

Hidden Valleys, Inc.

11:00 am Board meeting

January 15, 2020

Wednesday

Richland County Courthouse

County Board Room – 3rd floor

Richland Center, WI

The meeting was called to order by Sandy Williams, President, at 11:03 am. Board members present: Bob Boyle, Ron Benish, Bob Scallon, Harvey Kubly, Kerry Severson, Paul Fredrickson, and Steve Peterson. Excused: Kersten Rocky' Rocksvold, Marie Sersch, and Mary Rae. Guests: Randy Kirking, Rob Wilson.

WELCOME & INTRODUCTIONS

MINUTES

Ron made a motion to accept the November 20th minutes. Seconded by Paul. Motion passed.

TREASURER'S REPORT

Sandy presented copies of the purchase of an 18 month CD from the Richland County Bank. She noted there was \$25 remaining in the savings account in order to keep that account open. Ron made a motion to accept the treasurer's report. Seconded by Bob B. Motion carried.

PRESIDENT'S/EXECUTIVE REPORT

Bob S. requested that a new section be added to the 2021 guide for DNR hunting land. Kerry suggested including managed forest land along with DNR land; the difference being, managed forest land is private land that has public access and is registered with the DNR.

Sandy let the board know the 2020 guide is now at the printer and will be out soon. She will pick up two dozen cases for the LaCrosse Boat, RV, Hunting Show Feb 6th through the 9th. The guides are expected to be available for distribution by mid February.*

The Richland Center Discover Wisconsin episode will premier in Richland Center January 25th at the auditorium in Richland Center at 4:30 pm. This will tie in well with Richland County being the featured county for 2020. Everyone is welcome to attend.

Sandy mentioned that the executive committee reviewed the bylaws and determined them to be current and relevant with no need to update them.

There was discussion about having the new mobile app be web based as well. No action was taken at this time.

NEW BUSINESS

Bob B. made a motion to approve the purchase of the marketing tool, Constant Contact, for one year. Seconded by Paul. Motion carried.

Steve presented a slide show about the new Hidden Valleys mobile app which will enhance the guide. Statistical information from Google analytics is available to advertisers. He also mentioned creating rack cards for a sales tool for the mobile app. Steve noted that advertisers can utilize this any time of the year and can include coupons for a business.

REMARKS / CONCERNS

Paul made a motion to adjourn at 12:10 pm. Seconded by Bob B. Motion carried.

Minutes taken by Sandy Williams, acting Secretary.

2020 Hidden Valleys tentatively scheduled meeting dates and locations.

Exec only--Wednesday April 15, 2020
Richland County Courthouse, Richland Center, WI.

ANNUAL MEETING Full board--Wednesday May 20, 2020
Richland Center, WI

Exec only--Wednesday June 17, 2020
location to be determined.

Full board--Wednesday July 15, 2020
location to be determined.

Exec only--Wednesday August 19, 2020
location to be determined.

Full board--Wednesday September 16, 2020
location to be determined.

Exec only--Wednesday October 21, 2020
Richland County Courthouse, Richland Center, WI

Full board--Wednesday November 18, 2020
Richland County Courthouse, Richland Center, WI