

Hidden Valleys, Inc.
General Board Meeting
11:00 am - June 19, 2013
Fountain Chateau, Hustler, Wisconsin

President Bernie Arena called the meeting to order at 11:00 a.m.

Members present were: Bernie Arena, Don Seep, Kersten Rocksvold, Grant Loy, Donna Douglas, Joe Fisher, Sandy Williams Sales rep., Carol Larson Office Manager- Diane Heims

Excused: Harvey Kubly, Marie Sersch, Bob Thomas, Ron Benish

Guests in attendance were Juneau County Economic Development representatives Marilyn Celeschi and Sandy Morris.

Don Seep made a motion to approve the minutes of the May meeting, seconded by Kersten Rocksvold. Minutes were approved.

Office Manager, Diane Heims, reviewed the Financial Report. It will be placed on file for audit.

Book Committee Report: Sandy Williams requested that each county review their section of the publication and submit new text or make any changes before the August meeting. Photos are needed for the publication and the website.

Show Committee: Kersten Rocksvold attended the Trout Fest and distributed 2 boxes. Donna Douglas made a motion to participate in the Milwaukee Journal Sport Show in 2014. Seconded by Grant Loy. Motion carried. Attendance at other shows will be voted on in July.

Website: Joe Fisher reported that we had 566 unique visitors to the website (unique-never visited the website before and spent more than two minutes and viewed more than two pages.) Joe noted that we also have a Facebook page-Hidden Valleys of Southwest Wisconsin.

New Business

Two bids were received for pre-press design for the 2014 publication. Don Seep made a motion to accept the bid of Terry Tobin, Sparta, in the amount of \$10,955.00. This was seconded by Joe Fisher. Motion carried.

Several bids were received for printing the 2014 book. A motion to accept the bid from La Crosse Graphics for the 36 lb. thickness @ the cost of \$39,746.15 for 70,000 copies or \$44,409.92 for 80,000 copies was made by Grant Loy and seconded by Sandy Williams. The quantity and amount will be determined when the ads are submitted.

Interviews were conducted on June 10th at Richland County Board Room for the position of Office Manager. Sixteen applications were received and eight were interviewed by Bernie Arena, Donna Douglas, and Sandy Williams. Kersten Rocksvold and Joe Fisher was unable to attend. **Laura Rockland, Richland Center was offered and has accepted the position of Office Manager to replace Diane Heims.** The board approved this recommendation.

Diane Heims presented the proposed 2013/2014 budget. It was noted that the software needs to be upgraded and if funds allow, a new monitor purchased also. Laura Rockland will pursue getting bids for such. Donna Douglas made a motion to include the pre-press bid \$10,955 in the budget. Don Seep and Kersten Rocksvold motioned to approve the budget as amended. Amendment passed. Motion carried. Diane will make that revision.

Executive Board Report

Bernie reported that the Executive Board discussed a Sales Representative incentive program. This will be presented at the July meeting. The Fireside Campgrounds ad quality in the co-op ad was not acceptable. They will be offered a discount on their 2014 ad and a free website ad. Layout of the Calendar of Events will also be given consideration for the upcoming publication.

Comments/Concerns

Office Manager, Diane Heims, was recognized for the excellent job she did for Hidden Valleys the past eight years. The Board applauded Diane. Diane thanked the board for allowing her to be part of Hidden Valleys and wished them all the best.

Sandy Morris, Juneau County Economic Representative, gave the Board an overview of new businesses and job opportunities for more than 700 new jobs in the area that an ethanol plant and the New Lisbon prison will provide. There is also a 3,000 herd dairy farm in Juneau County.

Don Seep made a motion to adjourn; seconded by Kersten Rocksvold.. Meeting was ended at 12:15 p.m.

Next meeting will be held on Wednesday, July 17, 2013 at Southwest Technical School, Fennimore.

Donna Douglas, Secretary