



AMENDED GREATER MAUSTON TOURISM ASSOCIATION MINUTES

April 09, 2025 at 6:00 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 April 9, 2025, at 6:00 p.m. at Mauston City Hall. Attending members included Diane Dahl, Doug Linder, Michel Messer, Wendy Murphy, Ben Bader, Leanna Hagen, and Micah Playman (by phone). Also, present were Jessica Bilski from On the Line Presence, and Dennis Emery, Jack Stafford, Mike Peck, and Ricke Miller members of the Burton-Koppang American Legion.

2. **Minutes:** It was noted that Dahl voted nay for the parks project and Murphy was in attendance. Motion made by Murphy, seconded by Hagen, to approve the minutes of March 12, 2025 with corrections.

3. **Financial Report:** Motion by Murphy, seconded by Messer, to accept financials as provided. Motion carried.

4. **Event Support activities:** Nothing to report

5. Marketing Activities:

- a. **Castle Rock Lake Waterfest sponsorship of \$5,000:** Motion was made by Messer, seconded by Linder, to deny. Motion carried.
- b. **Midwest Rider Advertising Agreement:** Motion by Messer, seconded by Linder, to approve the Midwest Rider Advertising Agreement of \$6,216. Motion carried (aye 5, nay 2 Dahl, Playman).

6. Staff Report

Veteran's Memorial: Dennis Emery, Jack Stafford, Mike Peck, and Ricke Miller, members of the committee, were present for a presentation on the monument. It is a living monument for all wars, including the future. It will recognize veterans, gold star families, wartime production employers and employees. A sidewalk will lead from the monument to a parking lot after the Community Center & parking lot are built. Would like to start this summer if enough money is raised by then. Motion by Playman, seconded by Murphy, to table until further information is available. Motion carried.

7. Adjourn

Motion by Linder, seconded by Bader to adjourn. Motion carried.