

Hidden Valleys, Inc.

11:00 am Board meeting

January 7, 2021

Thursday

Health and Human Services Building

303 West Chapel Street

Community Room/County Board Room

Dodgeville, WI

Call: 1-720-740-9857

Access code: 4614888

The meeting was called to order by Sandy Williams, President, at 11:05 am. Board members: Bob Boyle, Ron Benish, Bob Scallon, Rob Wilson, Harvey Kubly, and Dennis Pelock. Guests: Randy Kirking, Robin Baumeister - Boscobel Chamber, Larry Bierke - Iowa County Administrator, and Drew Nussbaum - Department of Tourism. Excused: Tim Gottschall, and Paul Fredrickson.

WELCOME & INTRODUCTIONS

Ron made a motion to amend the agenda with the added change of WIGCOT [Wisconsin Governor Conference on Tourism], refund action item. Seconded by Bob S. Motion carried.

MINUTES

Dennis made a motion to accept the November 18th minutes. Seconded by Ron. Motion passed.

TREASURER'S REPORT

Ron made a motion to accept the treasurer's report with the understanding that the balance sheet CD amount is not correct. Seconded by Bob S. Motion carried.

PRESIDENT'S/EXECUTIVE REPORT

Drew spoke about promoting tourism with the challenges of COVID. More tourists were traveling into rural areas making campground and outdoor activities more desirable. He emphasized the need for businesses to keep their names in advertising.

Sandy reported that Super 8 of Sparta paid their account balance.

NEW BUSINESS:

Bob S. made a motion to request a refund of \$140 from WIGCOT for the 2021 Hidden Valleys booth. Harvey seconded the motion. Motion carried.

Bob S. made a motion to request a refund for Hidden Valleys booth at Canocopia 2021. Seconded by Harvey. Motion carried.

Bob S made a motion to print 50,000 copies of the 2021 guide with the understanding that more can be printed at a later date if needed. Seconded by Ron. Motion carried. Bob B. read over the proposed amount of guides for each county.

Ron made a motion to have Rob Wilson deliver the 2021 guides to each county for \$2,500. Seconded by Dennis. Motion carried.

Ron made a motion to store 2021 guides in the current location in each county. Seconded by Bob S.

SALES REPORT:

Randy let the board know that many businesses in his area are utilizing the Hidden Valleys mobile app.

There was discussion about the 2021 proofs with the final deadline for submitting ads to the office being January 15th. This would allow any changes to be sent in by January 31st for this proof.

REMARKS/CONCERNS

Sandy noted the next meeting will be February 17th in Richland Center.

Bob S. made a motion to adjourn at 11:47 pm. Seconded by Ron. Motion carried.

Minutes taken by Sandy Williams, acting Secretary.

2021 Hidden Valleys tentatively scheduled meeting dates and locations.

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.

Wednesday, April 21, 2021 Richland County Courthouse, Richland Center, WI in Richland County.

Wednesday, May 19, 2021 Iowa County location to be determined.

Wednesday, June 16, 2021 location to be determined.

Wednesday, July 21, 2021 location to be determined.

Wednesday, August 18, 2021 location to be determined.

Wednesday, September 15, 2021 location to be determined.

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

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