

Hidden Valleys, Inc.
Board Meeting-September 17, 2014
Stonefield Village, 12195 Hwy. VV, Cassville, WI 53806

The meeting was called to order by President Bernie Arena at 11:10 a.m.

Board members present: Bernie Arena, Kersten Rocksvold, Sandy Williams, Ron Benish, Joe Fisher, Bob Scallon, Bob Boyle, and Paul Fredrickson. Excused: Gail Muller, Harvey Kubly, Marie Sersch, Bob Thomas, Don Seep. Sales reps: Rob Wilson, Randy Kirking, Carol Larson. Absent: Dave Anderson, Lon Arbegust. Guest: Patrick Reinsma (State Tourism rep).

Motion by Joe Fisher to accept the minutes of the August 20, 2014 meeting as presented. Second by Paul Fredrickson. Motion carried.

Sandy Williams gave the treasurer's report. Ron Benish moved to accept the report and place it on file for audit. Second by Bob Boyle. Motion carried.

Arena stated she turned in the grant relating to mapping at the Southwest ITBEC meeting on September 5, 2014. It had a Plan A to pay for mapping for all nine counties and a Plan B to pay for the work for the member counties. It will be on the ITBEC agenda for its October 10, 2014 meeting.

Arena said the Marquette/McGregor group renewed its associate membership for \$500.00 for 2015. She came with a proposal to trade the back cover in a partnership with the "Driftless Destinations" group. In exchange Hidden Valleys will be featured on their brochure, display booth and website. They will also take Hidden Valleys magazines to the shows they attend. Hidden Valleys will take their brochures to our shows. There was discussion on the value of the page as to the value we are getting back. Motion by Fisher to do the trade for the back page with "Driftless Destinations". Second by Benish. Motion carried.

A suggestion was made to re-write the rates for the full pages. The Executive Board will be tasked with this job. It was also recommended that a "standing item" list be included in the minutes each time till the item is taken care of.

Grant County asked that Hidden Valleys come up with a contract between the county and Hidden Valleys. Office Manager Sandy Williams wrote a rough draft of a contract and sent it to Todd in the Extension Office in Grant County to make any suggestions concerning the wording. We are waiting to get his reply.

No progress to report on the audit committee. Arena will contact Kubly before the next meeting to set a date to go over last year's records.

Williams left records of the ad sales in with the minutes. She had to leave early because of family concerns.

The Lafayette County cover and centerfold are completed. Although no copies were at the meeting, several members have seen the final presentation and noted how good it looked. Great Job Lafayette County!

Arena asked State Tourism Rep Patrick Reinsma to address concerns from Hidden Valleys members about the way "Southwest" Wisconsin is represented in the state guides. Iowa, Lafayette, and Green Counties are designated as "South Central". Juneau County is in with the "Central" Wisconsin section. Buffalo, Trempealeau and Jackson Counties are now placed in the Southwest Wisconsin section by the state regions.

Reinsma explained that it was divided into new regions a while back. They have received a call concerning this from one other community. He explained that the state would take up an issue like this if there was enough concern from a large number of constituents or organizations. He also explained that at this point it would be expensive to re-do the website and magazines. Arena will contact some tourism "players" involved and see what the consensus is before moving forward.

Salespeople reports: Kirking reported that Grant County has 30 new advertisers. He also stated the sales people would appreciate some statistics from how many hits the website is getting. Wilson stated his retention was high in Monroe County and overall the sales were going great. Larson had stated earlier that it was a good sales year. Fisher noted that the Google Analytics would be made available to the salespeople.

Motion by Boyle to adjourn. Second by Benish. Motion carried.

The next meeting will be October 15, 2014 at the Richland County Courthouse in Richland Center. Minutes taken by Joe Fisher, typed by Bernie Arena.