

Hidden Valleys, Inc.
Board Meeting
June 15, 2016
10:30 am
Cottonwood Sports Bar
4716 Green River Rd
Fennimore, WI

The meeting was called to order by Bernie Arena, President, at 10:35 a.m.

Board members present, Sandy Williams, Ron Benish, Joe Fisher, Bob Scallon, Larry Jewell, Harvey Kubly, Mary Rae, and Marie Sersch. Absent: Bob Boyle, Kersten Rocksvold, and Paul Fredrickson. Sales representative present: Randy Kirking. Guests: Grant Loy, Patty Kubly, Linda Parrish--Fennimore Promotions Coordinator, Larry Bierke--Iowa County Administrator, Darlene Mickelson--Grant County Economic Development and Tourism, Diane Dahl--Off the Wall Design, Pat McLoone--Schumann Printers and Amy Johnson--Towns and Associates.

WELCOME & INTRODUCTIONS

Bernie welcomed the group. Each person introduced themselves.

Bernie asked for nominations for the office of President, 1st Vice President, 2nd Vice President, Treasurer and Secretary.

Ron nominated Bernie Arena for President. Marie seconded the nomination. Bernie asked 3 times for any other nominations. Bob S. made a motion to close nominations and cast a unanimous ballot for Bernie to be President. Seconded by Ron. Motion carried.

Marie nominated Bob Boyle for 1st Vice President. Ron seconded the nomination. Bernie asked 3 times for any other nominations. Joe made a motion to close nominations and cast a unanimous ballot for Bob Boyle to be 1st Vice President. Seconded by Bob S. Motion carried.

Mary Rae nominated Sandy Williams for 2nd Vice President. Ron seconded the nomination. Bernie asked 3 times for any other nominations. Joe made a motion to close nominations and cast a unanimous ballot for Sandy to be 2nd Vice President. Seconded by Marie. Motion carried.

Ron nominated Bob Scallon for Treasurer. Marie seconded the nomination. Bernie asked 3 times for any other nominations. Ron made a motion to close nominations and cast a unanimous ballot for Bob Scallon to be Treasurer. Seconded by Marie. Motion carried.

The secretary position remained open at this time. It will be placed on the July agenda.

MINUTES of May 18, 2016

Motion by Bob S. to accept the minutes of the May 18, 2016 meeting as presented. Seconded by Ron B. Motion carried.

TREASURER'S REPORT

Sandy presented two financial reports. One report covered June 1, 2015 to May 31, 2016. A second report was for the current budget year beginning June 1, 2016 to date. Ron B. made a motion to accept the treasurer's year end May 31, 2016 report and place it on file for audit, second by Joe F. Motion carried. A motion to accept the current financial report was made by Ron B. and seconded by Bob S. Motion carried.

OFFICE MANAGER'S REPORT

Sandy passed along information about Patrick Reinsma's death and the scholarship fund on a gofundme.com website now in his name. A silent reflection was observed in remembrance of Patrick.

PRESIDENT'S REPORT / EXECUTIVE REPORT

Bernie passed along the discussion by the executive committee for the pricing of web coupons. The recommended cost is \$45 for a web coupon ad to be on any one of the county pages of the Hidden Valleys' website and \$100 for a web coupon ad to be put on the home page of the Hidden Valleys' website. This introductory pricing would be for advertisers with a printed ad in the 2017 guide. Ron made a motion to accept the executive committee's recommendation of \$45 for a web coupon ad on any one of the county pages and \$100 on the home page of the Hidden Valleys' website. Joe seconded the motion. Motion carried.

Bernie noted the importance of the timeline for producing the 2017 guide.

NEW BUSINESS:

Information about the Milwaukee Journal Sentinel Sports Show was presented. In order to get the early bird discount of \$50 off, this show would need to be approved today. A motion was made by Joe to approve attending the Milwaukee Sports Show and seconded by Marie. Motion carried. After discussion, a motion was made by Ron B. to increase the monthly office rent \$25. Harvey seconded the motion. Motion carried.

The 2016-2017 proposed budget was presented for the board's approval. Joe made a motion to accept the proposed budget. Ron seconded the motion. Motion carried.

Presentations were made by Amy Johnson of Towns and Associates for graphic design, Pat McLoone of Schumann Printers for printing, and Diane Dahl of Off the Wall Design for graphic design of the 2017 guide.

Joe made a motion to accept the Towns and Associates bid for graphic design. Motion was seconded by Harvey. Motion passed.

Joe made a motion to accept Schumann Printers for printing the 2017 guide. Harvey seconded the motion. Motion passed.

REMARKS / CONCERNS

A remembrance for Patrick Reinsma, who was the Regional Tourism Representative from the Department of Tourism, was recommended to be placed in the 2017 guide.

Bob S. made a motion to adjourn at 12:50 p.m. Seconded by Ron. Motion carried.

Minutes taken by Joe Fisher, Acting Secretary

Next scheduled meeting July 20, 2016 Iowa County.