



GREATER MAUSTON TOURISM COMMITTEE MINUTES

February 12, 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 February 12, 2025, by Chairperson Michel Messer at 6:00 pm at Mauston City Hall. Attending members were Diane Dahl, Doug Linder, Michel Messer, Ben Bader, and Leanna Hagen. Absent was Wendy Murphy and Micah Playman. Jessica Bilski from On the Line Presence, and Daron Haugh City Administrator.
2. **Minutes:** Was not included in packet tabled until next meeting.
3. **Financials:** Motion made by Hagen, seconded by Linder to approve the financial reports. Motion carried.
4. **Event Support activities:** None
 - a. Event Support Application (if any):
 - b. Post Event Follow Up - G.O.L.D. was not able to make the meeting but Haugh noted that it was a near record turn out for the Ice Fishing Tournament.
5. **Marketing Activities:**
 - a. **Think Local Ad:** Motion made by Messer, seconded by Linder to table the Think Local Ad until further notice. Motion carried.
 - b. **Mauston Tourism App:** This item was tabled
 - c. **Annual 4th of July event:** Motion by Bader, seconded by Messer to approve \$15,000 for the carnival rides which will take place on Saturday, July 5. Motion carried.
6. **Staff Report:**
 - a. **Community Center project:** The board is open to future discussions of possibly donating money to this project.
 - b. **Christmas lights:** Motion by Messer, seconded by Hagen to approve Haugh to purchase lights for light pole decorations, riverwalk, and lighted a tree not to exceed \$60,000. Motion carried.
7. **Adjourn:** Motion by Linder, seconded by Messer to adjourn. Motion carried at 6:55 pm.