

Hidden Valleys, Inc.

11:00 am Board meeting

August 15, 2018

Wednesday

**Bridges Restaurant
201 Christensen Drive
Darlington, WI**

The meeting was called to order by President Joe Fisher at 11:10 am. Board members present: Bob Boyle, Kersten 'Rocky' Rocksvold, Sandy Williams, Mary Rae, Ron Benish, Harvey Kubly, and Marie Sersch. Guests: Abby Haus, Karen Rocksvold, and Steve Peterson. Absent excused: Bob Scallon, Kerry Severson and Paul Fredrickson.

WELCOME & INTRODUCTIONS

MINUTES

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

TREASURER'S REPORT

Harvey made a motion to accept the treasurer's report. Seconded by Maire. Motion carried.

OFFICE MANAGER'S REPORT

Sandy reported that only three counties Lafayette, Grant, and Juneau as well as Hidden Valleys have completed their free radio spots.

Hidden Valleys is now signed up for a booth at the WCA [Wisconsin Counties Association] Conference on September 24th 2018 in La Crosse. Hidden Valleys is also registered for the 2019 Sports Show in Cedar Falls, Iowa March 15th through the 17th. There was discussion about Canoecopia Show in Madison. Bob B. made a motion to allot \$500 to partner with Lafayette County to attend Canoecopia March 8-10, 2019. Seconded by Ron. Motion carried.

The back cover for the 2019 Hidden Valleys guide is still available for advertisers. Ron made a motion to allow 50% commission to any sales person able to sell the 2019 back cover. Seconded by Bob B. Motion carried.

Sandy will bring a copy of the Juneau County 2019 featured county cover in September.

PRESIDENT'S/EXECUTIVE REPORT

Joe presented the idea of forming a strategic committee to compile suggestions for retaining current county memberships with Hidden Valleys as well as improving the guide. Discussion followed about also forming a regional group to attending different county board meetings.

Mary made a motion to approve \$400 on marketing enticements for sports shows. Seconded by Bob B. Motion carried. Joe will bring more information about marketing items to the September meeting.

NEW BUSINESS

Steve Peterson from Top Dog Marketing presented information about creating a new website for Hidden Valleys. Ron made a motion to hire Top Dog Marketing for a new website design. Seconded by Bob B. Ron amended motion to pay Top dog Marketing 50% upon signing of contract and 50% upon completion. Motion carried.

There was discussion about a phone number misprint for Kountry Treasure Chest in the 2018 guide. Bob B. made a motion to allow Kountry Treasure Chest a free 1/24 page print ad as well as a free web ad for 2019. Seconded by Mary. Motion carried.

REMARKS / CONCERNS

Mary made a motion to adjourn at 12:43 pm. Seconded by Harvey. Motion carried.

Minutes taken by Sandy Williams, Secretary.

2018 Hidden Valleys tentatively scheduled meeting dates and locations

September 19, 2018, National Fish Hatchery, S5631 Hwy 35, Genoa, WI

October 17, 2018 in Richland County – Courthouse, Richland Center, WI

Second Wednesday November 14, 2018 in Richland County – Courthouse, Richland Center, WI