

Hidden Valleys, Inc.

11:00 am Board Meeting

September 20, 2017

Wednesday

**The Cooks Room
138 North Iowa Street
Dodgeville, WI**

The meeting was called to order by President Joe Fisher at 11:02 a.m.

Board members present: Bob Scallon, Kersten 'Rocky' Rocksvold, Bob Boyle, Sandy Williams, Harvey Kubly, Marie Sersch, Paul Fredrickson. Absent: Ron Benish, Gary Peters, Mary Rae, and Nodji Van Wychen. Guests: Randy Kirking, Dave Anderson, Rob Wilson, Grant Loy, Patty Kubly, James Schneider, Robert Keeney, and Carol Larson

WELCOME & INTRODUCTIONS

MINUTES

Bob B. made a motion to accept the minutes of the August 16, 2017 meeting as presented. Seconded by Marie. Motion carried.

TREASURER'S REPORT

Bob B. made a motion to accept the current treasurer's report and place it on file for audit. Seconded by Paul. Motion carried.

OFFICE MANAGER'S REPORT

Reminders to get calendar of events for the 2018 guide, as well as the radio spots that are available for each county.

Sandy passed around 2 sample photo pages for the 40th celebration to be included in the 2018 guide.

PRESIDENT'S/EXECUTIVE REPORT

To help promote the Hidden Valleys guide, WATA is interested in continuing a partnership. The back cover and facing back cover are being looked into for advertisers while the back inside cover has been confirmed by Monroe County. Ideas were discussed to utilize any of the cover pages to promote Hidden Valleys social media or to showcase Hidden Valleys 40th anniversary celebration.

BOOK COUNT / SALES REPORT

Paul brought several cases of guides from Green County for distribution. Dave reported that Iowa County is down to 2 cases. Randy has 4 cases of guides in La Fayette County and 7 cases in Grant County. Carol may take some of the guides Paul brought. Rob may have 5 cases available after Cranfest. Randy noted he had more demand for centerfold maps.

NEW BUSINESS:

The board reviewed the number of guides distributed to each county over the past couple of years. Final adjustment of numbers for guides to each county will be determined at next months meeting upon review of guide distribution at upcoming festivals.

James Schneider from UW extension Grant County spoke about Grant County being the featured county and specifications regarding the cover and the back of the 4 page centerfold map. Suggestions and ideas were exchanged.

REMARKS / CONCERNS

Bob B. made a motion to adjourn at 11:47 p.m. Seconded by Bob S. Motion carried.

Minutes taken by Kersten, acting Secretary

2017 Hidden Valleys scheduled meetings

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

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