

Hidden Valleys, Inc.

11:00 am Board meeting

November 14, 2018

Wednesday

**Richland County Courthouse
County Board Room – 3rd floor
Richland Center, WI**

The meeting was called to order by President Joe Fisher at 11:06 am. Board members present: Bob Boyle, Kersten 'Rocky' Rocksvold, Sandy Williams, Ron Benish, Mary Rae, and Harvey Kubly. Guests: Randy Kirking, Carol Larson, and Rob Wilson. Absent/excused: Bob Scallon, Kerry Severson, Paul Fredrickson, and Marie Sersch.

WELCOME & INTRODUCTIONS

MINUTES

Ron made a motion to accept the October 17th minutes. Seconded by Harvey. 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

Sandy asked the board for the number of 2019 guides to have printed as well as how many extra maps they would like. Ron made a motion to print 70,000 guides. Seconded by Bob B. Motion passed.

Harvey made a motion to print 5,000 maps folded with the map showing. Seconded by Rocky. Motion carried.

PRESIDENT'S/EXECUTIVE REPORT

Joe updated the board on the planned design for the back cover of the 2019 guide. It will be used as an opportunity to thank advertisers and to show support for the businesses affected by flooding. A list of long-term advertisers will be on the back cover if they have been with Hidden Valleys at least 10 to 20 years or more.

Verbiage could be placed on the advertiser list pages to thank all advertisers past and present for helping Hidden Valleys achieve this level of success as Hidden Valleys approaches the 42nd year.

Joe talked about ongoing strategic planning to improve the Hidden Valleys guide and keep the interest of the counties by continued advocacy at county meetings.

NEW BUSINESS

Rob addressed the board concerning allowing an advertiser to be released from a signed contract and be placed into a co-op ad. Ron made a motion to allow Humbird Cheese to be removed from its individual ad and be placed into a co-op ad. Seconded by Rocky. Motion passed.

Joe allotted time for board members to go over the proofs of their county and recommend changes to Sandy.

Rob made a verbal proposal bid to deliver the 2019 guides to the county locations. Ron made a motion to have Rob deliver the 2019 guides to each county location pending receipt of a written proposal given to Sandy. Seconded by Harvey. Motion carried.

REMARKS / CONCERNS

Harvey made a motion to adjourn at 12:22 pm. Seconded by Rocky. Motion carried.

Minutes taken by Sandy Williams, Secretary.

2019 Hidden Valleys tentatively scheduled meeting dates and locations

Wednesday January 16, 2019 in Richland County

Wednesday February 20, 2019 in Richland County

Wednesday March 20, 2019 in Richland County

Wednesday April 17, 2019 in Richland County