

Hidden Valleys, Inc.
11:00 am Board meeting

October 17, 2018
Wednesday

**Richland County Courthouse
County Board Room – 3rd floor
Richland Center, WI**

The meeting was called to order by President Joe Fisher at 11:12 am. Board members present: Bob Boyle, Kersten ‘Rocky’ Rocksvold, Sandy Williams, Ron Benish, Bob Scallon, Paul Fredrickson, and Harvey Kubly. Guests: Randy Kirking, Steve Peterson, and Rob Wilsonn. Absent/excused: Kerry Severson, Mary Rae, and Marie Sersch.

WELCOME & INTRODUCTIONS

MINUTES

Ron made a **motion** to accept the September 19th minutes. Seconded by Bob S. Motion passed.

TREASURER’S REPORT

Harvey made a **motion** to accept the treasurer’s report. Seconded by Ron. Motion carried.

OFFICE MANAGER’S REPORT

Sandy gave a report about the WCA [Wisconsin Counties Association] conference in Lacrosse. Ron made a **motion** to approve Hidden Valleys attending the 2019 WCA conference in Wisconsin Dells. Seconded by Harvey. Motion carried. While at WCA, Sandy was asked about adding canoe launch sites to the centerfold map. Consensus of the board, after some discussion, was to add as many canoe launch sites as possible to the centerfold map with additional icons being placed on the 2020 map.

Sandy noted that after communicating with graphics, both the Wine Tour and the Cheese Tour maps can be updated.

Randy suggested adding more tours to the guide in the future and to possibly include a brewery tour and a WI River Valley tour.

PRESIDENT’S/EXECUTIVE REPORT

Joe talked about obtaining advertisers for the back and inside covers. Steve Peterson confirmed that Monroe County is taking the back inside cover although no contract has been sent in as of yet. Sandy will check with WATA [WI Ag Tourism Association] about a full page exchange again.

Joe went over the executive committee discussion on being proactive about the concerns for any county considering withdrawing membership from Hidden Valleys. There was emphasis on becoming more involved with social media which ties in with the Hidden Valleys new website. Ron made a **motion** to have Joe write a letter and send an updated invoice to Vernon County for the balance of their 2019 dues. Seconded by Bob S. Motion carried.

NEW BUSINESS

There is a surplus of guides in Green County that Randy is willing to redistribute not only to Green County but also to Lafayette County, Grant County, and Crawford County. Ron noted that due to road outages from flooding in Iowa County, there are about a dozen cases more than usual that are available for redistribution. Rocky will take 6 of them today.

Steve Peterson utilized the projector for everyone to be able to view the new Hidden Valleys website as he went through several pages on the site. He noted that any county using Google calendar could merge their events onto the Hidden Valleys online calendar. Steve will prepare a 'how to' document for anyone wishing to connect to the on line calendar. Joe asked about the Hidden Valleys Instagram account being added to the new site. There is already a panel for Facebook on the site.

Other features now on www.HiddenValleys.com include the entire guide that can now be flipped thru like turning pages in the guide. Also, each county map has a zoom feature, and ads can be digitalized.

REMARKS / CONCERNS

Harvey made a motion to adjourn at 1:01 pm. Seconded by Rocky. Motion carried.

Minutes taken by Sandy Williams, Secretary.

2018 Hidden Valleys tentatively scheduled meeting dates and locations

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

2019 Hidden Valleys tentatively scheduled meeting dates and locations

Wednesday January 16, 2019 in Richland County

Wednesday February 20, 2019 in Richland County

Wednesday March 20, 2019 in Richland County

Wednesday April 17, 2019 in Richland County