

Hidden Valleys, Inc.

Board Meeting-June 17, 2015

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

The meeting was called to order by President Bernie Arena at 11:00 a.m.

Board members present: Bernie Arena, Kersten Rocksvold, Sandy Williams, Ron Benish, Harvey Kubly, Joe Fisher, Bob Scallon, Don Seep, Gail Muller, and Marie Sersch. Excused: Bob Boyle. Absent: Paul Fredrickson. Sales representatives: Dave Anderson and Randy Kirking. Guest: Grant Loy from Grant County.

**WELCOME & INTRODUCTIONS**

Bernie welcomed everyone to today's meeting and asked for a motion for a change on the agenda to eliminate prepaid VISA and coop ads 1/3 page. Motion made by Ron B, seconded by Harvey K. Motion passed.

**MINUTES – May 20, 2015**

Motion by Gail Muller to accept the minutes of the May 20, 2015 meeting as presented. Seconded by Marie Sersch. Motion carried.

**TREASURER'S REPORT**

Sandy Williams gave the treasurer's report with the final year end report for June 1, 2014 through May 31, 2015. Ron B. moved to accept the annual report showing a loss. Harvey seconded. Motion carried. She also presented the treasurer's report for the new fiscal year beginning June 1, 2015. Joe F made a motion to accept the new treasurer's report and place it on file for audit, second by Bob S. Motion carried.

**OFFICE MANAGER'S REPORT**

Sandy presented a list of communities for each county to be reviewed if any communities were missing. She will use this list to insure calendar of events represented from all communities. The template for submitting calendar of events for 2016 is included with today's meeting package and will be emailed out to the Hidden Valleys contacts.

**PRESIDENT'S REPORT & EXECUTIVE REPORT**

Milwaukee Journal Sentinel ad update – They have a circulation of 189,000 papers distributed weekly. Guidelines for each county to follow for contributing for this ad are: 1 photo per county, 3 major events from September 1<sup>st</sup> to December 31<sup>st</sup> and each county website. The partners websites will be added also (WATA, Driftless Destinations, ITBEC,

Tristate Tourism, and associate members. The deadline for submitting this information is August 5<sup>th</sup>.

County mapping update – county contact information is now at Next Level for further details for the 2016 guide. One county does charge for digital processing. Bernie will talk to Richland County about the charge. She will also talk to Don Seep to intervene if possible. Bob S. would like Grant County map larger in the 2016 guide.

Bernie asked for feedback on partners around the state. Some thought if another county from outside our 9 county membership would like to participate in Hidden Valleys guide, we will deal with these on a case by case basis.

Joe F. gave statistics from the Hidden Valleys website. In May, 772 active users were on the Hidden Valleys site with 437 users accessing from a desktop, 226 from Mobile devices, and 109 from a tablet. Of those, 45% were female and 55% male. Age information showed 27% between 18-24, 33% between 15-34, 15% between 35-44, and 25% over 44. Of the total users, 60% are under the age of 24. Interests-majority indicates Sports and outdoor activities.

Sandy will get in touch with Wisnet after discussion today about doing web banners or coupons, to find out what the cost is.

Motion was made by Bob S. and seconded by Joe F. to have Harvey K. to do an internal audit for final approval by the Hidden Valleys board. Harvey agreed to do an internal audit with hardcopies, not digital information that is available. The audit should be done for a report to the August board meeting.

#### NEW BUSINESS:

Motion by Don S., seconded by Ron B. to accept the early bird discount of \$885 registration to attend the Milwaukee Journal Sentinel Sports Show for 2016-Motion passed.

#### REMARKS / CONCERNS

Bernie reported Monroe County is taking the inside front cover of the 2016 guide. Bernie read the thank you card from Donna Douglas and one from Marie Sersch.

Dave suggested the possibility of the Hidden Valleys board taking tours to see firsthand what's in SW Wisconsin.

Joe Fisher would like the board to consider attending "Canoecopia" as one of the 2016 trade shows

Ron B. made a motion to adjourn at 12:30 p.m. Seconded by Harvey K. Motion carried.

Minutes taken by Gail Muller Secretary

Next meeting July 15, 2015 Crawford County.