

Hidden Valleys, Inc.

5:00 pm Board meeting

May 16, 2018

Wednesday

**Cottonwood Sports Bar,
4716 Green River Rd
Fennimore, WI**

The meeting was called to order by President Joe Fisher at 5:19 pm. Board members present: Bob Boyle, Kersten 'Rocky' Rocksvold, Sandy Williams, Mary Rae, Bob Scallon, Ron Benish, Harvey Kubly, Excused: Kerry Severson, Paul Fredrickson, Kelly Murray, and Marie Sersch. Guests: Grant Loy, LeAnn Fisher, Patty Kubly, Steve Marsolek, Karen Rocksvold, Dave Anderson, Carol Larson, Randy Kirking, and Rob Wilson.

WELCOME & INTRODUCTIONS

MINUTES

Ron made a [motion](#) to accept the April 18th minutes. Seconded by Bob B. Motion passed.

TREASURER'S REPORT

Bob B. made a [motion](#) to accept the treasurer's report for May. Seconded by Harvey. Motion carried.

OFFICE MANAGER'S REPORT

Sandy asked for any map changes or text changes for all counties, to be submitted. She mentioned that the newest tourism figures released from the Wisconsin Department of Tourism are included in everyone's packages and can be accessed on the website listed on the bottom of the fact sheet [industry.travel/Wisconsin.com/research/economic-impact].

PRESIDENT'S/EXECUTIVE REPORT

Joe spoke about the tourism statistics that show the impact of visitor spending in the nine-county region of Hidden Valleys. He explained that when averaging the nine member counties of Hidden Valleys for the five categories listed by the state, the figures are higher than the rest of the state in tourism impact.

Joe gave an update on the UW Eau Claire student's final presentation on Hidden Valleys social media and web insights. Joe felt that there were many suggestions that could be utilized by Hidden Valleys to increase the visibility of Hidden Valleys web presence and social media. One idea is to give away drawstring bags at trade shows with the Hidden Valleys logo and website on the bags. Another suggestion Joe presented pertained to the radio spots for Hidden Valleys which he will write up.

The board revisited the discussion on a 2018 misprint ad for Monroe County Ag. Ron made a [motion](#) to double the size of their ad in the 2019 guide for half the cost of their 2018 ad. Seconded by Bob B. Motion carried.

NEW BUSINESS

Harvey made a [motion](#) to approve the proposed budget for 2018-2019 as presented. Seconded by Ron. Motion carried.

Ron made a [motion](#) to keep the current Hidden Valleys officers for another term with two titles being reversed for secretary and 2nd Vice President. Seconded by Harvey. Motion carried. The 2018 June 1st to 2020 May 31st officers are as follows: President: Joe Fisher, 1st Vice President: Bob Boyle, 2nd Vice President: Kersten Rocksvold, Treasurer: Bob Scallon, and Secretary: Sandy Williams.

REMARKS / CONCERNS

Steve Marsolek from La Crosse Graphics updated the board on printing the 2018 guide and the possibility of printing the 2019 guide.

Ron made a motion to adjourn at 6:30pm. Seconded by Bob B. Motion carried.

Minutes taken by Kersten Rocksvold, Secretary

2018 Hidden Valleys tentatively scheduled meeting dates and locations

June 20, 2018 Grant County – Boscobel Depot, 800 Wisconsin Avenue & Railroad Tracks, Boscobel, WI

NOTE: location change--July 18, 2018 Juneau County, JCEDC, Camp Douglas, WI

August 15, 2018 Lafayette County, location to be determined.

September 19, 2018 Vernon County, location to be determined.

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

Second Wednesday November 14, 2018 in Richland County – Courthouse, Richland Center, WI