

Hidden Valleys, Inc.

Board Meeting

January 20, 2016

11:00 am

**Richland County 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 Paul Fredrickson. Absent: Marie Sersch and Harvey Kubly. Sales representatives: Carol Larson, Lon Arbegust, and Rob Wilson. Guest: Tamaya Oldenhoff from Juneau County Economic Development.

**WELCOME & INTRODUCTIONS**

Bernie welcomed and introduced Tamaya to the group.

**MINUTES November 18, 2015**

Motion by Ron B. to accept the minutes of the November 18, 2015 meeting as presented.

Seconded by Bob S. Motion carried.

**TREASURER'S REPORT**

Bob B. made a motion to accept the treasurer's report and place it on file for audit. Second by Joe F. Motion carried. Discussion followed of retained earnings being an accounting term on paper only and that Hidden Valleys is on an accrual basis.

**OFFICE MANAGER'S REPORT**

- Printing the extra pull out centerfold maps cost \$87.50 more than voted on at the November meeting. This was the result of having the maps folded differently. If LaCrosse Graphics were to use a separate map file they would need to create 4 new printing plates costing Hidden Valleys approximately \$450. This amount was not approved by the board. Motion was made by Don S. and seconded by Ron B. to accept the cost of \$87.50 more for the extra pull out maps being differently. Motion carried.
- Department of Tourism announced a new 2016-2017 Wisconsin Travel Guide that will feature a fresh new look that combines the current Activity Guide and Official Travel Guide. The possibility of doing an ad exchange was approached with the Department of Tourism but this isn't an option they could consider at this time.
- Any county interested in hosting a summer meeting, please contact Sandy at the office.

## PRESIDENT'S REPORT / EXECUTIVE REPORT

Bernie as well as the entire board received the 2016 magazine today. The executive committee met for proofing in December. Bernie asked the board to look at their respective county maps for any changes or concerns that can be corrected for the 2017 guide. Joe commented on the amount of work Bernie put forth on this magazine. He asked that a thank you letter be sent to ITBEC for their contribution to make the new maps.

There were 70,000 guides printed at a lower cost than originally quoted as a result of a cost per guide inquiry. The savings was \$415.45.

Bernie went over the 2016 trade shows Hidden Valleys will be attending. She will attend the Iowa show January 22-24 as well as the Wisconsin Sports Show in Eau Claire March 18-20 and Wisconsin Governor's Conference on Tourism March 13-15 in Wisconsin Dells. Joe will attend the Milwaukee Journal Sentinel Sports Show March 2-6. Hidden Valleys will also be at booths with WATA, Wisconsin Agricultural Tourism Association February 22-23 in Marshfield and Monroe County Economic Development Conference February 25<sup>th</sup> at Fort McCoy.

The Monroe County Economic Development Conference booth requires \$50, which Bernie paid in prior years. Don S. made a motion to approve Hidden Valleys paying the \$50 booth registration for the Monroe County Economic Conference. Second by Ron B. Motion approved.

Bernie noted that with all the shows in March, the March board meeting would be cancelled. No vote was taken. It will be up to Bernie to call a meeting if she deems it necessary.

## NEW BUSINESS:

- Rob W. commented on delivering the 2016 guides from LaCrosse Graphics to all but Green County. Green County requested delivery in March. He reported LaCrosse Graphics used a smaller pallet than previously which caused some problems but overall, delivery went well.
- Banner ads on the website were addressed. Joe started discussion of banner ads stating he feels salespeople would require a lot of effort to sell this type of ad and it would be very time consuming. Utilizing Hidden Valleys Facebook by advertisers or board members would be a better way to go. Bernie will drop banner ads for now. Tamaya mentioned the 2 year plan for the Mauston website that is mobile friendly with an interactive map.
- A coupon page for the guide was suggested again by Rob W. It was noted that the executive committee is still considering this option.

## REMARKS / CONCERNS

Bob B. made a motion to adjourn at 12:35 p.m. Seconded by Paul F. Motion carried.

Minutes respectfully submitted by Gail Muller, Secretary.

Next scheduled meeting February 17, 2016 Richland County.

**HIDDEN VALLEYS INC.**

**11:00 am Board meeting**

**February 17, 2016**

**Wednesday**

**Richland County Courthouse  
County Board Room – 3rd floor  
Richland Center, WI**

**AGENDA**

CALL TO ORDER

WELCOME & INTRODUCTIONS

MINUTES – January 20, 2016

TREASURER'S REPORT

OFFICE MANAGER'S REPORT

- Summer schedule locations

PRESIDENT'S REPORT & EXECUTIVE REPORT

- Show report
- Partnership Updates

NEW BUSINESS:

- 2017 advertising contract review/add sales email info & events section
- Quote for contract changes
- Coupon pages in guide
- Platteville radio interviews

REMARKS / CONCERNS / ITEMS FOR NEXT AGENDA

ADJOURNMENT

**Next scheduled meeting - Wednesday April 20, 2016  
Richland County**