

Hidden Valleys, Inc.

Board Meeting

**October 21, 2015**

**11:00 am**

**Richland Center Courthouse  
County board room 3rd floor  
Richland Center, WI**

The meeting was called to order by President Bernie Arena at 11:05 a.m.

Board members present: Bernie Arena, Bob Boyle, Sandy Williams, Ron Benish, Joe Fisher, Bob Scallon, Don Seep, Gail Muller, Kerston Rocksvold, and Marie Sersch. Absent: Paul Fredrickson and Harvey Kubly. Sales representatives: Carol Larson, Lon Arbegust, Rob Wilson, and Randy Kirking. Guest: Grant Loy from Grant County and Shannon Brown from Crawford County UW Extension, and Tierra Jackson from Next Level Creative.

**WELCOME & INTRODUCTIONS**

Bernie welcomed and introduced Shannon, Grant, and Tierra to the group.

**MINUTES September 16, 2015**

Motion by Ron B. to accept the minutes of the September 16, 2015 meeting as presented. Seconded by Marie S. Motion carried.

**TREASURER'S REPORT**

Ron B. made a motion to accept the treasurer's report and place it on file for audit, second by Gail M. Motion carried.

**OFFICE MANAGER'S REPORT**

- Audit update: Sandy created a link on line in dropbox for the internal audit. Bob B. & Gail reported they had access to bank statements, proof of insurance, accounts receivable, profits and loss statements, accounts payable such as phone bill, postage and reimbursements for trade shows and trade show costs.
- Sandy talked about a trade with a Juneau County radio station, WRJC. The owner put together a proposal but the executive committee had more questions. This will be looked at for the 2017 guide in its 40<sup>th</sup> year.

**PRESIDENT'S REPORT / EXECUTIVE REPORT**

A sample map was presented by Tierra from Next Level at the board meeting. Mention was made of missing towns on maps. Bernie noted all trails will be color coordinated for each county map. Shannon talked about ATV trails in several counties looking at creating their own map.

Bernie has several contacts or chambers that contribute to each county verbiage but editing needs each county to have one representative responsible for the county text.

A certified letter was sent by Bernie for an overdue account. Bernie will contact the business personally again as well.

Bernie went over some items on the standing list:

- The executive committee determined that the printing of a separate version of extra maps would be cost prohibited so this item will be removed from the list.
- Bernie will take a survey of advertisers for their input on separate maps. This is after discussion about the timing of when to distribute maps.
- Coupon page in the guide will not be considered for the 2016 guide but is possible for 2017.
- Items for Bernie to tend to include the letter to state tourism on county division as well as working with Next Level on 2017 contract wording.

#### NEW BUSINESS:

- Bernie went over possibilities for 2016 trade shows and partnerships with ITBEC for a Chicago show. Currently 2 shows are booked; Milwaukee Journal Sentinel & Eau Claire Sports Show. Governors' Conference Show in Wis Dell in 2016 will also be attended. Show in the southern area of the state can be looked into as well as shows in the Rice Lake area.
- Bernie presented 3 updated Crawford County covers. A consensus was reached for Mississippi scenery one with the shadowed area lightened up.
- First proofs were handed out for review.
- Banner ads were not addressed today. This will be put on the January agenda.

#### BOOK COUNT / SALES REPORT

Rob has 6 cases of guides available today for anyone and 4 cases at his home for the office. Carol reported she didn't need any more guides. Lon reported this is the first time he is out of books this early. Randy could use more guides as well. Sales for 2016 have been good. Contracts are still coming in past the deadline. Bernie thanked the salespeople for all their efforts.

#### REMARKS / CONCERNS

Bob B. made a motion to adjourn at 12:30 p.m. Seconded by Kersten. Motion carried.

Minutes taken by Gail Muller, Secretary

Next meeting November 18, 2015 Richland County.