

Hidden Valleys, Inc.

11:00 am Board Meeting

June 21, 2017

Wednesday

Cottonwood Sports Bar

4716 Green River Rd

Fennimore, WI

The meeting was called to order by acting President Joe Fisher at 11:03 a.m.

Board members present: Bob Scallon, Kersten 'Rocky' Rocksvold, Bob Boyle, Sandy Williams, Mary Rae, Nodji Van Wychen, Harvey Kubly and Ron Benish. Absent or excused: Marie Sersch, Gary Peters, and Paul Fredrickson. Guests Grant Loy, Bob Keeney Grant County Chair, Randy Kirking, and Terri Groves.

Ron Benish made a motion to approve Joe Fisher as interim President for one year. Seconded by Bob B. Motion carried.

WELCOME & INTRODUCTIONS

MINUTES

Ron made a motion to accept the minutes of the May 17, 2017 meeting as presented. Seconded by Bob B. Motion carried.

TREASURER'S REPORT

Bob B. made a motion to accept the treasurer's report as presented without a profit and loss report and place it on file for audit. Second by Bob S. Motion carried.

OFFICE MANAGER'S REPORT

Sandy passed around comments that were sent into the office that can be used as testimonials. Sandy asked Ron about Iowa County hosting the September board meeting. He will check into it. Sandy reminded everyone about submitting their calendar of events for the 2018 guide by September 30th as well as any county map changes due August 1st.

Sandy will provide a link for all the board members to view the photos that were taken at the 40th anniversary. She asked for input as to which photos to use in the 2018 guide.

Concerning the radio spots for each county, only Monroe and Green County have completed all their radio spots. Vernon County has 7 radio spots each, still available. Crawford, Grant, Iowa, Juneau, Lafayette, and Richland counties each have 11 radio spots yet to be used. Contact Sandy for more information to utilize this free advertising for your county.

PRESIDENT'S/EXECUTIVE REPORT

Joe went over some of the items the executive committee discussed. Possible incentives for advertisers to purchase an inside or back cover page could include a web presence, distribution of advertiser's brochures at trade shows and an additional small ad in a county section. Inside cover and facing cover price changes will be put on the standing list. Joe will look into internships and trade partnerships.

NEW BUSINESS:

Transferring money from checking into saving has been tabled until the July meeting after reviewing an updated profit and loss report.

Discussion and review of Ad-Lit distributing Hidden Valleys guides concluded with putting this item on the standing list to revisit. There were suggestions to possibly purchase racks for advertisers for the Hidden Valleys guides or for incentives to sales people for distributing guides to other locations besides advertisers.

Hidden Valleys proposed 2018 shows at this point are Governors Conference in Appleton and Canocopia in Madison. The Cedar Falls, and Dubuque, IA shows are a possibility as well as returning to the Milwaukee Sport show. Joe will check with Dept of Tourism concerning where visitors travel from to get to SW Wisconsin.

REMARKS / CONCERNS

The new Green County sales person, Terri Groves, introduced herself.

Harvey mentioned that after the August meeting in Monroe, WI, a tour will be available at Minhas Brewery. There is a fee.

Ron made a motion to adjourn at 12:33 p.m. Seconded by Harvey. Motion carried.

Minutes taken by Kersten, acting Secretary

2017 Hidden Valleys scheduled meetings

July 19, 2017 in La Fayette County – Darlington Country Club, Darlington, WI

August 16, 2017 in Monroe County – Turner Hall, Monroe, WI

September 20, 2017 in Iowa County – Cooks Room, Dodgeville, WI

October 18, 2017 in Richland County - Courthouse, Richland Center, WI

November 15, 2017 in Richland County – Courthouse, Richland Center, WI