

Hidden Valleys, Inc.

11:00 am Board meeting

July 18, 2018

Wednesday

**JCEDC in Lemonweir Valley Telephone Company
122 Main Street [kitty corner from Royal Bank]
Camp Douglas, WI**

The meeting was called to order by President Joe Fisher at 11:30 am. Board members present: Bob Boyle, Sandy Williams, Mary Rae, Bob Scallon, and Ron Benish. Absent: Kersten 'Rocky' Rocksvold, Kerry Severson Harvey Kubly, Paul Frederickson, and Marie Sersch. Guests: Terry Whipple, Tamaya Loewe, and Mark Dennis.

WELCOME & INTRODUCTIONS

MINUTES

Bob B. made a motion to accept the July 18th minutes. Seconded by Ron. Motion passed.

TREASURER'S REPORT

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

OFFICE MANAGER'S REPORT

There was nothing to report for the cover of the 2019 Hidden Valleys guide. Sandy reminded board members about the radio spots available for each county. Mary noted that Vernon County has a new economic development person for Sandy to contact. Bob S. passed along contact information to Sandy about the Grant County Fair to obtain information for radio ads.

PRESIDENT'S/EXECUTIVE REPORT

Joe updated the board on ideas for retaining county memberships with Hidden Valleys. A strategic planning committee could be put together to help reorganize the guide to better serve each of the counties. There was discussion to send a letter explaining Hidden Valleys' membership benefits, along with the Wisconsin Department of Tourism 2017 visitor spending statistics to each Grant County supervisor. It was noted that the investment of six cents per capita fee for Hidden Valleys' membership can not be matched by individual counties for advertising, attending sports shows, buying radio time and distribution of literature in a four state area.

NEW BUSINESS

Ron made a motion for Hidden Valleys to have a booth at WCA [Wisconsin Counties Association] conference in LaCrosse Sept 24th. Seconded by Bob S. Motion carried. It was suggested to look into partnerships for the booth.

Ron made a motion to recommend Bob B. and Harvey for an audit committee. Seconded by Bob B. Motion passed.

The website redesign will be put on the August agenda in order for Sandy to get answers to some questions that board members presented.

REMARKS / CONCERNS

Mary made a motion to adjourn at 1:01 pm. Seconded by Bob S. Motion carried.

Minutes taken by Sandy Williams, Secretary.