

Richland County Committee

Agenda Item Cover

Agenda Item Name: Discontinuing Hidden Valleys Membership

Department	Administration	Presented By:	Administrator
Date of Meeting:	June 18 th , 2021	Action Needed:	Vote
Disclosure:	Open Session	Authority:	Structure E
Date submitted:	June 17 th , 2021	Referred by:	Parks Commission
Action needed by no later than (date)	N/A	Resolution	Needed

Recommendation and/or action language:

- 1) Motion to ... recommend resolution to the Richland County Board to discontinue membership with Hidden Valleys of Southwest Wisconsin.
- 2) Motion to ... recommend to Rules and Resolutions to amend the committee structure document pertaining to removal of Hidden Valleys of Southwest Wisconsin.

Background: *(preferred one page or less with focus on options and decision points)*

Richland County is a current member of the Hidden Valley of Southwest Wisconsin tourism and travel advertisement magazine. <https://www.hiddenvalleys.com/> "Hidden Valleys showcases the beauty and diversity of the best of Wisconsin -- highlighting cultural attractions, events, scenery, outdoor recreation, agriculture, and heritage of nine counties in the southwestern corner of the state. We invite you to discover Hidden Valleys... a great place to work, live or visit!"

The Magazine's current County membership includes Richland, Grant Iowa, Lafayette, Monroe, Crawford, and Juneau. Recent membership withdrawals include Green and Vernon County.

Many local efforts are now in place to advertise and promote County trails, parks, hospitality and recreation online. Popular smartphone apps and platforms like Trip Advisor have also helped promote local attractions and recreations.

The Richland County Parks Commission took recent action in their March 1st, 2021 Meeting: " #15 Hidden Valley - how to withdraw? Letter of withdraw the group will need to be done, before 2022. Motion made by Tim Gottschall to issue a letter of intent to withdraw from the magazine for 2022, second made by Gary Manning. Motion carried."

Attachments and References:

https://www.hiddenvalleys.com/	

Financial Review:

(please check one)

<input type="checkbox"/>	In adopted budget	Fund Number	
<input type="checkbox"/>	Apportionment needed	Requested Fund Number	
<input type="checkbox"/>	Other funding Source		
<input checked="" type="checkbox"/>	No financial impact		

(summary of current and future impacts)

Reduction in expenditures of \$1,367.96 annually (+) reduction in \$3,5000 on cycle of featured county and travel per diem.

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Approval:

Review:

Clinton Langreck

Department Head

Administrator, or Elected Office (if applicable)
