

Hidden Valleys, Inc.

11:00 am Board Meeting

January 18, 2017

Wednesday

**Richland County Courthouse  
County Board Room – 3rd floor  
Richland Center, WI**

The meeting was called to order by President Bernie Arena at 11:03 a.m.

Board members present: Bob Boyle, Sandy Williams, Bob Scallon, Kersten 'Rocky' Rocksvold, Mary Rae, Paul Fredrickson. Absent or excused: Ron Benish, Joe Fisher, Marie Sersch, Harvey Kubly and Gary Peters. Sales representatives: Lon Arbegust

**WELCOME & INTRODUCTIONS**

**MINUTES**

Motion by Rocky to accept the minutes of the November 16, 2016 meeting as presented. Seconded by Paul. Motion carried.

**TREASURER'S REPORT**

Sandy will look at separating Grant County dues from the amount due to be the featured county when giving the treasurer's report. Bob S. made a motion to accept the treasurer's report and place it on file for audit. Second by Mary. Motion carried.

**OFFICE MANAGER'S REPORT**

Sandy contacted WRJC radio on how they would like to handle who contacts them. Any county may contact WRJC directly or contact Sandy at the Hidden Valleys office to set up the radio spots. Please let Sandy know either way in order to help keep track of the number of radio spots used. Events should be determined by each county.

Sandy also passed around the signup sheet for bringing treats for the upcoming meetings in 2017. She also passed around a Facebook update for Hidden Valleys weekly statistics noting that the numbers are up. Thank you to sales person Lon Arbegust for placing many events on Facebook. This helps to promote not only the Hidden Valleys region but also many businesses holding events.

**PRESIDENT'S REPORT / EXECUTIVE REPORT**

Bernie reported on the executive committee meeting which focused on the 40<sup>th</sup> anniversary celebration. Addresses from Vernon, Richland, and Crawford, are still needed to send out a save the date/invitations. A mailing will go out by February 1<sup>st</sup>. An actual invitation will be mailed at a later date. The 40<sup>th</sup> celebration will be Wednesday May 17, 2017 at the White House in Richland Center. It will be noted on the invitation to please share any history of Hidden Valleys at the event.

Bernie mentioned Hidden Valleys is looking for a new sales person for Green County. Paul asked for a job description and will look into possibilities.

**NEW BUSINESS:**

There was discussion as to whether or not to keep the current savings account. Rocky made a motion to keep the savings account as is. Second was made by Sandy. Motion carried.

Copies of 2017 guides were available for everyone in attendance. Any issues or changes with the guide for next year should be sent to the Hidden Valleys office.

Bernie asked if anyone would be interested in working any of the 2017 trade shows. There are 3 shows currently that could use workers. LaCrosse Boat, Sports, Travel, RV & Hunting Show in LaCrosse, Tri State Home Show in Dubuque, Iowa, and Milwaukee Journal Sentinel Sports Show in Milwaukee. It was noted that Joe Fisher is willing to work any of the shows.

#### REMARKS / CONCERNS

Bernie noted that one of the items on the February agenda will be to go over the advertising contracts to possibly remove the smallest ad size. Input received was that the smallest ads are very hard to read.

Bob B. brought an obituary for long time Hidden Valleys Board Member Bob Thomas. His funeral will take place Saturday, January 21<sup>st</sup>.

Rocky made a motion to adjourn at 12:03 p.m. Seconded by Bob B. Motion carried.

Minutes taken by Sandy Williams, Acting Secretary

Next scheduled meeting February 15, 2017 in Richland County.