

Hidden Valleys, Inc.

11:00 am Board meeting

May 15, 2019

Wednesday

Fountain Chateau
202 East Main Street
Hustler, WI

The meeting was called to order by Joe Fisher President, at 11:06 am. Board members present: Bob Boyle, Sandy Williams, Kersten 'Rocky' Rocksvold, Harvey Kubly, Ron Benish, Bob Scallon, Paul Fredrickson, and Bernie Arena. Excused: Steve Peterson, Mary Rae, Kerry Severson, and Marie Sersch. Guests: Rob Wilson, Randy Kirking, Carol Larson, Larry Tuschen, Steve Marsolek, Betty Scallon, Mary Benish, Sheila Marx, Tamaya Loewe, Jennifer Harris, and Dale Harris.

WELCOME & INTRODUCTIONS

MINUTES

Ron made a motion to accept the April 17th minutes. Seconded by Rocky. Motion passed.

TREASURER'S REPORT

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

Ron made a motion to accept the proposed budget for 2019-2020 as presented. Seconded by Paul. Motion carried.

OFFICE MANAGER'S REPORT

Sandy let the board know that there are assignments for the summer for each of the board members concerning the new website. She will get that information to each board member.

After some discussion about the current outdated office computer, the board asked Sandy to look into purchasing a new computer versus upgrading.

Sandy introduced Sheila Marx owner of The Dirty Turtle Bar & Restaurant on Castle Rock Lake to talk about the Waterfest Venetian Light Boat Parade that will be on August 3rd this year.

PRESIDENT'S/EXECUTIVE REPORT

Joe gave an update on the Milwaukee Journal Sentinel Sports Show concerning the \$855 charge for Hidden Valleys guides to be moved to the Hidden Valleys booth. He was reimbursed for this charge from the show on his credit card.

Joe presented Jennifer Harris a check for \$100 for winning the 2018 Hidden Valleys photo contest. Both her and her husband stayed overnight at Fountain Chateau. Her photos will be used in the Hidden Valleys guide as well as on the website.

In highlighting Hidden Valleys accomplishments, Joe mentioned the new website and the increase of followers on the Hidden Valleys Facebook page. Hidden Valleys is looking at strategic planning to engage more on social media with websites such as Hootsuite to pursue newer perspectives and to remain relevant.

Joe let the board know that he is stepping down from the position of president of Hidden Valleys. The executive committee recommended Sandy be president for the interim year until board elections in May of 2020. Bob B. made a motion to nominate Sandy Williams as president for one year interim. Seconded by Ron. Motion carried. Sandy will step down from secretary. Mary, who was unable to make the meeting, had interest in the secretary position, but no action was taken today.

Joe gave an update on the drawing for the Yeti cooler that was presented at several of the sport shows. A random number drawing was used to pick a winner and once that person has been verified to 'like Hidden Valleys on Facebook', Sandy will notify the winner and obtain an address as to where to send the Yeti.

NEW BUSINESS

Drew, from the Department of Tourism, gave some insight on a mobile app that Hidden Valleys has budgeted in their next fiscal year. With a marketing plan, Hidden Valleys will look into applying for a JEM (joint effort marketing) grant to promote travel packages of destination marketing to Southwest Wisconsin.

Drew informed the board about some of the factors on the economic impact numbers for tourism in Wisconsin. The basic tourism categories include dining, lodging, entertainment, attractions and transportation. Other factors include; employment figures, severe weather conditions and road construction. Tourism is the purest form of economic development.

It was noted that 'travelers do not travel by boundaries but rather by experiences'. Also, requests for print media promotional materials from welcome centers are up 30% this year.

Drew has several dates open at the State Fair in August for \$150 to partner at the Dept of Tourism booth. He also mentioned to make sure your business or organization gets listed on the Travel Wisconsin website which includes high resolution photos at no cost.

REMARKS / CONCERNS

There was a thank you to the host of the meeting Suzanne Soltvetd owner of Fountain Chateau.

Bob made a motion to adjourn at 12:25 pm. Seconded by Paul. Motion carried.

Minutes taken by Sandy Williams, Secretary.

2019 Hidden Valleys tentatively scheduled meeting dates and locations.

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.