

Hidden Valleys, Inc.

Board Meeting-January 21, 2015

Richland County Courthouse
181 W Seminary St
County Board Room
Richland Center WI

The meeting was called to order by President Bernie Arena at 11:18 a.m.

Board members present: Bernie Arena, Bob Boyle, Kersten Rocksvold, Sandy Williams, Ron Benish, Joe Fisher, Bob Scallon, Harvey Kubly, Don Seep, and Gail Muller. Absent and excused: Marie Sersch, Bob Thomas, and Paul Fredrickson. Sales rep present: Carol Larson.

Motion by Ron Benish to accept the minutes of the November 19, 2014 meeting as presented. Seconded by Joe Fisher. Motion carried.

Sandy Williams gave the treasurer's report of Customer Balance Summary, Balance Sheet, and Profit and Loss report. Harvey Kubly moved to accept the report and place it on file for audit, second by Ron Benish. Motion carried.

The minutes of the Special Executive Board meeting 12-17-14 were presented. The meeting was needed due to the changes in projected costs of guide publication from increased ads. The Executive Board recommends paying Next level \$4,057.50. Motion was made by Harvey K. to approve payment. Seconded by Bob S. Motion approved.

Due to this increased cost for prepress, Bernie informed the board that the number of guides printed was 70,000.

Partners update: ITBEC is providing a \$500 grant to Monroe County to attend a sport show in Eau Claire. Motion to approve Hidden Valleys attending the Eau Claire show was made by Ron B., seconded by Joe F. Motion carried.

Driftless Destinations partnership will distribute our guides at the following trade shows that they will be attending:

- ✓ Feb 26: Monroe Economic Development Conference (Tomah, WI)
- Feb 28-Mar 1: Motorcycle Life Expo (Blain, MN)
- Mar 13-15: Canoecopia (Madison, WI)
- Mar 14: Sparta Sports Show (Sparta, WI)
- Mar 16: WIGCOT Market Place (La Crosse, WI)
- Apr 3-5: Wheel & Sprocket Expo (Milwaukee, WI)

Aug 3-6 : Sturgis Rally (Sturgis, SD)

Aug 7-8: Wisconsin State Fair (Milwaukee, WI)

Ag Tourism will create a link to our website and membership if we create an ad and link with them. Motion was made by Ron B., seconded by Harvey K. to accept this offer. Motion carried.

There was discussion about changing the position of Office Manager from an employee status to an independent contractor position to eliminate extra costs such as workman's compensation, unemployment insurance etc. This will be on the standing list to be discussed further. Harvey spoke in favor of this move.

Bernie passed out information on the February 26, 2015 Monroe County Economic Development Conference and the February 18, 2015 event being put on by the 7 Rivers Alliance.

Don Seep accepted the responsibility of taking the full board minutes until Gail Muller is able to do so.

Motion by Joe to adjourn. Second by Harvey. Motion carried. Meeting adjourned at 12:06pm.

The next meeting will be February 18, 2015 at the Richland County Courthouse in Richland Center.

Minutes taken by Joe Fisher.

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