



## **GREATER MAUSTON TOURISM ASSOCIATION AGENDA**

**December 11, 2024 at 6:00 PM  
303 Mansion Street Mauston, WI**

- 1. Call to Order/Roll Call**
- 2. Discussion and action relating to Minutes**
  - a. November 13, 2024
- 3. Discussion and possible action relating to Financial Report including**
  - a. Financials
- 4. Discussion and possible action relating to Event Support activities including**
  - a. Event Support Application (if any):
  - b. **Post-Event Follow-Up:** JCEDC and Wisconsin State Fair turnout
- 5. Discussion and possible action relating to Marketing Activities including**
  - a. Discussion and action regarding Mark Walters' email invoice of \$1,040.
  - b. Discussion and action regarding the ATV Expo May 2-4, 2025 for \$24,433- \$33,618.
  - c. Discussion and action regarding gift basket marketing \$7,965
  - d. Discussion and action regarding the Think Local segment done by Peter Malinger and Ben Palmer cost is \$2,995 for a six-minute segment.
- 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*