

Hidden Valleys of Southwest Wisconsin, Inc.

General Board Meeting

Richland County Board Room  
Richland Center, Wisconsin

January 15, 2014

The meeting was called to order by President Bernie Arena at 11:00 a.m. Members present were: Bernie Arena, Sandy Williams, Kersten Rocksvold, Francis Hynek, Harvey Kubly, Don Seep, Ron Benish, Grant Loy. Sales staff: Lon Arbegust. Visitor: Patty Kubly. Absent and excused were: Donna Douglas, Bob Thomas, Joe Fisher and Marie Sersch.

Ron Benish made a motion to approve the minutes of the November meeting. Seconded by Grant Loy. Motion carried.

Motion by Francis Hynek to accept the December 2013 and January 2014 financial reports and file for audit. Seconded by Ron Benish. Motion carried.

There was no website report. Joe Fisher is attending the Chicago Boat Show. A breakdown of the ITBEC grant will be made at the February meeting.

Bernie read the special executive meeting minutes (1/8/14) releasing Laura Rockland as office manager. Laura was invited to attend this meeting.

Acting Secretary Sandy Williams left at 12 noon. Kersten Rocksvold took over the minutes.

The board discussed getting together in June 2014 to conduct an internal audit with board members for the fiscal year 6/1/13 to 5/31/14. Harvey Kubly agreed to guide the board through the audit.

Bernie stated the board will be setting up interviews for a new Green County sales representative. Noreen Rueckert said to place ads in the Monroe Times and the local shopping paper. Harvey suggested placing an ad in the Independent Register in Brodhead as well.

There was discussion on moving the financials to Interstate Management Services (IMS) in Tomah, WI for accounting and financial assistance beginning this month. Motion by Francis Hynek to go with IMS for our accounting work. Second by Don Seep. Motion carried.

Members reviewed the new 2014 guide. Comments and suggestions will be brought to the February meeting. Bernie noted that several counties have received their guides and the others will be arriving shortly. The maps that were printed separately were made available to the board members. Harvey Kubly noted that this year is the 100th anniversary of Monroe Cheese Days.

Bernie stated that Monroe County is hosting an economic development and tourism conference on Thursday, Feb. 27, 2014 from 8:30 a.m. to 4:00 p.m. in Building 905 at Fort McCoy. She said that 30

booths were already reserved on informational exhibits and funding resources. The governor has been invited to speak. She will mail invitations out to the board members when they are printed.

Joe Fisher is currently at the Chicago Boat, Sports & RV Show at the McCormick Place in Chicago for our first show of the season. Upcoming shows include the Milwaukee Journal Sentinel Sports Show, March 5-9; Eastern Iowa Sports Show, March 14 & 15; Governor's Conference on Tourism, March 2-4; and the Rockford Camping & Travel Show, March 21-23.

The sales incentive figures were reviewed but part of the figures were incorrect because they should have been a percentage. They will be re-done and brought to the February meeting.

Ron Benish stated he will not be at the February meeting as he will be on vacation. Don Seep said he may not be at the next meeting depending on how he is doing after his January 24 surgery.

The next meeting will be February 19, 2014 in the board room of the Richland County Courthouse.

Motion by Ron Benish to adjourn. Second by Harvey Kubly. Motion carried.

Meeting adjourned at 12:25 p.m.

Sandy Williams & Kersten Rocksvold, Recorders