

Bob presenting again

Is there value in sharing info at club level across clubs?

If you see exciting activity in orienteering, does sharing that info help?

Took some of the 50th Anniv money, and hired someone who specializes in online social media marketing. Had clubs self-identify in wanting to work on sample project, and share posts across clubs.

Long Island, MN, Columbia Riv, Gold Country, NavX

NAVX was already sophisticated with their FB marketing. Can we ramp that up?

Started the program in the beginning of March. Shows graph of number of people reached with posts.

Peter: how many of these turn into people showing up at meets? Bob says it takes months and multiple views. This is planned as a 6 month trial. The end result should be an increase in attendance. The clubs are monitoring. Are you having the clubs track who is coming because they saw it in FB? No. We assume that a spike in attendance would be related to this.

Greg asks about controlling for seasonality. Concerned that there may be a positive effect that you may not see due to seasons.

4:13 pm WOD

Action item tracking for background check, coaching certification, and safesport.

Greg: WOD - registered QOC's event. Appears to be no way to put in a link to the website that gives you information about the event.

Make entries for WOD more informational?

Barb - create OUSA web page about WOD.

4:30 pm Discussion Items:

Lack of Championship Events

We don't have Masters or SML champs this year.
Kris will talk to Jeff Saeger about Masters championships.
Kris talked to several clubs - it doesn't fit into clubs' schedules.
Alex is interested to talking to clubs

Quality orienteering with course consultant input
Bibs

Advanced publicity

Have an arena (finish line, finish chute, live results, food, arrives, space to hang out)

It was hard to get a sprint venue for team trials.

Is SML still the right format for national championship?

DVOA helped with the upcoming Westchester event; trying to find a forest venue that also has close sprint venue could be part of the issue. Also has to be a three day event - hard on volunteers.

Discussion about separating Sprint and forest. Should we change the weekend to Middle and Long, both individual championships, and move the Sprint champs to a completely different event? Maybe make it part of a Sprint training camp (e.g., Boston, San Fran, Vancouver, etc.)

Kris will put something in the next newsletter.

4:49 AGM, Convention? and Elections

AGM will be in Laramie. There is a meeting room.

Glen and Janet planning to go, and could help out with checking in. Need the information.

Sandy will figure out how to do the votes.

Convention at the AGM? Ian?

Ian - would like to do it again. Barb helped out. Reach out to clubs and find people who want to talk about things. Pull something for next newsletter.

Adjourned 4:54pm