

Hidden Valleys, Inc.

11:00 am Board Meeting

July 19, 2017

Wednesday

Darlington Country Club

17098 Country Club Rd

Darlington, WI

The meeting was called to order by President Joe Fisher at 11:10 a.m.

Board members present: Bob Scallon, Kersten 'Rocky' Rocksvold, Bob Boyle, Sandy Williams, Mary Rae, Nodji Van Wychen, Harvey Kubly, Marie Sersch, Paul Fredrickson and Ron Benish. Absent: Gary Peters. Guests: Randy Kirking, Dave Anderson, Patty Kubly and Karen Rocksvold.

## WELCOME & INTRODUCTIONS

## MINUTES

Bob B. made a motion to accept the minutes of the June 21, 2017 meeting as presented. Seconded by Bob S. Motion carried.

## TREASURER'S REPORT

Harvey made a motion to approve the end of the 2017 fiscal year profit and loss report. Paul seconded it. Motion carried. Bob B. made a motion to accept the current treasurer's report and place it on file for audit. Seconded by Ron. Motion carried.

## OFFICE MANAGER'S REPORT

Reminders to get the following information into the office; calendar of events for the 2018 guide by September 30th, any county map changes by August 1st, and radio spot information by December 15th. Sandy made note that upon board consensus, minutes will no longer be included in meeting packets.

Sandy passed around the new layout of the centerfold map with the verbiage of 'Hidden Valleys' being displayed on the top left corner. Paul made a motion to implement the new version of the centerfold map with 'Hidden Valleys' on display on the top left corner. Ron seconded. Motion carried.

## PRESIDENT'S/EXECUTIVE REPORT

Joe is looking at various trade partners to help promote Hidden Valleys guide. The preference would be for sales people to sell inside cover pages. In doing so, Joe suggested incentives for advertisers to purchase these pages. Ron made a motion to approve a free web ad for any advertiser with the purchase of an inside cover page. Paul seconded. Motion carried.

Bob B. made a motion to budget a travel expense for the next fiscal year of \$50 for each sales person to deliver guides to non-advertisers upon receipt of a listing of locations, dates, and quantities delivered. Bob S. seconded. Motion carried.

Joe addressed the calendar events format for the 2018 guide. Paul made a motion to limit each event description, have a spreadsheet by county for review and include a disclaimer for calendar of events for the 2018 guide. Bob B. seconded. Motion carried.

## BOOK COUNT / SALES REPORT

Dave reported that Iowa County is down to 10 cases in storage and 4 cases in his vehicle. He will need more guides before fall. Almost all of Dave's existing advertisers were able to take advantage of the early bird discount. Randy has 10 cases of guides in both Grant County and La Fayette County. Randy also has several advertisers interested in receiving racks to display Hidden Valleys guides.

NEW BUSINESS:

Ron B. made a motion to transfer \$200 from checking into savings for a prudent reserve at the end of every fiscal year as funds allow. Bob S. seconded. Motion carried.

Harvey made a motion to attend the Eastern Iowa Sports Show in Cedar Falls in 2018. Ron seconded. Motion carried.

REMARKS / CONCERNS

Harvey mentioned a \$12 tour at Minhas Brewery would be available after the next board meeting. The tour will take about an hour.

Randy mentioned he would provide a new photo for the Adventuring into Hidden Valleys Driving Tour.

Bob B. made a motion to adjourn at 12:28 p.m. Seconded by Harvey. Motion carried.

Minutes taken by Kersten, acting Secretary

**2017 Hidden Valleys scheduled meetings**

**August 16, 2017 in Green 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**