

Hidden Valleys, Inc.
11:00 am Board meeting

September 19, 2018
Wednesday

**National Fish Hatchery
S5631 Hwy 35
Genoa, WI**

The meeting was called to order by President Joe Fisher at 11:01 am. Board members present: Bob Boyle, Kersten 'Rocky' Rocksvold, Sandy Williams, Mary Rae, Ron Benish, and Bob Scallon. Guests: Mary Benish. Absent/excused: Kerry Severson, Paul Fredrickson, Harvey Kubly, and Marie Sersch

WELCOME & INTRODUCTIONS

MINUTES

Ron made a **motion** to accept the August 15th minutes. Seconded by Rocky. Motion passed.

TREASURER'S REPORT

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

OFFICE MANAGER'S REPORT

Ron made a **motion** to exchange a ½ page ad with WRJC radio station in Juneau County for 100 on air slots consisting of 30 seconds each slot. Seconded by Bob B. Motion carried. Randy will look into a similar exchange with another radio station in Lafayette County.

PRESIDENT'S/EXECUTIVE REPORT

Joe went over marketing ideas which includes an expanded email list of visitors with a sign up for people receiving free giveaways. This would be used as a tool to help Hidden Valleys advertisers promote their businesses and it will also help to promote Hidden Valleys.

NEW BUSINESS

Due to the flooding issues in Southwest Wisconsin affecting advertisers in the Hidden Valleys area, Sandy presented some ideas to help businesses; the advertising sales date will be extended to 9-30-18 and the financial charge of 1.5% of overdue accounts will be waived until May 2019.

Sandy noted these date changes will also affect dates for graphics, printing, delivery, and proofing by the board. The 1st proofing will not be able to be done until the November meeting while the 2nd proofing will be pushed back into December. The guide may not get to the printer until the end of January or the beginning of February. The distribution most likely will not start until later in February but will be out in time for the trade shows that Hidden Valleys will be attending.

For the calendar of events in future guides, Carol made a suggestion to have the January events of the next year be placed in the year the current guide is published. She also suggested having verbiage to promote

advertisers included in the guide. Joe will write up a comment regarding promoting advertisers hit with flooding.

Sandy presented a draft of the 2019 front cover featuring Juneau County. She will take suggestions back to Juneau County Economic Development.

Sales report for the attending sales people noted that their guide count is low for each of the counties. It was noted that there are many cases of guides still in Green County which are available. Sandy will pick up some guides from Richland County for the WCA [Wisconsin Counties Association] conference September 24th. Ron made a motion to pay mileage to Sandy for setting up and attending the WCA conference. Seconded by Rocky. Motion carried.

REMARKS / CONCERNS

There was a request to put bylaws on the October agenda for reviewing of membership along with updates to the Cheese Tour, additional tours and chamber support.

Bob B. made a motion to adjourn at 12:43 pm. Seconded by Rocky. Motion carried.

Minutes taken by Sandy Williams, Secretary.

2018 Hidden Valleys tentatively scheduled meeting dates and locations

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

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