

Hidden Valleys, Inc.
Board Meeting-August 19, 2015
Vernon County Board Room
3rd Floor
400 Court House Square St.
Viroqua, 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, Bob Boyle, Ron Benish, Joe Fisher, Bob Scallon, Paul Fredrickson, Don Seep, Gail Muller, and Marie Sersch. Excused & absent: Harvey Kubly. Sales representatives: Carol Larson and Randy Kirking. Guest: Paul Kinney from Richland County.

WELCOME & INTRODUCTIONS

Bernie welcomed guests Tim Hyma, Executive Director of Sparta Chamber, and past Hidden Valleys Board member, Paul Kinney.

MINUTES – July 15, 2015

Motion by Ron B. to accept the minutes of July 15, 2015 meeting as presented. Seconded by Bob B. Motion carried.

TREASURER'S REPORT

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

OFFICE MANAGER'S REPORT

Sandy presented the quote from Hidden Valleys website host, Wisnet for improvements to the website. Banner ads on the homepage that Hidden Valleys can control cost \$600. \$100 more to enable banner ads on the rest of the pages. To make the website a mobile website would be \$3,500 whereas making the site a responsive site would be \$6,400. Responsive site would be more mobile friendly enabling all devices to view the site. Bernie will pursue other quotes for redoing the website. The possibility of having just the banner ads for now was discussed and will be looked at again after sales are in for the season.

The application for Hidden Valleys to Citi Bank double back credit card was declined due to a limited credit history. Bernie will make her card available for purchases for Hidden Valleys.

Sandy asked that people add festivals and local events to the Hidden Valleys Facebook page. Included in today's meeting package is the template for submitting calendar of events for print in the 2016 guide. Joe asked if we can limit the number of words in the description. Sandy will streamline the verbiage for print but can use the entire description for the website.

PRESIDENT'S REPORT & EXECUTIVE REPORT

The county input for the Milwaukee Journal Sentinel ad has been good. Each county will get an email for them to take a look at the final ad and date of publication.

Bernie reported on the state fair August 13th in the Department of Tourism booth. Eight cases of guides were distributed. Sandy and Bernie had an opportunity to speak on stage to an audience of about 80 people about the highlights and upcoming events in the Hidden Valleys area.

County mapping update – Bernie received an email saying information was missing from Richland and Green Counties. She will check into this further because last month's correspondence only had Juneau County in question.

Executive report:

Bernie is looking into word changes on the 2017 advertising contract and will be in touch with Next Level for their input.

Concerning the division of the state for the southwest area, Bernie will draft a letter to the state about this issue.

Looking ahead to Hidden Valleys 40th anniversary, please gather the names of people who have served on the Hidden Valleys board from each county through the years.

NEW BUSINESS:

Crawford County cover and centerfold is not available at this time. Bernie will contact Crawford County about the status with this project.

Tim Hyma from the Sparta Chamber spoke on the Will to Ben bike tour October 3 – 9, 2015. He brought posters for the board to take to their counties. The tour starts in Illinois and ends in Sparta, WI. The bike tour goes into Sparta Fall Fest Oct 9-11. This event will be put on the Hidden Valleys website.

Tim also talked about the partnership with Hidden Valleys in taking 2 cases of Hidden Valleys guides to Sturgis in August.

BOOK COUNT / SALES REPORT

Randy reported going through 100 guides a week at the Kieler Welcome Center. He hopefully has enough. Don could use some guides for the Richland Center Fair. Dave emailed that 7 cases were left in Iowa County. Lon emailed that 6 cases are in Prairie du Chien and 9 cases in Richland Center. Carol reported there are 12 cases in Green County, 9 cases in Juneau County and 4 cases in Vernon County.

REMARKS / CONCERNS

Bernie will report on the partnership for the September meeting. Joe asked to have the standing list included in the meeting package.

Bernie made a motion to adjourn at 12:15 p.m. Seconded by Marie. Motion carried. Minutes taken by Gail Muller, Secretary.

Next meeting September 16, 2015 Vernon County.