

HIDDEN VALLEYS INC.

11:00 am Board meeting

January 17, 2018

Wednesday

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

AGENDA

CALL TO ORDER

WELCOME & INTRODUCTIONS

MINUTES –November 15, 2017

TREASURER’S REPORT

OFFICE MANAGER’S REPORT

- Radio spots
-

PRESIDENT & EXECUTIVE REPORT

BOOK COUNT / SALES REPORT

NEW BUSINESS:

- Status of delivery of 2018 guide
- New show banner displays (\$300 each + setup?)
- Full board assignments – driving tours
- Mileage reimbursement or overnight Eau Claire

REMARKS / CONCERNS / ITEMS FOR NEXT AGENDA

ADJOURNMENT

Next tentatively 2018 Hidden Valleys scheduled meetings

February 21, 2018 in Richland County – Courthouse, Richland Center, WI

March 21, 2018 in Richland County – Courthouse, Richland Center, WI

April 18, 2018 in Richland County – Courthouse, Richland Center, WI.

Hidden Valleys, Inc.

11:00 am Board Meeting

November 15, 2017

Wednesday

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

The meeting was called to order by President Joe Fisher at 11:05 a.m.

Board members present: Kersten 'Rocky' Rocksvold, Bob Boyle, Sandy Williams, Mary Rae, Harvey Kubly, Paul Fredrickson and Ron Benish. Absent: Marie Sersch, Bob Scallon, Nodji Van Wychen, Gary Peters. Guests: Randy Kirking, Lon Arbegust, Dave Anderson, Carol Larson, Rob Wilson, James Schneider, and Patty Kubly.

WELCOME & INTRODUCTIONS

MINUTES

Ron made a motion to accept the minutes of the October 18, 2017 meeting as presented. Seconded by Mary. Motion carried.

TREASURER'S REPORT

Harvey made a motion to accept the treasurer's report and place it on file for audit. Seconded by Ron. Motion carried.

OFFICE MANAGER'S REPORT

Proofs of the 2018 guide were handed out to board members.

PRESIDENT'S/EXECUTIVE REPORT

Joe passed along information about getting Hidden Valleys involved with a social media marketing update plan provided free by students at UW Eau Claire. There will be three presentations about the plan that Joe will attend and report back to Hidden Valleys. The final presentation will be in May of 2018 and all Hidden Valleys board members are welcome to attend. Harvey made a motion to allow Joe to continue correspondence with UW Eau Claire about Hidden Valleys social media marketing updates. Seconded by Ron. Motion carried.

BOOK COUNT / SALES REPORT

A location is needed for Richland County guides to be stored. After discussion, there was a consensus to have A.D. German Warehouse as a possible storage place in trade for advertising space. This is dependent on acceptance of this trade by the the board at A.D. German Warehouse.

NEW BUSINESS:

Ron made a motion to have Rob Wilson deliver the 2018 guides to each of the nine counties based on his bid of \$3,200.

Bob B. made a motion to have 70,000 copies of the 2018 guides printed. Seconded by Paul. Motion carried.

Ron made a motion to have 5,000 extra maps with the reverse fold printed. Seconded by Paul. Motion carried.

Bob B. made a motion to pay a 2% bonus to each sales person based on paid commissions to be paid as of April 30, 2018. Seconded by Paul. Motion carried.

REMARKS / CONCERNS

Harvey made a motion to adjourn at 12:28 p.m. Seconded by Bob B. Motion carried.

Minutes taken by Kersten, acting Secretary

2018 Hidden Valleys tentatively scheduled meetings

January 17, 2018 in Richland County – Courthouse, Richland Center, WI.

February 21, 2018 in Richland County – Courthouse, Richland Center, WI.

March 21, 2018 in Richland County - Courthouse, Richland Center, WI.

April 18, 2018 in Richland County – Courthouse, Richland Center, WI.

May 16, 2018 in Grant County – location to be determined.

June 20, 2018 county and location to be determined.

July 18, 2018 county and location to be determined.

August 15, 2018 county and location to be determined.

September 19, 2018 county and location to be determined.

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

November 21, 2018 in Richland County – Courthouse, Richland Center, WI.