

Hidden Valleys, Inc.

11:00 am Board Meeting

March 21, 2018

Wednesday

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

The meeting was called to order by 1st Vice President Bob Boyle at 11:10 a.m.

Board members present: Kersten 'Rocky' Rocksvold, Bob Boyle, Sandy Williams, Mary Rae. Excused: Joe Fisher, Kelly Murray, Marie Sersch, Bob Scallon, Ron Benish, Harvey Kubly, Paul Fredrickson. Absent: Gary Peters. Guests: Randy Kirking, Lon Arbequest.

WELCOME & INTRODUCTIONS

MINUTES

February minutes will need to be presented at the April meeting as a voting quorum was not available.

TREASURER'S REPORT

March treasurer's report was presented but needs to be revisited at April meeting as a voting quorum was not available.

OFFICE MANAGER'S REPORT

Sandy reported on the Governors Conference on Tourism where Hidden Valleys had a booth. This year it was held in Appleton. Next year it will be held in Wisconsin Dells at the Kalahari.

Sandy gave a reminder that it is time to get the radio spots for each county.

There has not been any response to the newspaper ads for sales people for Green County and Richland County. Sandy will continue the ads for 3 more weeks

Sandy handed out non-advertiser sheets for board members to keep track of the distribution of Hidden Valleys guides.

PRESIDENT'S/EXECUTIVE REPORT

Rocky spoke about the Cedar Falls, Iowa show.

Volunteers for a budget committee include Bob B, Mary and Sandy. Joe, Rocky and Kelly were recommended to be on the show committee. These committees will meet at 10:30 before the full board meeting on April 18th.

REMARKS / CONCERNS

Mary made a motion to adjourn at 11:55 p.m. Seconded by Bob B. Motion carried.

Minutes taken by Kersten Rocksvold, Secretary

2018 Hidden Valleys tentatively scheduled meeting dates and locations

NOTE: Time change of Annual Meeting to 5pm, May 16, 2018 in Grant County – Cottonwood Sports Bar, Fennimore, WI.

June 20, 2018 county and location to be determined.

July 18, 2018 Monroe County, Wisconsin Cranberry Discovery Center, Warrens, 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.