

Hidden Valleys, Inc

General Board Meeting-April 16th, 2014

Richland Center County Board Room

Richland Center, Wisconsin

The meeting was called to order by President Bernie Arena at 11:00 a. m. Board members present: Bernie Arena, Sandy Williams, Kersten Rocksvold, Grant Loy, Donna Douglas, Marie Sersch, Bob Thomas, Ron Benish, Don Seep, and Harvey Kubly. Absent and excused, Joe Fisher. Sales representatives present were Carol Larson and Lon Arbegust. Guests present were Karen Rocksvold, Patty Kubly, and Twila Thomas.

Bob Thomas made a motion to accept the minutes of the March 19th meeting and was seconded by Ron Benish. Motion carried.

Office Manager, Sandy Williams reported that IMS has completed the audit of the July 2013 – March 2014 financial reports and all are in order. The report was approved and placed on file for audit.

President's Report: Green County Sales Rep: Bernie received a response from the Monroe Times that they would be willing to do the ad sales for Green County this year, but would need a 30% commission. No action taken. Harvey Kubly requested that the Brodhead Press also be contacted to see if they would have interest in selling ads for Hidden Valleys. Bernie will contact them.

Sales Incentives: Bernie announced the sales incentive award for this past year. New ads: Carol Larson and Randy Kirking each tied, with 13 ads. Web ads: Rob Wilson and Carol Larson will split this. Rob Wilson had 92% renewal of his ads. Early Bird Sales: Carol Larson. \$75 was awarded for each category. Congratulations to the sales reps for 2013.

Lon reported the 2014 books have been well accepted and that advertisers have noted the different look. He will start selling ads early. He has already delivered to all his advertisers that are open for the season. Lon also spoke about the German Warehouse project he is involved with which is a Frank Lloyd Wright property being put into a 501(c) (3) status.

Bids 2015 Printing update: As requested by the Hidden Valleys Board, LaCrosse Graphics submitted a quote of \$38,860.29 for 65,000 copies if we select that quantity to be printed. The cost per book = 60cents.

Nominating Committee: Joe Fisher, treasurer and Donna Douglas, secretary, have given notice that they would like to be replaced. Nominations will be held at the May 21st annual meeting. Voting will take place in June.

Bernie announced that our partner representatives, Ag Tourism, are in Madison today, April 16th to support the signing of the Ag Bill allowing Farmers Markets, Corn Mazes, and other farm businesses and related events to not have to carry liability insurance. The Ag bill passed in both the Assembly and the Senate on a voice vote.

Show Updates: Bernie announced that Joe Fisher represented Hidden Valleys at the Cedar Falls, Iowa and Rockford, IL RV Shows. He reported that they were well attended. Office Manager Sandy Williams reported that four boxes of Hidden Valleys brochures were shipped to the Lake Geneva Boat Show held on March 15, 2014. Approximately one hundred ninety-five people were in attendance and no guides were left. Information from the Lake Geneva Boat Show was shared with WaterFest in Juneau County which will be held at Castle Rock on August 2, 2014.

Tim Hyma, Driftless Destinations is developing an extended southern route for the Driftless Destinations. Hidden Valleys is receiving great exposure through them in six states, Wheel and Sprocket show (6 cases distributed) Rochester, Minnesota Show and Canoecopia.

Manager's Report: The summer hosting schedule was circulated with Stonefield Village in Cassville being the location for the June meeting. Iowa County will host the July meeting and Crawford County will host the August meeting. Locations to be announced later. Sandy requested the **county contact information** (orange sheets) be returned to her.

Storage unit update: The storage unit is almost cleaned out and items left in the storage unit will be given to Goodwill. The total savings in rent storage should be \$440 per year when we vacate the unit. The storage unit will be emptied by June 1st.

Remarks/Concerns:

Sandy Williams encouraged members to watch Public Television –Channel 21 for a Juneau County documentary on Thursday, April 17, 2014 at 8:00 p.m.

The Annual Meeting will be held Wednesday, May 21st, 2014 in Green County at Sugar River Pizza, 700 Railroad Street, New Glarus, Wisconsin. The business meeting will begin at 11:00 a.m. followed by lunch.

A motion by Harvey Kubly to adjourn at 11:50 p.m. was seconded by Marie Sersch. Motion carried.

Donna Douglas, Secretary