

Hidden Valleys, Inc.

11:00 am Board meeting

June 20, 2018

Wednesday

Boscobel Depot
800 Wisconsin Avenue
Boscobel, WI

The meeting was called to order by President Joe Fisher at 11:08 am. Board members present: Bob Boyle, Kersten 'Rocky' Rocksvold, Sandy Williams, Mary Rae, Bob Scallon, Ron Benish, Harvey Kubly, and Marie Sersch. Absent: Kerry Severson. Guests: Nancy Rutherford, James Schneider, Patty Kubly, Dave Anderson.

WELCOME & INTRODUCTIONS

Sandy requested an agenda change to include information for Richland County Bank in Richland Center. Mary made a motion for an agenda change to include Richland County Bank request.

MINUTES

Ron made a motion to accept the May 16th minutes. Seconded by Bob S. Motion passed.

TREASURER'S REPORT

Bob B. made a motion to accept the treasurer's report for end of fiscal year May 31, 2018 and June. Seconded by Harvey. Motion carried. Ron made a motion to charge a 1.5% finance fee to the current unpaid accounts receivables effective July 15th. Seconded by Harvey. Ron made a motion that a 1.5% finance fee for any unpaid balances after November 15th may be applied on all unpaid bills. Seconded by Bob B. Motion passed.

OFFICE MANAGER'S REPORT

Ron made a motion to have President Joe Fisher, Treasurer Bob Scallon, and Secretary Sandy Williams be on signature cards for Richland County Bank in Richland Center. Seconded by Bob B. Motion passed.

Sandy handed out samples of county membership dues letters. The 2019 dues letter will be sent out by August in order for the counties to include the dues in their budgets. Harvey made a motion to approve the county membership dues letter with minor changes. Seconded by Mary. Motion passed.

Sandy let the board know that Hidden Valleys has an on-line ad with Driftless Wisconsin.

PRESIDENT'S/EXECUTIVE REPORT

Joe started the discussion on Hidden Valleys secure website redesign. Ron made a motion for Sandy to get more bids on website redesign in the range from \$7,500 to \$10,000. Seconded by Bob B. Motion carried.

Besides Instagram, Joe noted that there was not a lot to report on the photo contest at this time.

Joe presented a write-up for the twelve radio ad spaces that Hidden Valleys has to focus on Hidden Valleys.

There was discussion about items to be given away at sports shows such as drawstring bags, water bottles, or pens. These items would be used to help promote the Hidden Valleys website with the logo and the website. Joe will present more information at the July meeting.

Rocky reported on the shows that the show committee discussed. Ron made a [motion](#) for Hidden Valleys to attend the Milwaukee Journal Sentinel Sports Show, the Governors Conference in Wisconsin Dells, and the Eastern Iowa Sports Show in Cedar Falls in 2019. Seconded by Harvey. Motion carried.

NEW BUSINESS

Ron made a [motion](#) to transfer \$2,500 into the Hidden Valleys savings account from the checking account. Seconded by Bob B. Motion passed.

Printer bids were discussed. Ron made a [motion](#) to have LaCrosse Graphics be the printer for the 2019 Hidden Valleys guide. Seconded by Bob B. Motion passed.

REMARKS / CONCERNS

It was noted that the executive committee will meet in July. Sandy noted the location change of the July meeting to JCEDC [Juneau County Economic Development Corp] in Camp Douglas.

Bob S. made a [motion](#) to adjourn at 12:53 pm. Seconded by Kersten. Motion carried.

Minutes taken by Sandy Williams, Secretary

2018 Hidden Valleys tentatively scheduled meeting dates and locations

NOTE: location change--July 18, 2018 Juneau County, JCEDC, Camp Douglas, WI

August 15, 2018 Lafayette County, location to be determined.

September 19, 2018 Vernon County, location to be determined.

October 17, 2018 in Richland County – Courthouse, Richland Center, WI

Second Wednesday November 14, 2018 in Richland County – Courthouse, Richland Center, WI