



GREATER MAUSTON TOURISM MEETING AGENDA

January 08, 2025 at 6:00 PM
303 Mansion Street Mauston, WI

1. **Call to Order/Roll Call**
2. **Discussion and action relating to Minutes**
 - a. December 11, 2024
3. **Discussion and possible action relating to the Financial Reports**
 - a. Financial Reports
4. **Discussion and possible action relating to Event Support activities**
 - a. Event Support Application (if any):
 - b. Post Event Follow Up, if any
5. **Discussion and possible action relating to Marketing Activities including**
 - a. Discussion and action regarding Think Local Ad cost of \$2,995 for a six-minute segment
 - b. Discussion and action regarding the 2025 What's Floatin' Advertising
 - c. Discussion and action regarding On The Line Marketing proposal
6. **Staff Report**
 - a. Discussion and action regarding purchasing Christmas lights for the 2025 season.
7. **Adjourn**

NOTICE:

It is possible that action will be taken on any of the items on the agenda and that the agenda may be discussed in any order. It is also possible that a quorum of other governmental bodies of the municipality may be in attendance at the above-stated meeting to gather information; no action will be taken by any governmental body at the above-stated meeting other than the governmental body specifically referred to above in this notice.

Also, upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information or to request this service, contact City Deputy Clerk Nicole Lyddy (608) 747-2706.

Any member of the public wishing to join the meeting telephonically should call City Hall by 4pm the day of the meeting. Staff will be happy to provide instructions on joining the meeting by phone. City Hall main number: 608-847-6676