

Hidden Valleys, Inc.

Board Meeting

11:00 am Board meeting

August 17, 2016

Wednesday

Logan Mill Lodge

206 S. Bekkedal Avenue,

Westby, WI

The meeting was called to order by President Bernie Arena at 11:02 a.m.

Board members present, Bob Boyle, Sandy Williams, Joe Fisher, Bob Scallon, Kersten Rocksvold, Mary Rae, Marie Sersch, Paul Fredrickson and Ron Benish. Absent and excused: Harvey Kubly, Larry Jewell. Sales representatives: Carol Larson, Randy Kirking and Rob Wilson. Guests: Ruth Rupp owner of Logan Mill Lodge, Jon Fields, and Ellen Solberg of the Westby Chamber.

WELCOME & INTRODUCTIONS

MINUTES

Motion by Bob S. to accept the minutes of the July 20, 2016 meeting as presented. Seconded by Bob B. Motion carried. Ron Benish abstained as he was not at that meeting.

TREASURER'S REPORT

Sandy gave the treasurer's report noting that the Hidden Valleys web host invoiced Hidden Valleys \$31.25 for placing a pdf file of the centerfold map on the homepage of the website. Ron made a motion to accept the treasurer's report as given. Motion seconded by Bob B. Motion carried. The board will look at closing the savings account at a later date. Ron suggested inviting county board chairs to the Hidden Valleys meetings to see some of the benefits of Hidden Valleys.

OFFICE MANAGER'S REPORT

Sandy asked if anyone had extra guides with them today. She is in need of guides for the office and a case for guide requests from a state park. Rocky had one case on hand. Carol said to take guides from the Juneau County supply. Rob is also out of guides.

A reminder to get calendar of events for 2017 emailed into the as soon as possible because the deadline is September 30.

PRESIDENT'S REPORT / EXECUTIVE REPORT

Bernie noted that any county map changes are due now as well. She also let everyone know that the motion in July to allow payment of \$150 to the Department of Tourism for booth space at the state fair was not necessary. Joe made a motion to rescind the \$150 concerning the state fair. Ron seconded the motion. Motion carried.

After discussion of 2017 trade show possibilities, Joe made a motion to attend the LaCrosse Boat, Sports, Travel RV and Hunting Show Feb 9-12, 2017. Ron seconded the motion. Motion carried. Canoecopia in Madison will be considered for 2018.

Bernie is looking at Driftless Destinations (motorcycling effort) for partnering again with Tim Hyma at the Sparta Chamber for a full page ad with Hidden Valleys. In return, they will take guides to shows they

attend. WATA (Wisconsin Ag Tourism Association) would also like to continue the same partnership as well for the 2017 guide. Bernie will bring contract information to the September meeting. Marquette-McGregor Chamber will not be renewing their associate membership for 2017. All the advertisers from the McGregor Chamber will still be included in the 2017 guide according to Randy although Lady Luck is on hold. Randy also mentioned all the current businesses have paid.

For the 40th anniversary, Bernie asked for help on getting contact information from the various counties for past Hidden Valleys representatives. Long term advertisers will also be invited to the May 17, 2017 annual meeting in Monroe County for the 40th celebration. Hidden Valleys would like to honor and recognize all who have been involved in contributing to the success of 40 years of Hidden Valleys.

Bernie noted that today's meeting is being recorded as a back up for getting the minutes typed. She also let the board know that counties will be asked to sign up for bringing treats for the October to April meetings held at the Richland County Courthouse.

NEW BUSINESS:

Jon Fields guest speaker will do a presentation after the close of the meeting.

REMARKS / CONCERNS

Bernie thanked Ruth Rupp for hosting today's meeting. Ruth donated today's meeting treats and noted the treats are from local businesses who advertise with Hidden Valleys. All are welcome to tour Logan Mill Lodge after the meeting.

Bob B. made a motion to adjourn at 12:00 p.m. Seconded by Bob S. Motion carried.

Minutes taken by Kersten Rocksvold, Secretary.

Next scheduled meeting September 21, 2016 Monroe County.

Note location change to Perkins in Tomah.