



GREATER MAUSTON TOURISM ASSOCIATION MINUTES

December 11, 2024 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 November 13, 2024, 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, Micah Playman, and Leanna Hagen. Jessica Bilski from On the Line Presence was also in attendance.
2. **Approval of Minutes:** Murphy/Bader approved the November 13, 2024 minutes. Motion carried unanimously.
3. **Financial Report:** Murphy/Hagen to approve the financial reports as presented. Motion carried unanimously.
4. **Event Support:**
 - a. **Event Support Application** (if any):
 - b. **Post-Event Follow-Up:** The information from Tamaya was reviewed regarding the JCEDC and the Wisconsin State Fair turnout.
5. **Marketing Activities:**
 - a. **Mark Walters' blog:** Murphy/Bader to approve Mark Walters' invoice of \$1,040 but not to continue using Mark Walters' blog. Motion carried unanimously.
 - b. **ATV Expo:** Linder/Messer to approve Let's Ride ATV Expo proposal from On the Line Presence not to exceed \$33,618. Motion carried by a unanimous roll call vote.
 - c. **Marketing Baskets:** Linder/Bader to approve gift basket marketing by On the Line Presence of \$7,965. Motion carried.
 - d. **Think Local:** Peter Malinger discussed the Think Local Show. Murphy/Micah to table until examples of what has been put together. Motion carried unanimously.
6. **Staff Report:** Holiday Lights: This item was tabled until January.
7. **Adjournment:** Linder/Messer motioned to adjourn. Motion carried. The meeting adjourned at 8:24 pm.

Chair

Date