

Hidden Valleys, Inc.
Board Meeting-October 15, 2014
Richland County Courthouse
181 W Seminary St
County Board Room
Richland Center WI

The meeting was called to order by First Vice President Bob Boyle at 11:01 a.m.

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

Motion by Ron Benish to accept the minutes of the September 17, 2014 meeting as presented. Second by Bob Scallon. Motion carried.

Sandy Williams gave the treasurer's report. Sandy will report at the next meeting, after speaking with the financial firm, IMS, the reason for a \$160 difference between the Customer Balance Summary and the accounts receivable. Ron Benish moved to accept the report and place it on file for audit. Second by Don Seep. Motion carried.

Bob Boyle reported for Bernie Arena that the ITBEC grant of \$2025 came through to be used to standardize the county maps for the 2016 guide.

The 2015 membership contract was sent to Grant County but has not been returned. They are still considering it.

A trade for the back cover and inside back cover is in negotiation with Driftless Destinations and WATA (Wisconsin Ag Tourism Assoc.). Details are still being worked out.

One item was added to the standing item list: print additional maps.

Sandy indicated she received a request from the Beloit Welcome Center for four cases of guides. Harvey has agreed to deliver these.

It was indicated that the front cover photo is also being used in the Discover Wisconsin 2015 calendar. The comments were positive on all accounts. A motion to accept the cover was made by Harvey K. and seconded by Don S. Motion carried.

The book count indicated most guides have been distributed with few additional available.

Sales people indicated a good sales season. Sales were up from previous year. There was a request to keep ad prices the same. The executive committee thanked sales team for their stellar work.

Full Board photo will be taken at the November meeting.

Motion to allow sales people to directly contact Next Level for the purpose of pre-proofing, provided it is okay with Next Level was made by Don, seconded by Gail. Motion carried.

A discussion covered the division of state into regions that does not match with the 9 counties of Hidden Valleys. It was suggested that Hidden Valleys take steps to have the state change their website and travel guide to match the southwest counties of Hidden Valleys. Motion was made by Joe F. for the executive committee to draft a resolution to submit to the state Dept of Tourism to change the tourism map to match Hidden Valleys southwest counties. Seconded by Don S. motion carried.

A suggestion was made to send a copy of the resolution to each county as well as have Bernie contact Indian Head Country to see if they have similar concerns.

Recommendation from the executive committee was to consider adding additional shows and possibly increasing the number of guides published.

Recommendation was made for sales people to compile a suggestion list to be addressed by the executive committee.

Motion by Ron Benish to adjourn. Second by Harvey Kubly. Motion carried. Meeting adjourned at 12:35pm.

The next meeting will be November 19, 2014 at the Richland County Courthouse in Richland Center. Minutes taken by Joe Fisher.