

Hidden Valleys, Inc.

11:00 am Board Meeting

April 19, 2017

Wednesday

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

The meeting was called to order by President Bernie Arena at 11:05 a.m.

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

WELCOME & INTRODUCTIONS

MINUTES

Sandy went over the treasurers report. Motion by Bob B. to accept the minutes of the March 15, 2017 meeting as presented. Seconded by Mary. Motion carried.

TREASURER'S REPORT

Ron made a motion to accept the treasurer's report and place it on file for audit. Second by Joe. Motion carried.

OFFICE MANAGER'S REPORT

Sandy passed around tourism information. She reported the purchase of a new copy machine which was budgeted. Sandy asked if any counties wanted to host a meeting in August or September. She also mentioned she saw Hidden Valleys guides in various waiting rooms at the VA in Tomah.

PRESIDENT'S REPORT / EXECUTIVE REPORT

Bernie reiterated that May will be her last Hidden Valleys meeting. In June, Hidden Valleys will be electing someone to fill the president's position. Joe brought up concerns about this vacancy.

Bernie went over some of the expenses for the 40th celebration including the 19 paid reservations to date. There is an expectation for at least 30 people for attendance on May 17 for this event. People will have the opportunity to share their history with Hidden Valleys.

NEW BUSINESS:

Show updates included input from those who worked the various shows in La Crosse, Dubuque, and Milwaukee. The Governors Conference on Tourism and the Milwaukee Journal Sentinel Sports Show were both held in Milwaukee. Mary noted the importance of the guide at the La Crosse Show while Joe and Bernie reported that the attendance seemed down at the Milwaukee Show. Although it would be a board decision, Bernie recommended dropping the Milwaukee Show for 2018 and going to closer, less expensive shows. A possibility of partnering with other organizations could be of benefit to Hidden Valleys.

A motion was made by Joe to dispose of the old tri-fold booth and the popup booth setup. Second was made by Bob B. Motion carried. Bernie will try to sell the popup booth.

After discussion, a motion was made by Ron to hire La Crosse Graphics to print the 2018 Hidden Valleys guide. Second was made by Bob S. Motion carried.

Concerning graphics for the 2018 Hidden Valleys guide, Ron made a motion to allow Bernie and Sandy to meet directly with 50 Plus out of Hartland with a detailed contract for approval. If there is not an approval from 50 Plus, Towns and Associates will be the graphic designers for the 2018 guide. Second was made by Bob B. Motion carried. Noted; Harvey and Joe voted no.

A proposed budget was presented for 2017-2018 fiscal year. Ron made a motion to accept the proposed budget for the 2017-2018 fiscal year. Bob B seconded that motion. Motion carried.

REMARKS / CONCERNS

Mary made a motion to adjourn at 12:40 p.m. Seconded by Bob. B. Motion carried.

Minutes taken by Secretary 'Rocky'.

Next scheduled meeting May 17, 2017 in Richland County.