

Hidden Valleys of Southwest Wisconsin, Inc.
General Board Meeting
Richland County Board Room
Richland Center, Wisconsin
March 19, 2014-11:00 a.m.

President Bernie Arena called the meeting to order at 11:05 a.m. Board members present were: Bernie Arena, Sandy Williams, Kersten Rockvold, Joe Fisher, Grant Loy, Donna Douglas, Marie Sersch, Bob Thomas, Ron Benish, Francis Hynek, Don Seep, and guest, Twila Thomas.

Ron Benish made a motion to approve the February minutes and seconded by Francis Hynek. Motion carried.

Treasurer's Report: The financial report will be presented at the April meeting upon reconciliation by IMS, LLC, our bookkeeping firm.

President's Report: Bernie traveled to Lafayette County on February 26, since they are scheduled to be the featured county in the 2015 publication of Hidden Valleys. She felt it was a good meeting. The Lafayette County Economic Development and Tourism Committee voted to proceed with membership for 2015 and the expense for the cover of \$3500.00. Joy Gieseke of the Lafayette County UW-Extension will be the contact for Lafayette County text and photos. Bernie noted that in the absence of the Lafayette County representative, she would contact the county regarding appointing some else to the Hidden Valleys board. Bernie attended an Economic Development meeting at Ft. McCoy with lots of net-working with representatives from the Great River Road, Wisconsin Ag Tourism, Discover Wisconsin, and the Department of Tourism. She has been invited to attend a meeting with LaCrosse County.

We do not have any applications submitted for the Sales Reps position in Green County at this time. WEKZ local radio station will be contacted for suggestions.

New Business: Tim Hyma, Driftless Destinations, will be attending nine shows and distributing the Hidden Valleys guides. Bernie is excited and feels that Driftless Destinations will be a great promotional partner for Hidden Valleys. Members in attendance agreed.

Bernie reported that she attended the Governor's Conference on Tourism that was held at Lake Geneva. There were over 1,400 attendees with many dynamic presenters. She stated that over 61% of our visitors still want printed material upon arrival. The booth was set up at Market Place.

Joe Fisher represented Hidden Valleys at the Milwaukee Sport Show and gave a report. He will be attending the Rockford RV and Boat Show, and Cedar Falls, Iowa Show. He stated that attendance was down from last year at the Milwaukee Show. Winter weather may have contributed to lower attendance. The Monroe County Economic Development, Commerce & Tourism Committee supplied cranberry candy to Hidden Valleys to distribute at shows. Patrick

Reinsma, Department of Tourism Field Specialist, spent time in the Hidden Valleys booth with Joe at the Milwaukee Show.

The Hidden Valleys display needs to be updated. We also need to have give-a-ways from advertisers in the Hidden Valleys publication to increase interest and traffic.

Joe was recognized for representing Hidden Valleys at the shows this winter. Thank you to Joe for volunteering his time.

Hidden Valleys was invited to a Boat Show in Lake Geneva on March 15. Our books were sent without representation.

2015 Printer Bids: Bids were received from LaCrosse Graphics that were up 4% from 2013. The quote for printing the 2015 guide was 70,000 copies = \$41,361.73. No action was taken. W.R.Hoard submitted a letter that did not qualify as a formal bid. They will be notified of the reason it was not considered. Sandy Williams was instructed to secure a quote for a quantity of 65,000 if we decide on a lesser quantity. Printing bids will be voted on at the April meeting.

Wisnet website update: Discussion was held on the status of our relationship with Wisnet website services. It will be discussed, with recommendations, at future meetings.

Sales Reps Incentives: Although final counts were not yet determined, the Sales Incentive awards for Sales Reps for 2013 looked like Carol Larson had the most new ads and early bird sales. Rob Wilson and Carol will split the website ads sales.

Nominating Committee: Will appoint nominating committee at April meeting.

Office Manager's Report: Sandy requested that counties willing to host the summer meetings to choose a month. The Annual meeting will be held in Green County with a noon luncheon-location to be announced. Grant County will host the June meeting.

On behalf of the entire Hidden Valleys Board, Don Seep expressed that Office Manager Sandy Williams is doing a great job and we are grateful to her for accepting the position.

A motion by Marie Sersch to adjourn at 12:10 p.m. was seconded by Francis Hynek. Motion carried.

Donna Douglas, Secretary