

Hidden Valleys, Inc.

Board Meeting-May 20, 2015

Gnarly Oak Restaurant
(Yellowstone Golf Course)
15750 Old Q Rd
Blanchardville, 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, Bob Scallon, Don Seep, Gail Muller, Marie Sersch, Harvey Kubly and Past President Donna Douglas. Excused: Ron Benish, Paul Fredrickson. Absent: Joe Fisher.

Sales representatives: Carol Larson, Dave Anderson, Randy Kirking, and Rob Wilson.

Guests: Karen Rocksvold-Crawford County, Elizabeth Scallon-Grant County, Grant Loy-Grant County, Bob Thomas-Iowa County, Twila Thomas-Iowa County, Steve Marsolek-LaCrosse Graphics, Pat McLoone-W.D. Hoard & Sons, Nellie Schmitz-Next Level Creative, Tierra Jackson-Next Level Creative, Jean Brody-Office of Senator Baldwin, Greg Smith-Discover Wisconsin, Patrick Reinsma-WI Dept of Tourism, Stephanie Klett-WI Dept of Tourism.

Motion by Bob S. to accept the minutes of the April 15, 2015 meeting as presented. Seconded by Bob Boyle. Motion carried.

Introductions around the table.

Treasurer's/Manager's Report:

Sandy Williams gave the treasurer's report. Sandy went over Customary Summary which included the already invoiced 2016 county dues. She also read the totals on the year end financial report. Bob S. moved to accept the report and place it on file for audit, second by Harvey. Motion carried.

Sandy reported that a lady from Texas called the office for Hidden Valleys guides in helping to plan a visit to Southwest Wisconsin with 10 couples.

Sandy noted that meeting locations are needed for Hidden Valleys meetings for July, August, and September.

President's Report:

Bernie announced a change in the agenda with new business first. Patrick Reinsma from Wisconsin Department of Tourism did a power point presentation about the impact of tourism for economic development in the Hidden Valleys region. 42% of Midwest travelers go back to the same destination to vacation every year. Tourism is behind the scenes as well, not

just businesses affected such as restaurants, lodging and hospitals. More than what you see in revenues with \$1.4 billion generated in Wisconsin. Patrick stated that without tourism money, \$620 annual taxes per household revenues now generated by tourism would need to be paid by each household. Within the 9 counties of the Hidden Valleys area, 5,722 jobs are provided thru tourism. Statistical information is included in the board packages.

After Patrick's presentation, Bernie talked about the new banners displayed in the room and gave an update on the individual maps which will be in the 2016 guide as a result of the partnerships with ITBEC. Our partnership with Driftless Destination will get the Hidden Valleys guide to various shows and Sturgis. Donna Douglas spoke about attending many governor conferences.

Bernie spoke on the printing firm, LaCrosse Graphics as the board had asked that some changes be made to the printing specs. LaCrosse Graphics had responded quickly to the changes. It was noted that LaCrosse Graphics service was great.

The full page ad in the Milwaukee Journal Sentinel will be discussed further at the June board meeting. Focus will be put on fall events for the ad.

Bernie talked about the 2016 Eau Claire Show deadlines for early bird registration. A motion was made by Don S and seconded by Bob B to take advantage of the early bird registration to attend the 2016 Eau Claire Sports Show. Motion carried.

Bernie recognized several board members and sales people for their service to Hidden Valleys. Bob Thomas spoke briefly about his association with Hidden Valleys. Marie Sersch mentioned her husband was on the board and she was a guest. She said it's been a pleasure to work with Hidden Valleys. Donna Douglas, past president, said it has been an honor for her to serve. She remembered when tourism wasn't recognized.

A surprise guest wanted to say a few words in recognition to Donna. Stephanie Klett, Secretary of the Wisconsin Department of Tourism honored Donna for her many years of service to Hidden Valleys. Stephanie gave Donna a vintage Miss America pin.

Donna was also recognized by Greg Smith of Discover Wisconsin. Greg spoke of Donnas' determination in getting the Hidden Valleys project recognized regionally. He then presented Donna with a pencil drawing of Wisconsin highlights done by Dick Rose, the founder of Discover Wisconsin.

Patrick Reinsma from WI Department of Tourism complimented Donna on her dedication to tourism and honoring all that she has done for Hidden Valleys over the years.

Bob B. made a motion to adjourn at 12:10 p.m. Seconded by Harvey. Motion carried.

Minutes taken by Gail Muller, Secretary.

HIDDEN VALLEYS INC.

**11:00 am Board meeting
June 17, 2015
Wednesday**

**Cottonwood Sports Bar
4716 Green River Rd,
Fennimore, WI**

AGENDA

CALL TO ORDER

WELCOME & INTRODUCTIONS

MINUTES – May 20, 2015

TREASURER'S REPORT

OFFICE MANAGER'S REPORT

- Summer meeting schedule update
-

PRESIDENT'S REPORT & EXECUTIVE REPORT

- Milwaukee ad due date
- County mapping update
- Partners around the state update
- Website update
- Audit committee
-

NEW BUSINESS:

- 2016 Milwaukee Journal Sentinel Sports Show
- Prepaid Visa - envelopes
- Coop ads 1/3 page

BOOK COUNT / SALES REPORT

REMARKS / CONCERNS / ITEMS FOR NEXT AGENDA

ADJOURNMENT

Next meeting Wednesday July 15, 2015 Crawford County