GREATER MAUSTON TOURISM ASSOCIATION MEETING AGENDA

October 14, 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 October 14, 2026, at 5:30 p.m. Members present were Michel Messer, Meredith Sornsin, Leanna Hagen, Danielle Herritz, Wendy Murphy, and Mitchell Gray. Also present were City Administrator Daron Haugh, Mauston Area Municipal Court Clerk Courtney Ray, and Deputy Clerk Carole Wolff.

2. **Minutes:** Motion by Murphy, seconded by Herritz, to approve the September 9, 2026, minutes. Motion carried by voice vote.

3. **Financial Report:** Haugh reviewed the amended financial report, including expenditures for the Juneau County Forestry and Parks event and outstanding room tax payments from two hotels that have since been received. The Committee also discussed room tax penalties. Motion by Murphy, seconded by Herritz, to approve the financial report as presented. Motion carried by voice vote.

4. **Event Support activities**

   a. Event Support Application (if any): None presented.

   b. Post Event Follow Up: Courtney Curran of Juneau County Forestry and Parks Event reported on the August 29, 2026, event. Despite rainy weather, campsite reservations increased to 87, compared to approximately 60-65 in previous years. Activities included a 5K, children's parade, and free fireworks. Advertising through Facebook and park signage attracted visitors from outside the area. The Committee expressed appreciation for the thorough report

5. **Funding of a School Scholarship Program for Participating Students Through the Spruce Up Mauston Event:** The Committee reviewed a proposed scholarship program for the school's Travelers Club. Students would assist with event activities under Hagen's supervision, with funds distributed to individual travel accounts based on hours worked. Motion by Messer, seconded by Gray, to approve the proposed scholarship program as presented. Motion carried by voice vote.

6. **Staff Report:** Haugh introduced Courtney Ray, who will transition into her new role on January 1, 2027, and noted that updated project visuals would be presented at the November meeting.

   Spruce Up Mauston: Haugh reported $4,408.43 remaining from 2025 and $5,000 in tourism funding earmarked for the event, with the goal of becoming financially self-sustaining. Eighty trees had been reserved for the 2026 event, including 37 new participants.

Christmas Market Proposal: Gray presented a regional Kris Kringle Market concept involving holiday vendors and activities between Thanksgiving and Christmas. The Committee discussed incorporating the market into Spruce Up Mauston and gathering information for potential implementation in 2027.

Fly-In Event: The Committee receive dan update on the July 2026 Fly-In event, which drew approximately 600 attendees despite unfavorable weather. Activities included aircraft displays, a car show, music, food vendors, and a children's hangar featuring the Young Eagles program. The event continues to attract visitors to the Mauston and new Lisbon area.

7. **Adjournment:** Motion by Sornsin, seconded by Messer, to adjourn. Motion carried by voice vote. The meeting adjourned at 6:21 p.m.

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Chair Date