

Hidden Valleys, Inc.

11:00 am Board Meeting

February 15, 2017

Wednesday

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

The meeting was called to order by President Bernie Arena at 11:00 a.m.

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

WELCOME & INTRODUCTIONS

MINUTES

Motion by Mary to accept the minutes of the January 18, 2017 meeting as presented. Seconded by Paul. Motion carried.

TREASURER'S REPORT

Sandy will look at purchasing a new copy machine as previously budgeted. Joe made a motion to accept the treasurer's report and place it on file for audit with correction to move prepaid envelope money out of supplies expense and into postage expense. Second by Gary. Motion carried.

OFFICE MANAGER'S REPORT

Sandy reminded everyone about the WRJC radio spots available to each county. She noted Green County sent in one recording to be read 11 times in June.

Sandy mentioned for all to start collecting event dates for the 2018 guide. She will send out reminders during the summer.

PRESIDENT'S REPORT / EXECUTIVE REPORT

Bernie reported that the La Crosse show had good attendance. Saturday was extremely busy. Many attendees were from Iowa and Minnesota. Thank you to Mary, Rocky and Joe for helping with the show. While working, questions came up about ATV trails and wild boar hunting in the Gays Mills area. Ten cases of guides were handed out. Hidden Valleys' goal is to attend the La Crosse Show every 3 years. Hidden Valleys will have a booth next month at the Tri-State Show in Dubuque, IA followed by the Milwaukee Journal Sentinel Sport Show and the Governor's Conference on Tourism both in Milwaukee.

There was discussion of Office Manager banked hours overage. Gary made a motion to increase Office Manager hours during September, October, and November to 25 hours per week for this year. This can be reviewed next year. Bob S. seconded the motion. Motion carried.

Bernie asked the board that if they knew of people who should be included in the 40th anniversary celebration, to please get their contact information into the Hidden Valleys' office in order to be included in the event. Around 85 "Save the Date" postcards have been mailed for the May 17, 2017 event. Bernie passed around a sample of the formal invitation with a return RSVP card. The meal cost was renegotiated to \$14 per person. Bernie agreed to emcee the program. The annual meeting will be followed by lunch and a speaker. There was an unexpected design charge of \$65 for the invitation and envelope design. Bernie provided a quote of \$129 to print 125 of the invitations. Postage will be extra.

Bernie asked the board for approval to go ahead with the design cost of \$65 and the printing cost of \$129. Bob B. made a motion to pay for design cost and the printing cost of the invitations for the 40th anniversary celebration. Second made by Bob S. Motion carried. The RSVP invitations will be mailed out in March.

There was a suggestion to put the invitation on the Hidden Valleys website as well as on Facebook. Bernie will put together a press release as well in order to help get the word out to all who have contributed to Hidden Valleys over the last 40 years. Current advertisers will receive an e-mail invitation.

NEW BUSINESS:

Print and graphic bid requests have been sent out. Sandy will bring bid information to the March meeting.

Lon spoke about his advertisers' reactions to their exposure on the Hidden Valleys Facebook page. He made note for board members to share this with their friends and invite them to follow it as well on Facebook. Lon offered the board a tour of the A.D. German Warehouse after the April meeting. This year is the 150th year celebration for Frank Lloyd Wright buildings.

There was discussion of removal of the smallest ad size. It was tabled to the March meeting.

There is an advertiser that has gone out of business. Hidden Valleys does not expect payment from the business for their 2016 ad of \$220. Paul made a motion to remove "The Bog" from the accounts receivable listing due to being uncollectable. Second by Mary. Motion carried.

REMARKS / CONCERNS

Possible other expenses were discussed for the 40th anniversary meeting. This will be put on the March agenda.

Joe noted that 19 pages of calendar of events are currently in the guide and should be looked at in order to reduce guide cost.

Bernie announced that effective May 31st this year, she will resign as president of Hidden Valleys.

Gary made a motion to adjourn at 12:19 p.m. Seconded by Paul. Motion carried.

Minutes taken by Kersten Rocksvold, Secretary.

Next scheduled meeting March 15, 2017 in Richland County.

Note: Only the full board will meet in March. There will be no executive board meeting.