

Hidden Valleys, Inc.

11:00 am Board meeting

February 17, 2021

Thursday

Richland County Courthouse

County Board Room – 3rd floor

Richland Center, WI

Call: 1-720-740-9857

Access code: 4614888

The meeting was called to order by Sandy Williams, President, at 11:07 am. Board members: Bob Boyle, Ron Benish, Bob Scallon, Rob Wilson, and Dennis Pelock. Guests: Randy Kirking, Robin Baumeister - Boscobel Chamber, and Abby Haas – Lafayette County Economic Development. Excused: Tim Gottschall.

WELCOME & INTRODUCTIONS

Ron made a motion to approve the agenda as presented. Seconded by Bob S. Motion passed.

MINUTES

Dennis made a motion to accept the January 7th minutes. Seconded by Ron. Motion passed.

TREASURER'S REPORT

Sandy noted the balance sheet CD amount stated on last months treasurers was not correct due to a deposit being incorrectly placed into the CD balance and not the checking balance. Ron made a motion to accept the updated treasurer's report. Seconded by Bob S. Motion carried.

PRESIDENT'S/EXECUTIVE REPORT

Sandy updated the board on receiving a refund for the Canoeopia Show but nothing yet from WIGCOT [Wisconsin Governor Conference on Tourism].

Sandy reported that the Paycheck Protection Program [PPP] loan from Richland County Bank in Richland Center has been forgiven. The amount was \$2,659.37. Sandy was asked to check into Hidden Valleys being eligible for another PPP loan.

NEW BUSINESS:

Sandy gave Abby the floor to present suggestions for future issues of the Hidden Valleys guide. Currently, Lafayette County is scheduled to be the featured county for the 2022 issue of the guide. Abby suggested an idea of focusing on major activities from all counties instead of featuring a single county. This could include articles and a guide layout change for each county to also focus on the activity of the year. This could pertain to advertisers as well to have articles with their ads. Some of the featured activities could be ATV's, hiking, canoeing, fishing, etc.

Currently the guide notes, "Here we are, here is what you can do." Abby's suggestion would reverse that thinking to "here is what you can do, and here is where you can do it." There was further discussion but no action was taken at this time. This will be revisited on upcoming agendas.

There was further discussion about storing guides at LaCrosse Graphics. Ron made a motion to keep the same locations for each county as previously voted on. Seconded by Bob S. Motion carried.

As the board already received electronic proofs of their respective counties, Sandy asked for any changes to be sent into the office by February 19th in order to avoid additional cost. There is a printer hard copy proofing scheduled for March 9th in Dodgeville. Should changes need to be made on that proof, there will be a cost involved.

REMARKS/CONCERNS

Ron made a motion to adjourn at 11:57 pm. Seconded by Bob S. Motion carried.

Minutes taken by Sandy Williams, acting Secretary.

2021 Hidden Valleys tentatively scheduled meeting dates and locations.

Wednesday, March 17, 2021 Richland County Courthouse, Richland Center, WI in Richland County.

Wednesday, April 21, 2021 Richland County Courthouse, Richland Center, WI in Richland County.

Wednesday, May 19, 2021 Iowa County location to be determined.

Wednesday, June 16, 2021 location to be determined.

Wednesday, July 21, 2021 location to be determined.

Wednesday, August 18, 2021 location to be determined.

Wednesday, September 15, 2021 location to be determined.

Wednesday, October 20, 2021 Richland County Courthouse, Richland Center, WI in Richland County.

Wednesday, November 17, 2021 Richland County Courthouse, Richland Center, WI in Richland County.