

Hidden Valleys, Inc.

Board Meeting

November 18, 2015

11:00 am

**Richland Center Courthouse
County Board Room - 3rd floor
Richland Center, WI**

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

Board members present: Bernie Arena, Bob Boyle, Sandy Williams, Ron Benish, Joe Fisher, Bob Scallon, Don Seep, Gail Muller, Kersten Rocksvold, and Harvey Kubly. Absent: Paul Fredrickson and Marie Sersch. Sales representatives: Carol Larson, Lon Arbegust, Dave Anderson, Rob Wilson, and Randy Kirking. Guests: Tierra Jackson from Next Level Creative and Patti Kubly.

WELCOME & INTRODUCTIONS

Bernie welcomed everyone.

MINUTES October 21, 2015

Motion by Ron B. to accept the minutes of the October 21, 2015 meeting as presented.

Seconded by Kersten. Motion carried.

TREASURER'S REPORT

Rob noted a correction to an amount in accounts receivable. Don S. made a motion to accept the treasurer's report and place it on file for audit, second by Ron B. Motion carried.

OFFICE MANAGER'S REPORT

- Sandy presented quotes to purchase a new office computer. Harvey made a motion to have Blue Zone PC build a new computer for Hidden Valleys. Second by Bob S. Motion carried.

PRESIDENT'S REPORT / EXECUTIVE REPORT

Bernie presented information on trade shows that Hidden Valleys is scheduled to attend. March 2 thru 6 Milwaukee Journal Sentinel Sports Show. Wisconsin Sport Show in Eau Claire March 18 thru 20. WI Governors Conference on Tourism March 13 thru 15 in Wisconsin Dells.

Bernie went over some other show possibilities. Bob B made a motion for Hidden Valleys to attend the Iowa Boat, RV and Vacation Show in Cedar Falls, IA January 22 thru 24. Don S. seconded. Motion carried.

Bernie reported on overdue accounts. An accounting firm is making payments for one of the overdue accounts. Bernie asked for a full board action on the other account. Harvey made a motion to remove Makers Palet \$175.00 off the books. Ron seconded. Motion carried.

NEW BUSINESS:

- Ron B. made motion to stay at 70,000 copies of the 2016 guide. Seconded by Harvey K. Motion approved. Bernie will check with LaCrosse Graphics about the cost per guide to print 72,000 copies.

Ron amended his motion to go up to 72,000 upon Bernie's findings. Seconded by Harvey. Amended motion carried.

- The cost of printing an extra 5,000 maps was discussed. Folding the maps differently cost more. Tierra stated she can send LaCrosse Graphics a different file so the maps will not need to be folded differently. Joe F. made a motion to purchase the 5,000 maps at \$176.15 with the new file Tierra will send to LaCrosse Graphics. Second by Bob S. Motion carried.
- Delivery of the 2016 guide bid from Rob Wilson was distributed to the board. Rob would deliver guides to each of the 9 counties for \$4,000. LaCrosse Graphics would deliver guides only to the Milwaukee Show for \$86.40. Ron made a motion to accept Robs \$4,000 bid for 2016 guide deliver. Second by Sandy. Don put an amendment to the motion, second by Joe, of awarding Rob \$4,100 if 72,000 guides are printed instead of 70,000. Amendment approved. Motion approved.
- Second proofs were handed out for review. Any changes to be written down and gone over after the meeting with Tierra.

BOOK COUNT / SALES REPORT

Dave Anderson and Lon Arbegust are the sales incentive winners. They will receive \$100 each for their efforts to be the first two salespeople to complete their ads. Bernie thanked all the salespeople for all their efforts.

REMARKS / CONCERNS

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

Minutes taken by Gail Muller, Secretary

Next scheduled meeting January 20, 2016 Richland County.

HIDDEN VALLEYS INC.

11:00 am Board meeting

January 20, 2016

Wednesday

**Richland Center Courthouse
County Board Rom – 3rd floor
Richland Center, WI**

AGENDA

CALL TO ORDER

WELCOME & INTRODUCTIONS

MINUTES – November 18, 2015

TREASURER'S REPORT

OFFICE MANAGER'S REPORT

- 2016 guide update delivery
- Extra maps – cost update
- Dept Tourism information

PRESIDENT'S REPORT & EXECUTIVE REPORT

- 2016 guide
- Upcoming 2016 Trade Shows
- Executive committee report

NEW BUSINESS:

- Banner ads on website

REMARKS / CONCERNS / ITEMS FOR NEXT AGENDA

ADJOURNMENT

**Next scheduled meeting
Wednesday February 17, 2016
Richland County**