

Hidden Valleys, Inc.

Board Meeting

**April 20, 2016**

**11:00 am**

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

The meeting was called to order by 1<sup>st</sup> Vice President Bob Boyle at 11:05 a.m.

Board members present, Bob Boyle, Sandy Williams, Ron Benish, Joe Fisher, Bob Scallon, Don Seep, Gail Muller, Kerston Rocksvold, and Harvey Kubly. Absent and excused: Bernie Arena, Paul Fredrickson and Marie Sersch. Sales representative: Carol Larson. Guest: Grant Loy and Patty Kubly.

**WELCOME & INTRODUCTIONS**

Bob B. welcomed the group.

**MINUTES February 17, 2016**

Motion by Ron B. to accept the minutes of the February 17, 2016 meeting as presented. Seconded by Bob S. Motion carried.

**TREASURER'S REPORT**

Only an accounts receivable report was presented today. The report showed a business closed in Juneau County. Joe asked if we need to have a credit card on file for sales ads to hold funds from advertisers until payment for their ad is made. After discussion, it was determined that it may be cost prohibited to introduce that versus the possibility of maybe only one advertiser a season being unable to pay for their ad. Ron B. made a motion to accept the treasurer's report and place it on file for audit, second by Joe F. Motion carried.

**OFFICE MANAGER'S REPORT**

Trade show update presented by Sandy for Bernie. There were many comments and questions from the Milwaukee visitors to the Hidden Valleys booth. Joe Fisher was not available to attend due to illness. Bernie opened the show and set up the booth. Rob Wilson worked the booth Thursday and Friday. Sandy did the remainder of the show as well as breakdown the booth. She read several of the comments about the show to the board including statements such as; Amish driving land prices up, dogs in sidecars on motorcycle website called sit, stay, ride to the Southwest part of Wisconsin is truly God's country.

Bernie was able to attend the Go Monroe Eco Conference at Fort McCoy as well as the WATA (Wisconsin Agricultural Tourism Association) Conference in Marshfield. Gail attended WATA as well. Sandy and Bernie also were in attendance at WIGCOT (Wisconsin Governor's Conference on Tourism). Past President Donna Douglas was one of many nominees at WIGCOT for their legacy award. Hidden Valleys had a booth at each of these shows. Sandy brought information from WIGCOT about researching websites. Anyone can do a Google search for 'page speed insights' to find the rating of any website. Hidden Valleys website is at 61 with suggestions as to how to make the site better. Many of the suggestions however deal with JAVA Script which Hidden Valleys currently has no control over.

Joe asked about the possibility of having the executive committee making it a point to attend WIGCOT in Milwaukee next year as this is an important tourism function. Ron also felt this conference is important to attend and that each county should have a contingency fund available that might be utilized to send tourism representatives.

The Eau Claire Sports Show, in accordance with Bernie, was not as accepting of Hidden Valleys as last year.

Tim Hyma, Driftless Destinations partnership with Hidden Valleys, distributed 5 cases of Hidden Valleys guides at Bike o’Rama in Madison.

Thank you was noted to ITBEC (International Trade, Business, & Economic Development Council) for their \$500 contribution to each of their 3 member counties of Vernon, Juneau, & Monroe. The counties passed the contribution along to Hidden Valleys to be partnered and present for the various trade shows.

#### PRESIDENT’S REPORT / EXECUTIVE REPORT

Wisconsin Department of Tourism should have figures of tourism income for the year by the May meeting.

All map changes from each county for the 2017 Hidden Valleys guide should be sent in to the office by August 1<sup>st</sup>. Don S. noted that new ATV routes are being developed close to Hub City and Cazanovia and will meet with Hillsboro in Vernon County.

#### NEW BUSINESS:

Web coupon charges on the advertising contracts were discussed. Joe didn’t think we should have added this to the contract at this point. Sandy noted in order to get contracts to sales people in a timely manner so that they could start their selling season, the contract needed to be printed now. Even without an actual pricing for a web coupon, the category for having a web coupon is stated. Now it is up to the board to determine the pricing for web coupons as discussed at previous meetings. Ron made a motion seconded by Bob S. to figure out how much the charge for web coupons will be or cross it off the contract. Motion approved.

Both print bids and graphic design bids were presented to the board. Last year Hidden Valleys used LaCrosse Graphics for the printer and Next Level Design for the graphics. Ron mentioned bids show a big difference from last year with other new bids included. Joe made a motion to invite Off the Wall Design and Towns and Associate for a graphics presentation as well as Schumann Printers and Evans Printers. Seconded by Ron B. Motion carried.

#### REMARKS / CONCERNS

Ron B. made a motion to adjourn at 12:40 p.m. Seconded by Kersten. Motion carried.

Minutes taken by Gail Muller, Secretary.

Next scheduled meeting May 18, 2016 Crawford County.