



GMTA-RESCHEDULED FROM 2/14/24 MINUTES

**February 28, 2024 at 5:30 PM
303 Mansion Street Mauston, WI**

1. **Call to Order/Roll Call**-The Greater Mauston Tourism Association met in regular session on November 8, 2023, at Mauston City Hall. The Meeting was called to order by Michel Messer at 5:30 p.m. Present were Diane Dahl, Doug Linder, Michel Messer, Wendy Murphy, and Ben Bader. Absent was Darryl Teske.
2. **Minutes**- Murphy/Messr to approve the minutes of December 13, 2023. Motion carried.
3. **Financial Reports**- Murphy/Linder to approve financial reports. Motion carried.
4. **Event Support activities** - None
5. **Discussion and possible action relating to Marketing Activities including**
 - a. Murphy/Linder to approve the renewal of the Midwest Rider ad for \$4,408. Motion carried.
 - b. Murphy/Linder to approve the Whats Floatn 2024 ad for \$485. Motion carried.
 - c. Placer.ai was discussed in great detail to be continued at a later date.
6. **Staff Report**- Haugh mentioned that Festival Foods has decided to increase their donation for a larger fireworks display, considering there likely won't be any other events that day. Perhaps GMTA could also contribute to making the fireworks display even grander. Further discussion on this matter will be held during a subsequent meeting.

Additionally, Haugh updated the committee on the City's decision to donate a spot to place the new Memorial at Veteran's Park. This donation aims to facilitate the relocation of the current Veteran's Memorial from Hwy 58, where the flag pole is located, to a larger area west of the fence, where a substantial memorial will be constructed. Haugh is part of a committee consisting of veteran groups in the City, dedicated to overseeing the construction of this memorial. Funding for this project will rely solely on donations, necessitating some time to accomplish. In the future, there may be a grant request to help fund this memorial from GMTA.

7. **Adjourn** - Linder/Dahl to adjourn. Motion carried.

Chair

Date