

Hidden Valleys, Inc.

11:00 am Board Meeting

January 17, 2018

Wednesday

Richland County Courthouse  
County Board Room – 3rd floor  
Richland Center, WI

The meeting was called to order by President Joe Fisher at 11:11 a.m.

Board members present: Kersten 'Rocky' Rocksvold, Bob Boyle, Sandy Williams, Bob Scallon and Mary Rae.  
Excused: Marie Sersch, Nodji Van Wychen, Paul Fredrickson and Ron Benish. Absent Gary Peters, Harvey Kubly.

#### WELCOME & INTRODUCTIONS

#### MINUTES

Mary made a motion to accept the minutes of the November 15, 2017 with corrections. Seconded by Bob S.  
Motion carried.

#### TREASURER'S REPORT

Bob B. made a motion to accept the treasurer's report and place it on file for audit. Seconded by Mary.  
Motion carried.

#### OFFICE MANAGER'S REPORT

Sandy shared the possibility of taking one of the eleven radio spots from each county for the purpose of promoting Hidden Valleys overall. Any amount of ad spots that were not utilized in 2017 by any county can be carried over into 2018. Mary made a motion to accept that each county give up one of their designated radio spots for the purpose of promoting Hidden Valleys in 2018. Seconded by Bob B. Motion carried.

Hidden Valleys 2018 guide is now on line. Sandy asked the board to consider having the entire guide be put into a page turner software for \$125. Bob B. made a motion to pay \$125 to have the 2018 on line guide be converted into a page turning software. Seconded by Mary. Motion carried.

#### PRESIDENT'S/EXECUTIVE REPORT

Joe reported changes to the advertising agreement. There will be added verbiage for both the front and back inside covers that there are only 2 available. There will also be a notation for the early bird discount of 5% due by July 15<sup>th</sup> with payment added to the 2019 advertising agreement.

Bob S. made a motion to utilize Vernon County's offer to distribute Hidden Valleys guides by Vernon County Sheriff department within their county. Seconded by Rocky. Motion carried.

Joe noted that both the Cedar Falls Iowa Show and the Canoeopia Show in Madison are being held the same weekend. Currently there are only 2 show banners on hand for one booth. Bob B. made a motion to purchase two new show banners at \$250 each. Seconded by Bob S. Motion carried.

There was discussion for each driving tour to be reviewed in order to be updated and accurate. The Wine Tour will be the first tour for assignment for the board members and sales people to review and provide feedback by the February board meeting.

#### NEW BUSINESS:

Joe talked about the advertising tools such as a social media strategy and how to implement this. He is attempting to get info from a UW Eau Claire class to improve Hidden Valleys. Along with this request, Joe asked about getting a DVD or packet for sales people to help promote the sales of the guide. Putting together radio spots

and going over the current website as well as the current guide, were more items that Joe requested the college class review and help revise if necessary. Their input should be available within the next couple of months. Bob B made a motion to approve to pay for mileage, meals and possibly one overnight stay in Eau Claire for Joe to attend two presentations from the UW class. Seconded by Kersten. Motion carried.

A possibility of adding verbiage to the front cover to include 'coupons inside' was discussed, if sales people were to acquire coupons from advertisers.

#### REMARKS / CONCERNS

There was discussion about future meeting attendance and the possibility of having board members unable to attend to send an alternate in their place in order for their county to have representation.

Mary made a motion to adjourn at 12:44 p.m. Seconded by Bob B. Motion carried.

Minutes taken by Sandy, acting Secretary

#### **2018 Hidden Valleys tentatively scheduled meeting dates and locations.**

**March 21, 2018 in Richland County - Courthouse, Richland Center, WI.**

**April 18, 2018 in Richland County – Courthouse, Richland Center, WI.**

**May 16, 2018 in Annual Meeting in Grant County – location to be determined.**

**June 20, 2018 county and location to be determined.**

**July 18, 2018 county and location to be determined.**

**August 15, 2018 county and location to be determined.**

**September 19, 2018 county and location to be determined.**

**October 17, 2018 in Richland County – Courthouse, Richland Center, WI.**

**2<sup>nd</sup> Wednesday November 14, 2018 in Richland County – Courthouse, Richland Center, WI.**