

Hidden Valleys, Inc.

11:00 am Board meeting

September 18, 2019

Wednesday

Dodger Bowl
Hwy 18
318 King St
Dodgeville, WI

The meeting was called to order by Sandy Williams, President, at 11:05 am. Board members present: Bob Boyle, Ron Benish, Bob Scallon, Paul Fredrickson, Steve Peterson, Marie Sersch, and Harvey Kubly. Excused: Kerry Severson, Kersten 'Rocky' Rocksvold and Mary Rae. Guests: Dave Anderson.

WELCOME & INTRODUCTIONS

MINUTES

Ron made a motion to accept the July 17th minutes. Seconded by Bob S. Motion passed.

TREASURER'S REPORT

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

PRESIDENT'S/EXECUTIVE REPORT

Sandy informed the board of the upcoming WCA Conference [Wisconsin Counties Association] at Kalahari in WI Dells. Ron made a motion to pay Sandy mileage to WCA in WI Dells. Seconded by Paul. Motion passed.

An email resignation was presented by Sandy concerning Joe Fisher. He is willing to still assist with sports shows.

Sandy asked the board for photos to be used for the Hidden Valleys new mobile app. Many photos could also be used for the guide as well as the new website. She also let the board know that the exec committee approved compensating Ft. Mulligan for their ad with a free mobile app ad and a free web ad for a year. Steve made a motion to approve compensating Ft. Mulligan for the misprint of their 2019 ad with a free mobile app ad and a free web ad. Seconded by Ron. Motion carried.

The regional economic tourism meeting will be held in 2 days in Dodgeville. Sandy asked who would be willing to attend in support of Hidden Valleys. There were suggestions for Sandy to include information about guide requests for the economic meeting as well as bringing Hidden Valleys guides for all in attendance at the economic development meeting as well as the mission statement of our organization, which counties are covered, and a listing of the shows Hidden Valleys attends

SALES REPORT

Dave reported Iowa County has 2 ½ dozen cases of guides available. Sandy will take several of Iowa County cases after the meeting. Harvey reported Green County is down to 11 cases which could be used for Octoberfest. Sandy shared that Richland County has no more guides available. Bob mentioned Lafayette

County doesn't have guides either. An email from Rob stated he has several cases available in Monroe County.

NEW BUSINESS

Sandy updated the board on the change for organizing the calendar of events. Steve let the board know that all the advertisers' web links are now working on the guide on line.

REMARKS / CONCERNS

For the November full board meeting, a decision will be made for the number of guides to be printed for distribution.

Harvey made a motion to adjourn at 12:07 pm. Seconded by Bob S. Motion carried.

Minutes taken by Sandy Williams, acting Secretary.

2019/ 2020 Hidden Valleys tentatively scheduled meeting dates and locations.

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

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

Anyone wishing to help proof the 2020 guide--December, 2019 –
date and location to be determined, Richland Center, WI.

Full board--Wednesday January 15, 2020
Richland County Courthouse, Richland Center, WI.

Exec only--Wednesday February 19, 2020
Richland County Courthouse, Richland Center, WI.

Full board--Wednesday March 18, 2020
Richland County Courthouse, Richland Center, WI.