

Hidden Valleys, Inc.

11:00 am Board meeting

March 20, 2019

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, Kersten 'Rocky' Rocksvold and Lon Arbegust for Richland County. Excused: Harvey Kubly, Ron Benish, Bob Scallon, Paul Fredrickson, Kerry Severson, Steve Peterson, and Marie Sersch. Guest: Rob Wilson.

WELCOME & INTRODUCTIONS

MINUTES

Bob B made a motion to accept the February 21st minutes. Seconded by Mary. Motion passed.

TREASURER'S REPORT

Rocky made a motion to accept the treasurer's report as presented. Seconded by Bob B. Motion carried. Sandy presented information about a past due advertiser that recently went out of business. Bob B. made a motion to write off the balance due for Wild Side Sports in Grant County from the accounts receivable. Seconded by Mary. Motion carried.

OFFICE MANAGER'S REPORT

Lon spoke on Richland County being the featured county for the 2020 Hidden Valleys guide and also airing a Discover Wisconsin episode to premier in February 2020. In addition, Richland Center Tourism has a new website, www.RichlandCenterTourism.com.

PRESIDENT'S/EXECUTIVE REPORT

Joe gave the board an update on the shows he attended for Hidden Valleys. He addressed the extra unforeseen cost at the Milwaukee Journal Sentinel Sports Show. Joe also reported that at the Wisconsin Governors Conference on Tourism [WIGCOT], the movie "Decoding the Driftless" was noted to have won an Emmy in cinematography.

Joe let the board know that meetings will be held quarterly starting in May.

NEW BUSINESS

Mary will present a bird tour article at next months meeting that can be added to Hidden Valleys website. Other possible articles could include microbreweries, fly fishing, county parks, state parks, and cranberry bogs in southwest Wisconsin for the website.

REMARKS / CONCERNS

Rob reported that the movie "Decoding the Driftless" will be playing in Elroy on March 22, 23, & 24.

Bob B. made a motion to adjourn at 12:28 pm. Seconded by Mary. Motion carried.

Minutes taken by Sandy Williams, Secretary.

2019 Hidden Valleys tentatively scheduled meeting dates and locations.

Wednesday April 17, 2019 Richland County, 1912 Warehouse, 177 East 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.

Exec only---Wednesday June 19, 2019 location to be determined.

Exec only---Wednesday July 17, 2019 location to be determined.

Full board--Wednesday August 21, 2019 in Crawford County.

Exec only---Wednesday September 18, 2019 location to be determined.

Exec only---Wednesday October 16, 2019 Richland County Courthouse, Richland Center, WI.

Full board--Wednesday November 20, 2019 Richland County
Courthouse, Richland Center, WI.