

Hidden Valleys, Inc.

11:00 am Board Meeting

August 16, 2017

Wednesday

Turner Hall
1217 17th Ave
Monroe, WI

The meeting was called to order by President Joe Fisher at 11:10 a.m.

Board members present: Bob Scallon, Bob Boyle, Sandy Williams, Mary Rae, Harvey Kubly, Marie Sersch, and Ron Benish. Excused: Kersten 'Rocky' Rocksvold, Nodji Van Wychen, and Paul Fredrickson. Absent: Gary Peters. Guests: Randy Kirking, Dave Anderson, Terri Groves, Donna Douglas and Jim Glessner from the National Historic Cheesemaking Center.

WELCOME & INTRODUCTIONS

MINUTES

Marie made a motion to accept the minutes of the July 19, 2017 meeting as presented. Seconded by Harvey. Motion carried.

TREASURER'S REPORT

Harvey made a motion to accept the current treasurer's report and place it on file for audit. Seconded by Ron. Motion carried. Sandy made note that there will need to be an audit committee formed in the beginning of 2018.

OFFICE MANAGER'S REPORT

Bob B. made a motion to amend the agenda to include the Grant County cover page presentation. Ron seconded. Motion carried.

Sandy reminded everyone to get their 2018 calendar of events submitted by September 30th and the county radio spots in by December 31st.

Ron made a motion to keep calendar of events format for proofing as a PDF file from graphics. Sandy seconded. Motion carried.

PRESIDENT'S/EXECUTIVE REPORT

Joe reported on trade partnerships. He would like more input from sales people as to the status of selling the inside covers before he proceeds. Joe would also like more information from sales people concerning display racks and how many businesses would utilize them.

BOOK COUNT / SALES REPORT

There are about 15 cases in Monroe County which should last the rest of the season depending on how busy Cranfest will be. Iowa County will need more guides. Green County has an ample supply of guides which could be utilized where needed. It was noted that the due date for receiving the early bird discount was July 15th. Checks received in August for the early bird rate will be invoiced for the difference of the full rate.

NEW BUSINESS:

Bob B made a motion to once again partner with a radio station in Juneau County to receive 100 radio spots (thirty seconds each) in exchange for a half page ad. Harvey seconded. Motion carried.

Ron made a motion to support the Vernon County resolution for a multiuse trail along the Great River Road. Bob B. seconded. Motion carried.

Harvey made a motion to have only location information on the wine tour section of the guide for any non-advertisers. Ron seconded. Motion carried. There was a consensus to have only wineries which are located in any of the nine counties of Hidden Valleys be included in the wine tour but no vote was taken.

Bob S. presented 4 possible sample covers for the Grant County 2018 cover. Bob B. made a motion to accept Grant County's first choice for the 2018 cover with suggested changes. Ron seconded. Motion carried.

REMARKS / CONCERNS

Bob B. made a motion to adjourn at 12:25 p.m. Seconded by Bob S. Motion carried.

Minutes taken by Bob B. acting Secretary

2017 Hidden Valleys scheduled meetings

September 20, 2017 in Iowa County – Cooks Room, Dodgeville, WI

October 18, 2017 in Richland County - Courthouse, Richland Center, WI

November 15, 2017 in Richland County – Courthouse, Richland Center, WI