

Hidden Valleys, Inc.

11:00 am Board meeting

February 21, 2019

[date change]

Wednesday

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

The meeting was called to order by President Joe Fisher at 11:06 am. Board members present: Bob Boyle, Sandy Williams, Mary Rae, Bob Scallon, Kerry Severson, and Steve Peterson. Excused: Kersten ‘Rocky’ Rocksvold, Harvey Kubly, Ron Benish, Paul Fredrickson, and Marie Sersch.

WELCOME & INTRODUCTIONS

MINUTES

Mary made a motion to accept the December 19th minutes. Seconded by Bob B. Motion passed.

TREASURER’S REPORT

Bob B. made a motion to accept the treasurer’s report as presented. Seconded by Mary. Motion carried.

OFFICE MANAGER’S REPORT

Sandy let the board know that the 2019 guides have been delivered for each of the counties according to word received from Rob Wilson.

PRESIDENT’S/EXECUTIVE REPORT

Mary made a motion to approve \$100 for the 2018 photo contest winner, Jennifer Harris from Iowa County. Seconded by Bob B. Motion carried. The photos will receive recognition in the 2020 Hidden Valleys guide, on the website, and in a press release as well.

Bob B. made a motion to approve Larry Tuschen as the new sales person in Green County and Richland County. Seconded by Kerry. Motion carried.

Discussion about having Hidden Valleys email addresses for each sales person will continue at later meetings in order to get input from sales people.

NEW BUSINESS

Joe presented some ideas to improve Hidden Valleys in print and on social media. He asked for input from the board for ideas as well. Steve suggested looking into Map-N-Tour which is a GPS driven mobile app that would feature the nine county region of Hidden Valleys for virtual tours for all advertisers. It ties print, website, and mobile devices together. This discussion will continue at next months meeting. An example of the application can be seen for Story Road Utah on line.

Mary made a motion to approve Hidden Valleys attending the Driftless Outdoors Show in Onalaska in May. Seconded by Kerry. Motion passed.

Discussion for creating 2020 calendars for Hidden Valleys will be brought up at next months meeting.

Next months meeting can also address any bylaws recommendations from the board. It was suggested that the March board meeting agenda focus on strategic planning for the future of Hidden Valleys and how to get there.

REMARKS / CONCERNS

Steve reported on the upcoming Monroe County Economic Development Conference on February 27th & 28th at Three Bears Resort in Warrens. Hidden Valleys will have a booth at this event.

A question came up concerning the status of partnering with another radio station for ads for Hidden Valleys. Sandy will check with Randy for his followup about that.

Bob B. made a motion to adjourn at 12:17 pm. Seconded by Bob S. Motion carried.

Minutes taken by Sandy Williams, Secretary.

2019 Hidden Valleys tentatively scheduled meeting dates and locations.

Wednesday, March 20, 2019 Richland County Courthouse, Richland Center, WI.

Wednesday, April 17, 2019 Richland County, 1912 Warehouse, 177 Ease Haseltine Street, Richland Center, WI. [Small building behind A.D. German Warehouse]

Annual meeting: Wednesday, May 15, 2019 in Juneau County –
Fountain Chateau, Hustler, WI.

Wednesday, June 19, 2019 location to be determined

Wednesday, July 17, 2019 location to be determined

Wednesday, August 21, 2019 location to be determined

Wednesday, September 18, 2019 location to be determined

Wednesday, October 16, 2019 Richland County Courthouse, Richland Center, WI.

Wednesday, November 20, 2019 Richland County Courthouse, Richland Center, WI.