

Hidden Valleys, Inc.

11:00 am Board meeting

October 21, 2020

Wednesday

**Call: 1-720-740-9857**

**Access code:4614888**

The meeting was called to order by Sandy Williams, President, at 11:04 am. Board members: Bob Boyle, Ron Benish, Rob Wilson, and Harvey Kubly. Guests: Randy Kirking, Marty Richards, Robin Baumeister Bob Keeney, Denny Henson and Jordan Shaw. Excused: Bob Scallon, Tim Gottschall, and Paul Fredrickson

#### WELCOME & INTRODUCTIONS

Ron made a motion to approve the agenda with the addition of having Denny Henson speak to the group. Seconded by Harvey. Motion passed.

#### MINUTES

Ron made a motion to accept the September 16<sup>th</sup> minutes. Seconded by Harvey. Motion passed.

#### TREASURER'S REPORT

Ron made a motion to accept the treasurer's report as presented. Seconded by Bob B. Motion carried.

#### PRESIDENT'S/EXECUTIVE REPORT

Sandy updated the board on the status of the past due Super 8 of Sparta account. Payment should be received shortly.

Crawford County, to date, does not have a Hidden Valleys representation.

#### SALES REPORTS

Marty reported that because of outdoor recreation in SW Wisconsin, tourism will benefit with the current COVID-19 situation especially in Richland County. Randy mentioned mobile app sales are up and distribution of guides is good for Grant County, Lafayette County, and Crawford County. Rob talked said his sales are going really good even with the Monroe County Tractor Pull opting out for the 2021 guide. The deadline for ad sales for the 2021 guide is October 31<sup>st</sup>.

#### NEW BUSINESS:

The topic of keeping the year on the front cover of the 2021 guide will be discussed after the board sees a proof either at the November meeting or the December meeting.

Sandy asked for any updates for the table of contents to be sent into the office.

Denny Henson from Map n Tour, the creator of Hidden Valleys' mobile app, spoke about travels utilizing the powerful marketing tool of the mobile app. Denny introduced Jordan Shaw, who is now working with Denny. Jordan focused on the increase in economic development from the mobile app by helping communities increase tourism spending in their area.

REMARKS/CONCERNS

Harvey made a motion to adjourn at 11:55 pm. Seconded by Ron. Motion carried.

Minutes taken by Sandy Williams, acting Secretary.

**2020 Hidden Valleys tentatively scheduled meeting dates and locations.**

Wednesday, November 18, 2020 Richland County Courthouse, Richland Center, WI in Richland County.

Wednesday, December 16, 2020 Richland County Courthouse, Richland Center, WI in Richland County.

**2021 Hidden Valleys tentatively scheduled meeting dates and locations.**

Wednesday, January 20, 2021 Richland County Courthouse, Richland Center, WI in Richland County.

Wednesday, February 17, 2021 Richland County Courthouse, Richland Center, WI in Richland County.

Wednesday, March 17, 2021 Richland County Courthouse, Richland Center, WI in Richland County.