

Hidden Valleys, Inc.
11:00 am Board meeting

November 20, 2019
Wednesday

Richland County Courthouse
Conference Room – 1st floor
Richland Center, WI

The meeting was called to order by Sandy Williams, President, at 11:06 am. Board members present: Kersten Rocky' Rocksvold, Bob Boyle, Ron Benish, Bob Scallon, Steve Peterson. Excused: Kerry Severson, Paul Fredrickson, Marie Sersch, Harvey Kubly and Mary Rae. Guests: Lon Arbegust, Randy Kirking, Rob Wilson, Nicole Hesse and Peggy Duff.

WELCOME & INTRODUCTIONS

MINUTES

Ron made a **motion** to accept the September 18th minutes. Seconded by Bob S. Motion passed.

TREASURER'S REPORT

Ron made a **motion** to accept the treasurer's report with the addition of transferring the balance of the savings account into a one year CD. Seconded by Steve. Motion carried.

PRESIDENT'S/EXECUTIVE REPORT

Sandy let the board know that signature cards for the bank have been updated with complete signed papers to be taken to the Richland County Bank today. The 3 signatures for Hidden Valleys at the bank are Bob Boyle, Bob Scallon, and Sandy Williams.

Sandy submitted the Vernon County resignation letter to the board for review. Vernon County no longer wants to participate with Hidden Valleys, including being the featured county in 2021 as scheduled. Ron passed along contact information for Iowa County as Iowa County will step up to be the featured county in 2021.

Sales Report

Sandy noted that Dave Anderson is stepping down from sales for Iowa County. There was discussion about clarifying/reorganizing the sales people as far as responsibilities and the possibility of a dedicated delivery person. As a result of the new sales person being unable to continue selling ads in Green County and Richland County, Rob Wilson and Lon Arbegust stepped up to cover these two counties. Sales for Randy Kirking are down slightly but guides are very well received to all the extra locations he visits. Gratitude was expressed from the board for all the efforts sales people put into making the 2020 Hidden Valleys guide happen. It was noted that ads for the mobile app can be sold anytime of the year. A sales meeting may occur in January for more discussion and ideas for the sales team.

NEW BUSINESS

Steve made a motion to print a total of 65,000 copies of 2020 Hidden Valleys guides. Seconded by Ron. Motion carried.

Bob S. made a motion to approve Rob Wilson for the delivery of the 2020 guides to the counties for \$3,200. Seconded by Rocky. Motion carried.

Ron made a motion to have an additional 5,000 centerfold maps folded differently than the guide for \$264 printed. Seconded by Steve. Motion carried.

REMARKS / CONCERNS

Steve made a suggestion for Hidden Valleys to invest in Constant Contact to have an e-newsletter sent to all advertisers. Articles could include feedback from trade shows, visitor stories, or advertiser's highlights. This will be placed on January agenda.

Final proofing will be in December. Meeting details will be sent to board members.

Bob S. made a motion to adjourn at 12:09 pm. Seconded by Rocky. Motion carried.

Minutes taken by Sandy Williams, acting Secretary.

2020 Hidden Valleys tentatively scheduled meeting dates and locations.

Exec only--Wednesday February 19, 2020
Richland County Courthouse, Richland Center, WI.

Full board--Wednesday March 18, 2020
Richland County Courthouse, Richland Center, WI.

Exec only--Wednesday April 15, 2020
Richland County Courthouse, Richland Center, WI.

ANNUAL MEETING Full board--Wednesday May 20, 2020
Richland Center, WI

Exec only--Wednesday June 17, 2020
location to be determined.

Full board--Wednesday July 15, 2020
location to be determined.

Exec only--Wednesday August 19, 2020
location to be determined.

Full board--Wednesday September 16, 2020
location to be determined.

Exec only--Wednesday October 21, 2020
Richland County Courthouse, Richland Center, WI

Full board--Wednesday November 18, 2020
Richland County Courthouse, Richland Center, WI