

Hidden Valleys, Inc.

Board Meeting

July 20, 2016

11:00 am

**Riverview Terrace Restaurant
Frank Lloyd Wright Visitor Center
5607 County Road C
Spring Green, WI 53588**

The meeting was called to order by President Bernie Arena at 11:03 a.m.

Board members present, Bob Boyle, Sandy Williams, Joe Fisher, Bob Scallon, Kersten Rocksvold, Mary Rae, Marie Sersch, Paul Fredrickson, and Harvey Kubly. Absent and excused: Larry Jewell, Ron Benish. Sales representatives: Carol Larson, Dave Anderson, Randy Kirking, and Lon Arbegust. Guests: Grant Loy and Mrs Fisher.

WELCOME & INTRODUCTIONS

Bernie asked that the currently open secretary position be addressed now instead of under new business. Motion was made by Harvey to nominate Kersten for secretary. Paul seconded the motion. Motion carried.

MINUTES

Motion by Harvey to accept the minutes of the June 15, 2016 meeting as presented. Seconded by Joe. 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 Marie. Motion carried.

OFFICE MANAGER'S REPORT

Sandy presented options for an exchange with WRJC, a radio station in Juneau County. Paul made a motion to accept a half page advertising in the 2017 Hidden Valleys guide in exchange for approximately 100 thirty second radio spots. Bob B. seconded the motion. Motion carried.

PRESIDENT'S REPORT / EXECUTIVE REPORT

Bernie read the letter from the Department of Tourism in response to the current division of the state. The department wanted to keep the Great River Road together.

Concerning the 2017 guide, by a show of hands, all the website headers will not display the "www" before any website. After some discussion, Joe made a motion to have the Hidden Valleys logo of the 9 county map location to be placed on the front cover of the guide. Bob B. seconded the motion. Motion carried.

Bernie let the board know that the mileage reimbursements for traveling to trade shows may vary year by year based on the federal reimbursement for the year.

NEW BUSINESS:

Bernie read an email from Karen Dahl in Vernon County about requesting Hidden Valleys guides for the State Fair. Joe made a motion to pay the \$150 requested and to send 8 cases of Hidden Valleys guides to the state fair for Vernon County to distribute at the Department of Tourism booth. Bob S. seconded the motion. Motion carried. Guides will be given to Mary Rae to transport to Karen.

REMARKS / CONCERNS

Thank you to Dave Anderson for arranging today's meeting location.

Bob B. made a motion to adjourn at 12:13 p.m. Seconded by Harvey. Motion carried.

Minutes taken by Kersten Rocksvold Secretary

Next scheduled meeting August 17, 2016 Vernon County.