

HIDDEN VALLEYS INC

Wednesday, August 18, 2021 11am

The Crooked Oar

**32319 County Road K
Prairie du Chien, WI 53821**

The meeting was called to order by Rob Wilson at 11:05 a.m. Board members: Bob Boyle, Ron Benish, Sandy Williams, Dennis Pelock and Tom Peloch, Crawford Cnty Chair. Also: Tyler Clark, Sales and Danika Wehling, Sales/Manager..

We welcomed Tom from the Crawford County board.

AGENDA - (action item) 1st motion by Ron, 2nd by Bob B.

**MINUTES –July 21, 2021 (action item) 1ST 1ST MOTION BY DENNIS, 2ND BY RON
TREASURER'S REPORT (action item) 1st motion by Ron, 2nd by Bob B.**

OFFICE MANAGER REPORT: Danika Wehling

- Bank update - **waiting for Bob Scallon to get the necessary info to Danika.**
- Phone update - **800 number is good to go. Local number is up 608-634-6968**
- Contact with designers and advertisers - **they finally have access to the google drive. They will be in contact with sales people to send ads for approval.**
- Social Media - **revisit/set a budget in Sept.**

PRESIDENT/EXECUTIVE COMMITTEE REPORT

- State Fair update - **Shared a booth with Travel Wisconsin. Took 400 guides but not all were handed out. Left them there for people to pick up later on that were visiting. Attendance seemed down this year.**

SALES REPORTS & CONCERNS - LAX Graphics may have to increase cost but we signed a contract already for the 2022 guide. Able to use 5% as sales tactic approved 1st motion by Dennis, 2nd by Ron.

- **DELTA8THC ADVERTISING - hemp based product but is it okay for an ad? Check ad before printing. Rob and Danika will approve ad.**

COUNTY FUNDING AND MEETINGS - Rob and Danika are meeting with Vernon County Monday, August 23rd.

BROCHURE:

- 2022 cover & back of map - **Lafayette County will provide all necessary picture, etc. Cover must have Logo, 4 Seasons, Free, Counties, and Celebrate 45 years. Designers are working on this.**
- Introductions and stories - **Board members are supposed to check with towns to update towns info or story.**

- Wordoku/Word Search -**Keep it? Is there something else that would fill that area?**
- Maps
 - - Great River Road - **now the All American Road**
 - - Pin Point changes and addition - **Look up wineries/breweries and check to see if they are still in business.**

REMARKS / CONCERNS / ITEMS FOR NEXT AGENDA - **Cover Page. Social Media Budget. Advertising Rates.**

ADJOURNMENT - **1st motion by Bob B, 2nd Dennis.**

NOTE: The Facebook page for Hidden Valleys that Tyler paid \$10 for reach just over 1000 people and we got 20 new likes. The new likes came from people all over the US. Worth it? Tyler doesn't think that one was worth it. Will look into boosting posts

Next meeting: Sept 15th, 11am Tentatively at The Daily Brew, Westby, WI
Wed., October 20, 2021, Richland County Courthouse, Richland Center, WI

Wed., November 17, 2021, Richland County Courthouse, Richland Center, W

December 2021 final proofing meeting date and location to be determined.