

Hidden Valleys, Inc.

Board Meeting-February 18, 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 11:05 a.m.

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

Motion by Ron Benish to accept the minutes of the January 21, 2015 meeting as presented.
Seconded by Bob Boyle. Motion carried.

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

Monroe County Economic Development Conference to be held 2-26-15 in Tomah. The public is welcome.

Joe will be working the Hidden Valleys booth in Milwaukee March 4th through 8th utilizing the new banner displays that Bernie has ordered.

Bernie will work the Eau Claire Sports Show and the Governors Conference both held in March. Juneau County, via ITBEC will be sending \$500 to help with Eau Claire and Milwaukee shows. Motion by Bob Boyle, second by Kersten that with all the March shows, the March Hidden Valleys meeting will be cancelled. Motion passed.

There is no update since January meeting concerning the mapping project for the 2016 guide.

Update for the county membership contracts, Grant County does not feel contract is necessary. Robert Keeney will be the Grant County contact person.

Ag Tourism partnership with Kelly Murray as the Executive Director, will create a link to our website. Our membership of \$1000 partnership will include an ad and link with them on the Hidden Valleys website. Also we will help promote the Ag Tourism Summit March 30-31 in Wisconsin Dells.

Driftless Destinations partnership includes a link to Hidden Valleys website.

The 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. is not possible. This is due to the IRS description of what the requirements are to qualify an independent contractor. At the April meeting, Sandy will give an evaluation of the Office Manager position.

Bernie would like to honor advertisers at the 40th Hidden Valleys Annual Meeting in 2017. This will continue to be reviewed on the executive standing list.

Paul stated that after a review of the current Hidden Valleys insurance policies, he felt the insurance is adequate. Liability of board members was discussed. Motion by Bob B, seconded by Paul to have county board members certify their insurance status. Motion carried.

Sandy brought cases of maps for everyone to take for their county.

Motion by Ron to adjourn. Second by Paul. Motion carried. Meeting adjourned at 12:30pm.

The next meeting will be April 15, 2015 at the Richland County Courthouse in Richland Center.

Minutes taken by Don Seep.