

Hidden Valleys, Inc

Board Meeting-August 20, 2014

Bridges Restaurant 201 Christensen Drive Darlington, WI

The meeting was called to order by President Bernie Arena at 11:06 a. m. Board members present: Bernie Arena, Kersten Rocksvold, Sandy Williams, Ron Benish, Joe Fisher, Don Seep, Bob Scallon, Bob Boyle, Gail Muller, Paul Fredrickson, Marie Sersch, Bob Thomas and Past President, Donna Douglas.

Absent: Harvey Kubly

Sales representatives present: Carol Larson and Randy Kirking.

Guests present: Twilla Thomas, Karen Rocksvold, Bev Anderson, Susie Osterday Director of Darlington Chamber of Commerce, and Dave Breunig, Mayor of Darlington.

Ron Benish made a motion to accept the minutes of the July 16, 2014 meeting, seconded by Bob Boyle. Motion carried.

Ron Benish 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 she is working on a grant with a plan A and plan B to be presented to ITBEC the first Friday in September. The grant will cover the costs of creating each individual county map for the Hidden Valleys guide which would make the maps more uniform by having them all done in the same software program. This would then allow changes to be made easier upon request. The cost for each map is \$225.
- ✓ Marie Sersch arranged to have 72 maps laminated for people to take and distribute. There are 8 maps per county.
- ✓ Any events that anyone is aware need to be sent to Sandy before Oct 1st. Templates for the format for getting events into the 2015 guide are available today.
- ✓ There are currently 2 shows that Bernie is interested in attending; The Milwaukee Sentinel Sports Show and The Governor's Conference on Tourism.
- ✓ Driftless Destinations is one of our current partnerships. Ag Tourism is another partner with Hidden Valleys.
- ✓ Bernie stated she had contacted the chamber directors and the economic development director in Sauk County concerning possible membership. This is not an option at this time as they are already partnering in another direction and business dollars are tight.

Don Seep mentioned a motorcycle event held at Bunker Hill, the Cannon Run which brought thousands of cyclists into the southwest region.

Comments about selling points for sales reps included: events, medical facilities, adding places on the map, winery at Cassville, gift shops and the ferry.

Bernie reviewed the question to set a policy on verbiage for each county section. The current book appears to have text from 3 to 6 pages per county. Recommendation from the board was to get a word count for each county and before going further with a policy. Sandy will get this information from Next Level.

Grant County requested a contract with Hidden Valleys. Sandy presented a draft of a contract that the executive committee reviewed. As county budgets are being processed now, Bernie presented a question of what if a county does not approve payment for membership to Hidden Valleys? In the meantime, the sales person for that county has already been out selling ads to businesses in that county. Ron added a suggestion of including more than a one year membership, with the understanding that a county could opt out with a year's notice.

Office Manager Report

Sandy passed around the county contact information sheet and asked that everyone check their county for any additions or corrections. Bernie stated the importance of ONE contact per county for editorial changes to the guide.

New Business

Bob Boyle of Lafayette County presented the design for the front cover for the 2015 guide. He also gave a brief history of Lafayette County and the ad industry.

Sales Report

Carol noted that she has extra books that Bob S. can distribute. Overall her sales are good. She covers 3 counties.

Randy stated he is contacting several wineries and has gotten favorable responses. Sales are good for this time of year.

Questions were asked about ads for the website. Would some advertisers prefer that form of advertising? Recently web ads have declined.

Joe mentioned to "like" the Facebook page for Hidden Valleys of Southwest Wisconsin.

Remarks / Concerns

Ron made a motion to draft a letter of support for Donna Douglas to Green County for all her hard work and years of service for Hidden Valleys. Don seconded the motion. Motion carried.

Marie Sersch made a motion to adjourn, seconded by Ron Benish. Motion carried. Meeting adjourned at 12:18 p.m.

Gail Muller secretary

Next meeting September 17, Stonefield Village, Cassville.

HIDDEN VALLEYS INC.

11:00 am Board meeting

Wednesday September 17, 2014

**Stonefield Village
12195 Highway VV
Cassville, WI 53806**

AGENDA

CALL TO ORDER

WELCOME & INTRODUCTIONS

MINUTES –August 20, 2014

TREASURER’S REPORT

President’s Report / Executive Report

- ITBEC grant update
- Associate Memberships/ partners update
- 2015 Membership contracts update
- Audit committee update

OFFICE MANAGER REPORT

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NEW BUSINESS:

- Review Lafayette County cover/centerfold
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SALES REPORT - BOOK COUNT

REMARKS / CONCERNS / ITEMS FOR NEXT AGENDA

ADJOURNMENT

Next meeting Wednesday October 15, 2014 – Richland County