

Hidden Valleys, Inc.

11:00 am Board meeting

July 17, 2019

Wednesday

Darlington Golf & Country Club

17098 Country Club Rd

Darlington, WI

The meeting was called to order by Sandy Williams, President, at 11:03 am. Board members present: Bob Boyle, Kersten 'Rocky' Rocksvold, Ron Benish, Bob Scallon, Paul Fredrickson, Steve Peterson, and Mary Rae. Excused: Harvey Kubly, Kerry Severson, and Marie Sersch. Guests: Rob Wilson, Randy Kirking, Dave Anderson, Karen Rocksvold, and Abby Haas.

WELCOME & INTRODUCTIONS

MINUTES

Ron made a motion to accept the May 15th minutes. Seconded by Bob S. Motion passed.

TREASURER'S REPORT

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

PRESIDENT'S/EXECUTIVE REPORT

Bob S. made a motion to nominate Mary for secretary. Seconded by Ron. Motion carried.

Sandy informed the board about the Driftless Outdoors show that Joe Fisher attended. She also passed along information about the winner of the Yeti drawing.

SALES REPORT

Dave reported he had a new ad for Avoca as their village will be showcasing their 150 year celebration. He also has an ad for the mobile app. Dave also noted that he gave away a case of guides at an event he attended in Janesville.

Rob reported the status on taking over sales for Richland and green county for another sales person who was recently hospitalized after a car accident. Rob currently does sales and guide distribution for Monroe County, Juneau County, and Vernon County. Mary made a motion to write off Driftless Destinations \$269.99 balance due for the 2019 ads in exchange for Rob Wilson taking over sales in Richland and Green County. Seconded by Sandy. Motion carried.

Randy reported that the distribution of guides in Lafayette County, Crawford County, and Grant County has his supply of guides down to 65 cases. He has been able to get some new ads including a winery and has most advertisers renewing their current ad.

NEW BUSINESS

Ron made a motion to compensate Prairie Dog Blues Festival for the incorrect print ad in the 2019 guide with a free web ad and a free mobile app ad.

There was discussion about the new Hidden Valleys mobile app. Bob B. made a motion to approve the two year mobile app commitment. Seconded by Ron. Motion carried.

Absentee voting of members was discussed and thought not to be an issue at this time. No further action was taken.

The 2020 calendar of events will no longer be submitted via word documents but rather on line. Some appropriate formats to use are Google calendar, iCalendar, or CVS file. Instructions will be sent out via email.

Strategic planning is an ongoing process and will continue to be scheduled on upcoming agendas.

The next full board meeting in September will be in Iowa County.

REMARKS / CONCERNS

Steve talked about the Kendall Depot reopening in August for the Elroy-Sparta bike trail.

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

Minutes taken by Mary Rae, Secretary.

2019 Hidden Valleys tentatively scheduled meeting dates and locations.

Full board ---Wednesday September 18, 2019
Dodger Bowl, Dodgeville, WI.

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

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