

Hidden Valleys, Inc.

11:00 am Board Meeting

February 21, 2018

Wednesday

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

The meeting was called to order by President Joe Fisher at 11:05 a.m.

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

WELCOME & INTRODUCTIONS

MINUTES

Bob B. made a motion to accept the minutes of the January 17, 2017 meeting with corrections. Seconded by Mary. Motion carried.

TREASURER'S REPORT

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

OFFICE MANAGER'S REPORT

The new show banners were presented with discussion about where each photo displayed was taken and what county was represented.

PRESIDENT'S/EXECUTIVE REPORT

Joe noted that Hidden Valleys is registered on WISconnect website with the Wisconsin Department of Workforce Connection for looking into internships. Joe went over the rules for the photo contest. He also pointed out the importance of attendance at the board meetings and having an alternate to attend if possible. Joe read the section of the bylaws stating, "any at-large director absent from three (3) consecutive meetings without an excused absence may have the position declared vacant." Ron made a motion to have the absent member from Richland County replaced. Second by Bob B. A letter will be sent to Richland County to address a replacement member.

NEW BUSINESS:

Distribution of the 2018 guides is well underway. Ron made a motion to offer Randy Kirking the sales position for Crawford County. Seconded by Bob B. Motion carried. Sale people are still needed for Richland County and Green County. Ads have been placed in the Observer in Richland Center and the Republican Journal in Darlington and will run for 3 weeks. A suggestion was made to look into contacting the Monroe radio station for placing an ad.

Randy requested the new 2018 guides be available at Racine and Kenosha Visitor Centers. Joe would like the executive committee to look at reimbursement for mileage for guide deliveries outside of the Hidden Valleys area.

Joe asked that any input about the Winery Tours be sent into the office to possibly be incorporated in the 2019 Hidden Valleys guide. The next driving tour to review is the Heart of the Hidden Valleys Tour on pages 53 & 54 of the 2018 guide.

The upcoming annual meeting on May 16th was discussed. Tentatively the meeting location is the Cottonwood Sports Bar in Fennimore. Email invitations will be sent out. Ron made a motion to have the annual meeting time changed from 11 am to 5 pm on May 16th and this time change will be reevaluated for the 2019 annual meeting. Seconded by Bob B. Motion carried.

REMARKS / CONCERNS

Joe asked for photos of events in your respective area be sent to him via text and he will put some photos on Hidden Valleys instagram account.

Sandy announced that something new in the Juneau County tourism guide is a two page spread on birding.

Bob B made a motion to adjourn at 12:55 p.m. Seconded by Ron. Motion carried.

Minutes taken by Kersten Rocksvold, 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.

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 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.

2nd Wednesday November 14, 2018 in Richland County – Courthouse, Richland Center, WI.