



GREATER MAUSTON TOURISM COMMITTEE MEETING MINUTES

December 10, 2025 at 5:00 PM
303 Mansion Street Mauston, WI

1. **Call to Order/Roll Call:** The Greater Mauston Tourism Association meeting was called to order by Chairperson Michel Messer on December 10, 2025, at 5:01 p.m. Present were members Ben Bader, Leanna Hagen, Meredith Sornsin, and Michel Messer. Also present was City Administrator Daron Haugh. Absent was Jessica Bilski (On The Line Presence). Wendy Murphy arrived at 5:05 p.m and Doug Linder arrived at 5:08 p.m and left at 5:14 p.m.
2. **Minutes:** Motion by Hagen, seconded by Sornsin, to approve the November 12, 2025 minutes. Motion carried by voice vote.
3. **Financial Report:** Motion by Hagen, seconded by Sornsin, to approve the financial report as presented. Haugh noted that the actual disbursement for the Scally Brother's event will be approximately \$570.00 for advertising rather than the originally requested \$5,000. Murphy and Linder abstained due to arriving after discussion began. Motion carried by voice vote.
4. **Room Tax Statement:** Motion by Hagen, seconded by Messer, to review the room tax statement. Haugh reported that Priceline completed a voluntary consolidated room tax audit and determined the City was owed \$18,542.70 in previously unpaid or uncollected room tax revenue.
5. **Event Support Activities:** Motion by Hagen, seconded by Sornsin, to discuss event-related items.
 - a. Event Support Application (if any): Wisconsin Official Travel Guide Ad for 2026. Motion by Murphy, seconded by Sornsin, to approve a half-page ad as presented. Motion carried by voice vote.
 - b. Post Event Follow Up (if any): Spruce Up Mauston: the event was highly successful, and planning is underway for next year. Hagen noted the need for increased promotion to boost participation.
6. **Staff Report:** Messer asked about unused event funds: Haugh clarified that any funds not spent for a specific event return to the general pool. Additional discussion addressed expanding holiday lights coverage and coordinating installation and removal. Haugh also discussed the importance of strengthening social media strategy across City departments and tourism, including potential collaboration with CiviSocial. The Board agreed to add this topic to a future agenda
7. **Adjourn:** Motion by Hagen, seconded by Sornsin, to adjourn. Motion carried by voice vote. Meeting adjourned at 5:46 p.m.

Chair

Date