

Hidden Valleys, Inc.
11:00 am Board Meeting
September 21, 2016
Wednesday

Perkins Restaurant
1015 McCoy Blvd
Tomah, WI

The meeting was called to order by President Bernie Arena at 11:00 a.m.

Board members present, Bob Boyle, Sandy Williams, Joe Fisher, Bob Scallon, Kersten Rocksvold, Mary Rae, Marie Sersch, Paul Fredrickson, and Ron Benish. Absent and excused: Harvey Kubly and Gary Peters. Sales representatives: Carol Larson and Rob Wilson. Guests: Grant Loy, Karen Rocksvold, and Leigh Ann Trzinski, Marketing Membership Director at Sparta Chamber.

WELCOME & INTRODUCTIONS

MINUTES

Motion by Ron to accept the minutes of the Aug 17, 2016 meeting as presented. Seconded by Marie. Motion carried.

TREASURER'S REPORT

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

OFFICE MANAGER'S REPORT

Sandy reported that advertising contracts are slow but are coming into the office. She also passed around a sign up sheet for anyone wanting to have their county bring treats to any of the upcoming board meeting if their county has not hosted a meeting. Hidden Valleys will reimburse up to \$15 for treats with a receipt.

Carol reported that for her sales, "it was a slow year". Rob reported that sales have been really good and he is just about done selling for the 2017 guide.

PRESIDENT'S REPORT / EXECUTIVE REPORT

Bernie reported that Hidden Valleys will be going to several trade shows in 2017 including Milwaukee Journal Sentinel Sports Show, WIGCOT (Wisconsin Governors Conference on Tourism-which will be held in Milwaukee this year), LaCrosse Boat, Sports, Travel RV and Hunting Show, and the Dubuque Home & Garden Show in Iowa.

Executive board made a recommendation to close the Hidden Valleys savings account moving the \$118 into the checking account. A question was raised, does the current bank requires a savings account in order to have a checking account? Mary made a motion to move the savings account money into checking unless the bank has a savings account requirement. Bob B. seconded the motion. A friendly amendment motion to the original motion to do more research before closing the account was made by Ron. Bob S. seconded the friendly amendment. The amendment was accepted by Mary and Bob B. for the original motion.

Another item Bernie reported on from the executive board was the radio spot. In January 2017 each county can sign up for radio spots to report on events in their county. Keep in mind who from each county would be available to write the radio spots.

Partnership update from Bernie includes Driftless Destinations and WATA (Wisconsin Agricultural Tourism Association). Tim Hyma from Driftless Destinations would bring Hidden Valleys guides to trade shows and expos such as Wheel & Sprocket in Milwaukee, the Madison Bike Expo, Sparta Outdoor Sports Expo, and RAGBRI (Register's Annual Great Bicycle Ride Across Iowa). Last year 18 cases were distributed by Driftless Destinations. The Hidden Valleys logo will be a link on the Driftless Destinations website and mentioned in social media throughout the year. In exchange, Hidden Valleys will put Driftless Destinations on the back cover of the 2017 guide which has not been sold.

Motion made by Kersten to accept the partnership agreement with Driftless Destinations for the 2017 magazine. Seconded by Ron. Motion carried.

WATA partnership was also reviewed. Hidden Valleys logo will be displayed on the WATA website as well as their monthly newsletters, letterhead, and the banner displayed at all their events. There will be a Facebook link to Hidden Valleys. Hidden Valleys would also have booth space at the WATA annual summit. This is in exchange for a full page ad in the 2017 guide. A motion was made by Bob B. to accept the WATA partnership. Second was made by Paul. Motion carried.

Another suggestion for the standing list is to look into other ways to utilize unsold pages that could benefit each of the counties.

Tri-State tourism is an established partnership from many years ago in the Great River Road section of the Hidden Valleys guide. Bernie will investigate further partnership with them.

Bernie reported that there will be no executive meeting at the scheduled October meeting as 3 members of the executive committee will not be available. Bernie asked for the wishes of the board about rescheduling the board meeting. Consensus was to keep the scheduled meeting of October 19 to look over the first set of proofs.

NEW BUSINESS:

Bernie presented 2 sample covers for the 2017 guide. It was noted that the bike trail and cranberries will be featured on the 4 page layout on the back of the centerfold map with Monroe County being the featured county.

BOOK COUNT / SALES REPORT

Carol and Rob previously spoke on sales. The book count for the counties is: Lafayette has 3 cases, Iowa has 1 case, Crawford has 6 cases, Grant has only a partial case, Vernon has 3 cases, Juneau has 1 case, Richland has 7 cases, Green none are left, and Monroe has 4 cases.

REMARKS / CONCERNS

What's happening in your county? Bernie talked about Monroe County. Cranfest is coming this weekend Sept 23-25. Leigh Ann talked about Fall Fest in Sparta. Bob B. mentioned Cheese Days in Shullsburg in Lafayette County.

Joe asked about the capability to upload photos directly to the Hidden Valleys website. Sandy will check with the web host.

Bernie asked that each board member read through their section of the guide and get any changes into the office as soon as possible. Also that each board member gather addresses of past board members in order to honor them at the 40th celebration of Hidden Valleys in May of 2017.

A question arose about the time frame for when the decision will be made for the quantity of guides to be printed. Bernie noted that should happen at the November meeting.

Bob B. made a motion to adjourn at 12:26 p.m. Seconded by Ron. Motion carried.

Minutes taken by Kersten Rocksvold, Secretary

Next scheduled meeting October 19, 2016 Richland County.