

Hidden Valleys, Inc.

11:00 am Board Meeting

October 18, 2017

Wednesday

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

The meeting was called to order by President Joe Fisher at 11:01 a.m.

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

#### WELCOME & INTRODUCTIONS

#### MINUTES

Mary Rae made a motion to accept the minutes of the September 20, 2017 meeting as presented. Seconded by Marie S. Motion carried.

#### TREASURER'S REPORT

Ron B. made a motion to accept the current treasurer's report and place it on file for audit. Seconded by Bob B. Motion carried. Sandy noted that by the beginning of next year anyone wanting to be on the audit committee please let Joe know.

#### OFFICE MANAGER'S REPORT

Everyone should have proofs for their county to go over and get corrections into the office by Oct 25<sup>th</sup>. Sandy also noted that there is an updated count for guide delivery to each county which can be adjusted if needed.

#### PRESIDENT'S & EXECUTIVE REPORT

Joe discussed the recommendation from the executive committee to have the inside facing cover and the back cover promoting Hidden Valleys featuring social media and a photo contest. Bob B. made a motion to use the back cover as a promotion of Hidden Valleys. Seconded by Ron. Motion carried.

Joe asked for volunteers to read through four of the driving tours for corrections and updates. Mary agreed to read the Great River Road driving tour. Joe left the following driving tours up to everyone to look through; Heart of Hidden Valleys, Adventuring into Hidden Valleys, Bikes & Berries

#### BOOK COUNT / SALES REPORT

Harvey brought one case of guides for anyone to take. He did not have a guide count from Green County. Randy will take 8 cases of guides today from Rob. Dave, Carol and Lon are down to the last of their guides for the year. Lon announced that his new position as tourism coordinator for Richland Center will take up his time so he will not be able to do sales for Hidden Valleys next year.

#### NEW BUSINESS:

The decision for determining who will be chosen to deliver the 2018 guides will be put on the November agenda.

#### REMARKS / CONCERNS

Joe noted that the date for the 2018 November meeting will not be the 3<sup>rd</sup> Wednesday of November but rather the 2<sup>nd</sup> Wednesday, November 14<sup>th</sup> due to the Thanksgiving holiday.

Bob B. made a motion to adjourn at 12:23 p.m. Seconded by Ron. Motion carried.

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

**Beginning 2018 Hidden Valleys tentatively scheduled meetings**

**January 17, 2018 in Richland County – Courthouse, Richland Center, WI.**

**February 21, 2018 in Richland County – Courthouse, Richland Center, WI.**

**March 21, 2018 in Richland County - Courthouse, Richland Center, WI.**