

Hidden Valleys, Inc.
Board Meeting-November 19, 2014
Richland County Courthouse
181 W Seminary St
County Board Room
Richland Center WI

The meeting was called to order by President Bernie Arena at 10:40 a.m.

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

Motion by Ron Benish to accept the minutes of the October 15, 2014 meeting as presented.
Second by Bob Scallon. Motion carried.

Sandy Williams gave the treasurer's report stating the \$160 difference between the Customer Balance Summary and the accounts receivable has been resolved. It was due to a check coming in which did not have a contract at the time. Joe Fisher moved to accept the report and place it on file for audit, second by Bob Boyle. Motion carried.

An introduction of Next Level representative was made by Bernie.

Partners update: There was no room in the 2015 guide to do a trade with the Wisconsin Ag Tourism Association. Bernie is working on a trade regarding the website or a trade show. Part of the Driftless Destinations partnership is that they will distribute our guides at the trade shows they will be attending including Canoeecopia in Madison.

Pre press update: Sales for 2015 ads were up from original projections. Budgeted sales were approximately \$84,000. A recommendation by the executive board was made to print 70,000 guides at a cost of \$42,513.48. A motion was made by Ron Benish, seconded by Bob Boyle to follow the recommendation of the executive board and print 70,000 guides. After discussion, a motion was made by Boyle to print 75,000 guides. Seconded by Scallon. Motion carried. Motion to print 70,000 guides failed.

Benish then made a motion to also print an additional 5000 centerfold maps folded with the map on the outside. Harvey Kubly seconded. Motion passed.

A short break was taken for the annual board pictures for the 2015 guide. After which, proofs for the new guide were distributed for review by all the board members. The final date for 2015 guide corrections is November 30, 2014.

A suggestion to have appreciation plaques for longtime board members was made which the executive committee will review.

Another suggestion was made to show appreciation in our upcoming 40th year in the 2017 guide, to advertisers who have been with Hidden Valleys for many years. The executive committee will review this as well. Any suggestions from the sales team should be emailed to the Sandy at the office – hv@mwt.net.

Motion by Paul Fredrickson to adjourn. Second by Kersten Rocksvold. Motion carried. Meeting adjourned at 12:08pm.

The next meeting will be January 21, 2015 at the Richland County Courthouse in Richland Center. Minutes taken by Joe Fisher.