

**HIDDEN VALLEYS INC**

**FULL GROUP MINUTES**

**11:00 am September 15, 2021**

**The Daily Brew 100 Washington St. Westby, WI 54667**

The meeting was called to order by Rob Wilson at 11:12am. Board: Rob Wilson, Bob Scallon, Ron Benish, Dennis Pelock, Mary Rae, Bob Boyle, and Sandy Williams. Guests: Danika Wehling, Tyler Carl. Excused: Danielle Cooper

Photo Review was moved up in the agenda, requested by Rob and Danika. Motion to approve Dennis, Second by Bob Scallon. Motion carried.

Special Guest, Mike Leis from Cashton showed us many photos taken by himself and his wife Alice. Ron likes the idea of using 2-4 of his drone pictures. Pictures can be chosen by Danika and the designers.

Bob Scallon made a motion to approve the agenda as presented. Second by Ron Motion carried.

Ron made a motion to approve the August Minutes. Second by Bob Scallon. Motion carried.

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

President/Executive Committee Report:

An overview was given by Rob Wilson regarding the WCCU checking account. After the meeting Rob and Danika will sign the final sheets. Sandy will be sent paperwork to sign and Bob Scallon has already completed the signing process. As soon as Sandy signs we can order checks and start depositing checks. As for now the Richland Center Bank is still our main bank for all transactions.

Rob also spoke on social media and photography funds. Further discussion will be tabled till the October meeting so we know how our much printing will be costs will be for the 2022 brochure. Rob will be inviting Steve from LaCrosse Graphics to our next meeting to discuss what he knows on the possible cost increase.

We do know that Vernon County has approved their membership dues for 2022. Hidden Valleys member counties have all been sent invoices for their 2022 membership dues.

Sales Report: Sales team needs at least two more weeks to wrap up ads. They are sitting with over 100 ads from the counties already. Our designers have been hard at work getting ads proofs complete and starting on the middle spread and cover. Danika has been in good contact with them to keep things moving along.

Case Count: Between all the counties, we have 57 cases that we still can deliver or send out.

Social Media: We discussed that Sandy, Tyler and Danika work well covering the areas on FB and will continue to do more. Sandy mention Danika has the passwords for Instagram and we also have a YouTube Channel. Update needed for next meeting.

Motion by Bob S. and 2<sup>nd</sup> by Mary Rae to keep the Winery-Brewery map and develop a Golfing Destination Map and an Ag Tourism map including: cheese, cranberries, apple orchards, pumpkins, round barns, on-farm locations businesses, etc...focused on advertisers and cheese stores to start. Motion Carried.

We also discussed the layout of counties and maps. More layout will be discussed at the next meeting after ads are complete.

Motion to adjourn from Mary, second by Sandy at 12:44pm Motion Carried

Submitted by Danika Wehling