

## **Hidden Valleys, Inc.**

### **Board Meeting November 17, 2021 at 11:00 am Richland County Courthouse**

Attendees: Bob Boyle, Ron Benish, Rob Wilson, Sandy Williams, Dennis Pelock, Danika Wehling, and Tyler Carl.

The meeting was called to order by Bob B at 11:15am.

#### **WELCOME & INTRODUCTIONS**

Ron made a motion to approve the agenda as presented. Seconded by Dennis. Motion carried.

#### **MINUTES**

Dennis made a motion to accept the updated October minutes. Seconded by Ron. Motion carried.

#### **TREASURER'S REPORT**

Ron made a motion to approve the treasures report. Second by Bob B. Motion carried.

#### **PRESIDENT'S/EXECUTIVE REPORT**

There was a review of the printing quote and payment schedule. Down payment was made to LaCrosse Graphics to secure paper to print the 2022 guide.

#### **SALES**

Tyler and Danika spoke of ads being wrapped up. Designers are working on ads design and the full brochure layout of the 2022 guide. The calendar of events may include more events if there is room. We might include an advertisers index along with the topical index. All ads and information need to be wrapped up soon for proofing on the next meeting, December 15<sup>th</sup>.

#### **SOCIAL MEDIA AND WEBSITE**

Steve Pederson, from Top Dog Marketing, suggested ideas and goals for Hidden Valleys social media. He will upgrade the website since it has been a few years with the same layout. Dennis made a motion to pay Top Dog Marketing the budgeted \$500 and pay the balance of \$1000 after June 2022. The \$242 ad-credit from Hidden Valleys will cover the processing of QR codes for each county section in the 2022 guide. Seconded by Bob B. Motion carried.

#### **NEW BUSINESS**

Adams County Chamber of Commerce has shown interested in being in our 2023 Guide.

It was noted to recycle centerfold maps from any past guides.

Motion by Dennis to adjourn at 12:17pm. Seconded by Rob. Motion carried

Respectfully submitted by, Danika Wehling, acting secretary.

Next meeting is Wednesday, December 15th, 2021, Richland County Courthouse, Richland Center, WI in Richland County.