

**MRPC Marketing Committee  
Geocaching Subcommittee Meeting Notes  
Conference Call  
October 23, 2007**

Teleconference participants:

Anna Grizzle—Arkansas

Nancy Clark—Arkansas

Jana Greenbaum—Arkansas

Alice Burke—Iowa

Jean Lunde—Wisconsin

Holly Cain—Illinois

1. Review call information from National Geocaching contact

Following an Arkansas MRPC meeting where they discussed the geocaching project, a story appeared, possibly in the Forrest City Newspaper. This story got the attention of the national geocaching organization, Ground Speak because they were unaware of the project. The National Office has left several messages to discuss the project with them without any returned call. Nancy Clark is having a meeting with them October 31<sup>st</sup>. We will ask them if this will be the largest geocaching event in USA.

2. How long should the event take place?

The event is going to begin January 1<sup>st</sup> and run until the Annual Meeting in Iowa, September 25-28, 2008. At the Annual Meeting, we will strive to launch a new contest involving geocaching.

The group will look for contests and events to run during the length of the contest with an emphasis on the 70<sup>th</sup> Anniversary. Small and frequent contests and events will keep the geocaching community engaged throughout the year and encourage repeat trips and more lengthy visits along the 10-states.

3. Identify cache locations (7 caches in 10 states)

The group decided to set up a minimum of 7 new caches as part of the project. Most of the states are shooting for 10 new caches. Each state is going to try and place caches in a variety of counties and communities along the GRR. The cache should feature historic or educational themes. The states will strive for a variety of difficulty levels. The caches should help to educate travelers about the 70<sup>th</sup> Anniversary of Great River Road as well as the significance of the MRPC and the region. Each state will provide their locations and story to the National Office by **November 9<sup>th</sup>**. A list of all the caches will be distributed before the next conference call for review. The National Office will format them so each cache material looks similar.

4. Use existing geocaches? ([www.geocaching.com/seek/](http://www.geocaching.com/seek/) and type in area zip codes)

On the website pages the National Office creates for the campaign, we will list a feature to show how many existing geocaches already exist in the area. By showing how many are already there, we can encourage geocachers that a trip to the area is worthwhile. We will also look at putting together contests and events that incorporate these existing caches.

5. Obtain assistance from local geocaching groups

The National Office recommends creating a local geocaching committee for assistance in launching the campaign and selecting locations for the new caches. The National Office will create a press release that each state can use to get information to local geocachers about the project and seeking their input. This information should also be posted on area forums and solicit cooperation (Google search for forums or <http://forums.groundspeak.com/GC/index.php?s=fd6ae82afe3e8ed24fbb861a7f004c55&showforum=50>)

6. Cache material, prizes, GPS rental options, sponsors

Each area is responsible for their cache materials (examples):

Stickers:

<http://shop.groundspeak.com/productDetail.cfm?CategoryID=10&ProductID=59>

Cache containers (Ammo boxes, Tupperware piece, Sippy Cups, creative envelopes)

<http://www.usmilitarysurplus.com/surpluscatalog/default.php?cPath=82&sort=4a>

Cache materials (novelties): [www.orientaltrading.com](http://www.orientaltrading.com)

At the next Executive Committee meeting, we will put on the agenda whether we can obtain sponsors for this campaign (Jana in Arkansas has volunteered to solicit sponsors). Also, we will ask if a state can't afford their own cache materials, can the National MRPC support them.

Possible sponsors include a GPS sponsor such as Garmin, businesses interested in renting GPS units, an oil company, and Tupperware.

Each state should look for giveaways, prizes, and packages to use as awards.

7. Set deadlines to set caches and meeting dates

At the next meeting we will begin discussing event and contest ideas to take place during the campaign as well as review the locations for the new caches. **The next conference call is set for 10am, November 14, 2007.**