

**Hidden Valleys, Inc**  
**Board Meeting-June 16, 2014**

**Barn 23**  
**3658 Hwy 23 North**  
**Dodgeville, Wisconsin**

The meeting was called to order by President Bernie Arena at 11:00 a. m. Board members present: Bernie Arena, Kersten Rocksvold, Sandy Williams, Gail Muller, Ron Benish, Don Seep, Bob Scallon, Bob Boyle, Harvey Kubly, Marie Sersch, Bob Thomas and Paul Fredrickson. Absent: Joe Fisher. Sales representatives present were Carol Larson and Randy Kirking. Guests present were Grant Loy, Twila Thomas, and Joy Gieseke.

Ron Benish made a motion to accept the minutes of the May 21st meeting, seconded by Don Seep. Motion carried.

Don Seep made a motion to accept the treasurer's report and place it on file for audit. Bob Boyle seconded. Motion carried.

**President's Report:**

- ✓ Bernie announced that Donna Douglas did not get placed on the Hidden Valleys board by Green County.
- ✓ Bernie also noted that the sales rep position for Green County is now being covered by Carol Larson.
- ✓ Bernie entertained nominations for election of executive board members.
- ✓ Don Seep nominated present chair, Bernie Arena to be President. Harvey Kubly seconded. After discussion, Don asked that a unanimous vote be cast for Bernie to be President of Hidden Valleys. Harvey seconded. Motion carried.
- ✓ Nomination for Bob Boyle to be First Vice President was made by Ron Benish, seconded by Don Seep. Ron asked that a unanimous vote be cast for Bob to be First Vice President of Hidden Valleys, seconded by Don. Motion carried.
- ✓ Nomination for Sandy Williams to be Second Vice President was made by Ron Benish, seconded by Harvey Kubly. Ron asked that a unanimous vote be cast for Sandy to be Second Vice President of Hidden Valleys, seconded by Harvey. Motion carried.
- ✓ Nomination for Bob Scallon to be Treasurer was made by Ron Benish, seconded by Bob Boyle. Ron asked that a unanimous vote be cast for Bob Scallon to be Treasurer of Hidden Valleys, seconded by Bob Boyle. Motion carried.
- ✓ Bernie interjected information about a template for use for the secretary to take minutes for attendance and action items at the board meeting to simplify the process.

- ✓ Nomination for Gail Muller to be Secretary was made by Ron Benish, seconded by Bob Scallon. Ron asked that a unanimous vote be cast for Gail to be Secretary of Hidden Valleys, seconded by Harvey. Motion carried.

### **Office Manager Report**

Sandy asked that everyone check the compiled county contact information sheet for their county for any additions or corrections. Joy noted that Victoria Solomon is the Resource Agent for Green County. There was a question as to which county Will Cronin transferred to from Monroe County. Sandy will check into this. Bernie noted the importance of ONE contact per county for editorial changes to the guide. Any changes for the driving tours will come to the office and then to the area editorial contact. On a side note, Ron spoke about a Wisconsin Public Radio broadcast stating that driving tours and more printed materials are in demand lately. Bernie also stated the importance of getting new photos in the guide.

Sandy had some extra copies of the Hidden Valleys spring news release. Ron suggested that all counties be mentioned in future news releases.

### **New Business**

2014-2015 proposed budget was discussed. Don Seep made a motion to accept the proposed budget for the 2014-2015 fiscal year with the addition of \$199 for Governors Conference expenses as well as a \$300 sales incentive [\$75 in 4 different categories of: most new ads, most early bird ads, most web ads, and highest percentage of renewal ads]. Bob Boyle seconded. Motion carried.

Bernie stated that an upgrade to the individual county maps for uniformity by our prepress, Next Level, would cost \$225 per map. Bernie suggested applying for a grant through ITBEC and asked for direction from the board. Ron made a motion to have Bernie put together a grant proposal to receive money from ITBEC for the redesign of the individual county maps. Don seconded. Motion carried.

### **Sales Report**

Carol noted that she has been busy in Vernon, Juneau and Green Counties. She has 15 cases on hand in Juneau and 15 cases in Vernon. She does still have 1 pallet in Green County.

Randy stated he is in need of guides as he only has 5 cases on hand. Randy has been stocking the Kieler Rest Area 2 to 3 times a week going through about 300 guides. Randy will be getting some cases from Bernie and Sandy today. Also Randy mentioned that Boscobel will be having the Civil War Reenactment coming up August 1st.

Bernie noted that Rob has 16 cases left and Dave 12 cases.

**Remarks / Concerns**

Don noted a change in the summer schedule locations in September. Sandy will check into going to Stonefield Village in Grant County for the September 17th meeting. This location was originally scheduled for June 18th meeting but was cancelled due to severe weather.

Don gave an update on the A.D. German Warehouse in Richland Center. Lon Arbegust is the chair of the 501(c)3 foundation to renovate the Frank Lloyd Wright building.

Don also told of the finding of Native American artifacts at Rockbridge in Richland County at Pier Park. Over 350 artifacts including clothing, hides, tools, sewing needles made from antlers, and pottery were discovered by a young hiker. This makes Rockbridge a historic site.

Ron Benish made a motion to adjourn, seconded by Harvey Kubly. Motion carried. Meeting adjourned at 12:53 p.m.

Sandy Williams, acting secretary

**Next meeting August 20<sup>th</sup> at Bridges Restaurant, Lafayette County**