



GREATER MAUSTON TOURISM ASSOCIATION MINUTES

August 14, 2024 at 5:30 PM

303 Mansion Street Mauston, WI

1. **Call to Order/Roll Call-** The Greater Mauston Tourism Association met in a regular session on August 14, 2024, at Mauston City Hall. The Meeting was called to order by Michel Messer at 5:30 p.m. Present were Diane Dahl, Doug Linder, Michel Messer, Ben Bader, Wendy Murphy, and Leanna Hagen. Also present were Jessica Bilski from On the Line Presence, Tamaya Loewe from JCEDC, Andrew Nussbaum from Travel Wisconsin, and Daron Haugh City Administrator.
2. **Minutes-**The motion was made by Dahl and seconded by Bader to approve the July 10, 2024 minutes. Motion carried.
3. **Financial Reports-**The motion was made by Murphy and seconded by Messer to approve the financial report as presented. Motion carried.
4. **Marketing Activities-** Andrew Nussbaum from Travel Wisconsin talked with the committee about what they can spend Room Tax money on and their current marketing strategies. He gave suggestions on what they could do in the future to capture those transient visitors coming into the city.
5. **Event Support activities-**
 - a. **Mauston/New Lisbon Area Airport Fly-in-** The motion was made by Dahl and seconded by Messer to approve grant reimbursement of up to \$500 to the Mauston/New Lisbon Area Airport Fly-in held in July pending copies of paid receipts. Motion carried.
 - b. **Parks Project-** Motion made by Murphy and seconded by Bader to table the Parks Commission's four-phase parks project.
 - c. **JCEDC at the Wisconsin State Fair-** Tamaya Loewe gave a presentation about their booth at the State Fair. Motion was made by Murphy, and seconded by Bader to support JCEDC at the Wisconsin State Fair that was on August 11 for a reimbursement grant of up to \$500 pending receiving paid receipts.
 - d. **Business View Magazine -** Motion made by Dahl and seconded by Hagen to approve advertising in the Business View Magazine in the Best of 2024 Wisconsin Issue. Motion carried.

- e. **Discover Wisconsin-** The motion made by Messer was seconded by Dahl to approve the Discover Wisconsin segment in an upcoming ATV/UTV episode of Discover Wisconsin for a cost of \$15,000. Motion carried.
- f. **Post Event Follow-Up-** There was considerable discussion on how the marketing strategies can be accomplished to facilitate more tourism for Mauston.

6. Staff Report

- a. **Payments of Grants** - Haugh stated that going forward no direct payments will be made directly to vendors on behalf of a grant recipient.
- b. **Holiday Parade-** Haugh and Hagen said the Council has approved a City-sponsored Holiday parade.

- 7. Adjourn-** Linder made a motion to adjourn and Bader seconded it. Motion carried.

Chair

Date