



GREATER MAUSTON TOURISM MEETING MINUTES

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

1. **Call to Order/Roll Call:** The Greater Mauston Tourism Association was called to order on January 8, 2025, by Chairperson Michel Messer at 6:00 pm at Mauston City Hall. Attending members were Diane Dahl, Doug Linder, Michel Messer, Ben Bader, Wendy Murphy, and Micah Playman. Absent was Leanna Hagen. Jessica Bilski from On the Line Presence, Daron Haugh City Administrator, and Peter Malinger from Image Pictures were also in attendance.
2. **Minutes:** Bader/Murphy approved the minutes of December 11, 2024. Motion carried unanimously.
3. **Financial Reports:** Murphy/Messer to approve the financial reports presented. Motion carried unanimously.
4. **Event Support activities:** None
5. **Marketing Activities:**
 - a. **Think Local Ad:** Peter Malenger talked to the board; a video was unavailable as an example. However, the full project will look different depending on who is involved. Peter will ask businesses what value they see in the project. \$30,000 for a full 60-minute show. Daron will email the committee for feedback. Peter will email the board a link to his past work. Motion to table this by Michel, second by Micah, approved.
 - b. **2025 What's Floatin' Advertising:** Lender/Dahl approved \$485 for a half-page ad and a \$40 digital ad. Motion carried unanimously.
 - c. **On The Line Marketing proposal:** The committee requested an inquiry with Concept Printing to explore a more affordable sign option. Additionally, investigate securing a regular placement at these locations and provide cost details to the Board. Dahl/Michel moved to approve the proposal of \$3,474.68 per event, plus a one-time sign cost of \$1,005.00. The motion carried unanimously.
6. **Staff Report:**
 - a. Diane Dahl mentioned that the Celebration of Arts is this Thursday at Oh! Arts.
 - b. **Christmas Lights:** The committee discussed purchasing new Christmas lights, noting that the previous lights lasted 18-20 years. Ideas included illuminating the Elm trees in the park,

starting after the Christmas parade, at an estimated cost of approximately \$10,000 per tree. Additional discussion focused on potential new decorations for lamp posts and whether lighting is needed near the interstate to attract traffic. The concept of concentrating lights in one area versus decorating lamp posts citywide was also considered. Messer/Playman to earmark \$60,000 for holiday decorations. Motion carried unanimously.

7. **Adjourn:** Murphy/Messer to adjourn. Motion carried unanimously. Meeting adjourned at 6:53 pm.

Chair

Date