



GREATER MAUSTON TOURISM ASSOCIATION MEETING MINUTES

October 09, 2024 at 6:00 PM
303 Mansion Street Mauston, WI

1. **Call to Order/Roll Call:** The Greater Mauston Tourism Association met in a regular session on October 9, 2024, at Mauston City Hall. Michel Messer called the meeting to order at 6:03 p.m. Diane Dahl, Doug Linder, Michel Messer, Ben Bader, Wendy Murphy, and Leanna Hagen were present at the meeting. Jessica Bilski from On the Line Presence and Administrator Daron Haugh were also present.
2. **Minutes:** Motion by Messer, seconded by Hagen, to approve the corrected August 14, 2024, and regular minutes of September 11, 2024. Motion carried.
3. **Financial Report:** Motion made by Hagen, seconded by Messer, to approve the finances as presented. Motion carried.
4. **Event Support activities:** none
5. **Marketing Activities:**
 - a. **Marketing Director Proposal:** This item was determined to complete a Request for Proposals before making a final decision.
 - b. **Travel Wisconsin:** Motion made by Dahl, seconded by Messer to approve Jessica Bilski's marketing with Travel Wisconsin Co-op opportunities for \$8,090. Motion carried a unanimous roll call vote.
6. **Staff Report:** Discussion on repairing the Industrial Park signage on Hwy 12/16 which was maintained by the Greater Mauston Area Development Corporation and is no longer in operation. Motion made by Messer, seconded by Murphy to approve the industrial sign repair not to exceed \$6,500. Motion carried by unanimous roll call vote.
7. **Adjourn:** Motion by Messer, seconded by Dahl to adjourn. Motion carried.

Chair

Date