

Hidden Valleys, Inc.

11:00 am Board meeting

April 17, 2019

Wednesday

**1912 Warehouse, 177 East Haseltine Street,  
Richland Center, WI.  
[Small building behind A.D. German Warehouse]**

The meeting was called to order by 1<sup>st</sup> Vice President, Bob Boyle, at 11:11 am. Board members present: Sandy Williams, Mary Rae, Kersten 'Rocky' Rocksvold, Harvey Kubly, Ron Benish, Bob Scallon, Paul Fredrickson, and Kerry Severson. Excused: Steve Peterson, Joe Fisher, and Marie Sersch. Guest: Lon Arbegust and Dave Anderson.

**WELCOME & INTRODUCTIONS**

**MINUTES**

Paul made a motion to accept the March 20<sup>th</sup> minutes. Seconded by Rocky. Motion passed.

**TREASURER'S REPORT**

Ron 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 annual meeting to be held at Fountain Château in Juneau County is handicap accessible in the rear of the building. Lunch will be approximately \$12 for sandwich and a salad. The photo contest winner should be at the meeting.

Sandy talked about the face cutout board made from foam insulation that Lafayette County had at the Hidden Valleys booth for the Canoecopia show in Madison. She suggested that Hidden Valleys could utilize this idea for other shows by creating a foam face board cut in half with a painting on each side of the board. No action taken at this time.

**PRESIDENT'S/EXECUTIVE REPORT**

Ron made a motion to keep with the current policy of \$125 maximum hotel reimbursement for this year so no overages will be paid to date, but the policy is amended to a maximum of \$150 for hotel reimbursement in the future. Seconded by Harvey. Motion carried.

There was discussion from the board about meeting quarterly versus monthly. Bob S. made a motion to have the full board meet bimonthly. Seconded by Mary. Motion carried.

**NEW BUSINESS**

Ron made a motion to accept LaCrosse Graphics as the printing company for the 2020 Hidden Valleys guide. Seconded by Mary. Motion carried.

Mary presented a draft of a bird article that could be placed on the Hidden Valleys website. Other possible website article topics could include microbreweries, fly fishing, county parks, state parks, and

cranberry bogs in southwest Wisconsin. Lon gave permission for Hidden Valleys to utilize any of the tours on the Richland Center Tourism website.

REMARKS / CONCERNS

Strategic planning will continue on upcoming agendas.

Harvey mentioned that there are 2 new establishments in Monticello; The Morning Mug Coffee Shop and The Twisted Tree Eatery.

Dave said that over half of Iowa County's 2019 Hidden Valleys guides have already been distributed.

Mary made a motion to adjourn at 12:10 pm. Seconded by Bob S. Motion carried.

Minutes taken by Sandy Williams, Secretary.

**2019 Hidden Valleys tentatively scheduled meeting dates and locations.**

**Annual meeting**

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

**Exec only**---Wednesday June 19, 2019 Grant County Boscobel Depot Museum, 800 Wisconsin Ave, Boscobel.

Full board---Wednesday July 17, 2019 Lafayette County  
location to be determined.

**Exec only** --Wednesday August 21, 2019 in Crawford County.

Full board ---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.