

Hidden Valleys, Inc.

Board Meeting-April 15, 2015

**Richland County Courthouse
181 W Seminary St
1st floor Conference Room 2
(Downstairs Room 138)
Richland Center WI**

The meeting was called to order by President Bernie Arena at 11:09 a.m.

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

Motion by Ron Benish to accept the minutes of the February 18, 2015 meeting as presented. Seconded by Bob Boyle. Motion carried.

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

The mapping project for the 2016 guide is moving forward. Bernie will have more information at the next meeting.

Crawford County has a signed contract for the 2016 featured county.

Joe reported on the Milwaukee Journal Sentinel Sports Show that was well attended but a smaller overall attendance than previous years. Lots of fishermen, hunters, bikers came to the booth. Joe handed out about 1,400 guides. He noted that the new banners for the show were easy to transport, easy to set up and well done with color and pictures. Bernie thanked everyone for the photos contributed for the banners made from Decals with Distinction out of Sparta.

Bernie had the new banners on display in the Hidden Valleys booth at the Monroe County Economic Development Conference in Tomah, the Wisconsin Ag Tourism Summit in Wisconsin Dells, the Eau Claire Sports Show and WIGCOT (Wisconsin Governor's Conference on Tourism) in LaCrosse.

While attending the WIGCOT, Bernie won a full page in the Milwaukee Journal Sentinel. She is gifting it to Hidden Valleys by having each county submit 1 upcoming event and county contact information for the ad. Bernie will be contacting the counties for this information.

At the Eau Claire Sports Show in March, Bernie reported the show had its highest attendance of about 7,000.

Sales brochures and advertising contracts are now available. The executive committee added a \$25 fee for new ads to help with the design of ads that are not camera ready as stated on the contract. An objection was noted that this fee was not discussed with the general board and sales people. Sales people will be trained to communicate this charge as a discount for new advertisers if their ad is already camera ready. Motion by Ron Benish and seconded by Bob Boyle to give further research to 2017 ad contract. Motion carried.

Guide distribution with the help of Bernie, Harvey and Randy has the mailing expense at \$310 with a savings of about \$500 versus last year.

Final sales incentive winners are: Rob for most website sales, Randy for most new advertisers, and Carol for most early bird sales & highest renewal percentage.

Sandy gave an evaluation of the office manager position. She is very comfortable with the excel spread sheets for documentation.

There is a 2015 press release for everyone to share within their communities.

New business:

Bob Thomas resigned. His resignation was accepted by the executive committee. There was discussion about the annual meeting in Blanchardville. Several thank yous and recognitions will be given at the meeting.

2015-2016 proposed budget was presented. Motion by Marie, seconded by Ron to approve the proposed budget. Motion carried.

Motion by Ron B., 2nd by Bob B. to approve Next Level prepress bid for 2016 guide in the amount of \$14,600. Motion carried.

The executive board recommended using La Crosse Graphics as the printer for the 2016 magazine. Motion for printer bid with LaCrosse Graphics was made by Don S., seconded by Bob S. After discussion Bob B. suggested going back to LaCrosse Graphics with a counter offer. Friendly amendment to motion by Don to request LaCrosse Graphics to offer a bid of \$39,500 for 65,000 copies on the basis of countering bids. Second by Bob S. Motion carried.

The summer meeting schedule was distributed with a note that July, August, and September are still available for counties to host.

Motion by Bob S. to adjourn. Second by Bob B. Motion carried. Meeting adjourned at 12:40pm.

The next meeting will be May 20, 2015 at Gnarly Oak Restaurant in Blanchardville. Directions are included in today's meeting packet.

Minutes taken by Don Seep.

HIDDEN VALLEYS INC.

**11:00 am Board meeting
May 20, 2015
Wednesday**

**Gnarly Oak Restaurant
(Yellowstone Golf Course)
15750 Old Q Rd
Blanchardville, WI
608.543.3664**

AGENDA

CALL TO ORDER

WELCOME & INTRODUCTIONS

MINUTES – April 15, 2015

TREASURER’S REPORT

OFFICE MANAGER’S REPORT

- Summer meeting schedule

PRESIDENT’S REPORT / EXECUTIVE REPORT

- Banners update
- County mapping update
- Partners update
- Printer bid update
- Board member recognition

NEW BUSINESS:

- Speakers

REMARKS / CONCERNS / ITEMS FOR NEXT AGENDA

ADJOURNMENT

Next meeting Wednesday June 17, 2015 Grant County