GREATER MAUSTON TOURISM ASSOCIATION MEETING MINUTES

September 09, 2026 at 5:30 PM

303 Mansion Street Mauston, WI

1. **Call to Order/Roll Call:** The Greater Mauston Tourism Association meeting was called to order by Chair Michel Messer on September 9, 2026, at 5:30 p.m. Members present were Michel Messer, Meredith Sornsin, Leanna Hagen, Danielle Herritz, and Mitchell Gray. Also present were City Administrator Daron Haugh and Jessica Bilski of On The Line Presence. Member absent was Wendy Murphy.

2. **Minutes:** Motion by Sornsin, seconded by Messer, to approve the August 19, 2026, minutes as amended to reflect roll call votes on items 7A and 10. Motion carried by voice vote.

3. **Financial Report:** The Association reviewed the financial report. Discussion included a pending item related to the 2025 Scally Brothers event, with Haugh to follow up on its status as part of closing out the account. The Association also discussed approximately $25,000-$30,000 remaining from the prior year's holiday lighting fund and establishing an assigned fund balance to preserve those funds for future holiday lighting activities. Haugh reported that $100,000 designated for park improvements could be used to complement the Lions Park project or future Vine Street Park improvements. Motion by Messer, seconded by Sornsin, to approve the financial report as presented. Motion carried by voice vote.

4. **Event Support Activities:**

   a. Event Support Application: None submitted.

   b. Post Event Follow Up: None submitted.

5. **Marketing Activities**

   a. Spruce Up Mauston Event and Potential Scholarships: Hagen reported that a committee has been formed to explore expanding the Spruce Up Mauston event and creating opportunities for youth to earn financial support through volunteer service. Discussion included a potential $1,000 contribution toward a 2028 student trip, with participating students completing volunteer hours at community events and projects. Haugh suggested developing the concept and bringing options back for consideration at the next meeting. The Association expressed support for further developing the concept, with additional details to be presented at the next meeting.

6. **Staff Report:** Haugh reported that a new hotel feasibility study is underway following Council support for updating the previous 2021-2022 study. The study includes a survey of area hotel owners.

Haugh also reported that Council approved the new Communications position and that Courtney Ray is working with Jessica Bilski on the transition. Bilski will continue assisting with the transition through the end of the year and will transition into a time-and-materials arrangement in 2027, if needed.

Planning for the 2027 July 4 event is underway, with continued participation with the youth baseball organization. The event is planned for Saturday, July 3, 2027, and is expected to expand from the previous year, including additional baseball teams, attractions, food options, parking assistance, and the parade. A rain date will be determined.

7. **Adjournment:** Motion by Sornsin, seconded by Hagen, to adjourn. Motion carried by voice vote. The meeting adjourned at 6:37 p.m.

_____ _____

Chair Date