

Hidden Valleys, Inc.

Board Meeting-July 15, 2015

Rolling Ground Tavern
16463 Store Road
(US Highways 61 and 171)
Soldiers Grove, WI

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

Board members present: Bernie Arena, Kersten Rocksvold, Bob Boyle, Sandy Williams, Ron Benish, Harvey Kubly, Bob Scallon, Don Seep, Gail Muller. Excused: Marie Sersch and Joe Fisher. Absent: Paul Fredrickson. Sales representative: Carol Larson, Lon Arbegust and Randy Kirking. Guests: Grant Loy, Patty Kubly, Vern Lewison.

WELCOME & INTRODUCTIONS

Bernie welcomed everyone and asked for a motion for an addition to new business on the agenda. Motion made by Ron B., seconded by Bob B. Motion passed.

MINUTES – June 17, 2015

Motion by Ron Benish to accept the minutes of June 17, 2015 meeting as presented. Seconded by Kersten Rocksvold. Motion carried.

TREASURER'S REPORT

Sandy Williams provided only a customer balance in lieu of a treasurer's report explaining that information was not received in time to have our financial firm process documentation and prepare the usual reports. Sandy did report the current checking account balance.

OFFICE MANAGER'S REPORT

- Sandy presented a template for submitting calendar of events that was included with the meeting package. It has been emailed out to the Hidden Valleys contacts. Extras are on hand.
- Banner ad update: Sandy has been in contact with Wisnet, Hidden Valleys webhost, and although they have stated the banner ads can be done with control being maintained by Hidden Valleys, no costs to create banner ads has been supplied as of yet. Sandy will update the board at the August meeting.

PRESIDENT'S REPORT & EXECUTIVE REPORT

Milwaukee Journal Sentinel full page ad update –Bernie has information from Lafayette, Juneau, Monroe and Vernon County at this time. As the deadline for submitting this information to the newspaper is August 5, Bernie will be contacting the other counties about the guidelines for each county to follow for contributing for this ad. One photo and 3 major events along with the county website per county is what Bernie will gather. The partner's websites will also be added (WATA, Driftless Destinations, ITBEC, Tristate Tourism, as well as McGregor-Marquette, our associate member.

County mapping update – Bernie read an email from Black Squirrel Technologies, the company producing each of the 9 counties maps. Most of the counties have sent their updates for the 2016 guide in order to get all the maps similar.

NEW BUSINESS:

Bernie presented an invitation for Hidden Valleys to take part at the Department of Tourism booth at the State Fair in Milwaukee August 13th. The booth will be located in the food products building. The cost to Hidden Valleys is \$150 for this opportunity. Sandy has agreed to help with the booth that day. The question was raised as to what other costs would be involved. Besides booth cost, reimbursement for mileage and food would be considered totally no more than \$300. Motion by Don S., seconded by Bob B. to accept attending the State Fair in Milwaukee covering expenses up to \$300. Motion carried.

Information about purchasing a prepaid Visa at Walgreens was presented along with the possibility of a Citi Double Cash Credit Card. Sandy will bring the Citi information to the August meeting. It was brought to the board's attention to use a Federal ID number instead of a social security number.

The executive board took no action on the 1/3 page coop ad at this time, leaving the current policy in place.

BOOK COUNT / SALES REPORT

Grant County has 12 cases. Monroe County has half a pallet.

REMARKS / CONCERNS

Randy thinks Milwaukee State Fair should be a great venue. Sandy added the timing of the fair and the ad in the Milwaukee Journal will work well together.

Bob S. made a motion to adjourn at 11:25 p.m. Seconded by Harvey K. Motion carried.

Minutes taken by Gail Muller Secretary

Next meeting Aug 19, 2015 Vernon County.