



GREATER MAUSTON TOURISM COMMITTEE MEETING AGENDA

December 10, 2025 at 5:00 PM
303 Mansion Street Mauston, WI

1. **Call to Order/Roll Call**
2. **Discussion and Action Regarding Minutes**
 - a. November 12, 2025
3. **Discussion and Possible Action Regarding the Financial Report**
 - a. Financial Reports
4. **Discussion and Update Regarding the Room Tax Statement**
 - a. Room Tax Statement
5. **Discussion and Possible Action Regarding Event Support Activities**
 - a. Event Support Application (if any): Wisconsin Official Travel Guide Ad for 2026. Last year's online ad, page 78 <https://maddendigitalbooks.com/wiotg24/>
 - b. Post Event Follow Up (if any): Spruce Up Mauston Event
6. **Staff Report**
7. **Adjourn**

NOTICE:

It is possible that action will be taken on any of the items on the agenda and that the agenda may be discussed in any order. It is also possible that a quorum of other governmental bodies of the municipality may be in attendance at the above-stated meeting to gather information; no action will be taken by any governmental body at the above-stated meeting other than the governmental body specifically referred to above in this notice.

Also, upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information or to request this service, contact City Deputy Clerk Carole Wolff at (608) 747-2706.

Any member of the public wishing to join the meeting telephonically should call City Hall by 4pm the day of the meeting. Staff will be happy to provide instructions on joining the meeting by phone. City Hall main number: 608-847-6676



GREATER MAUSTON TOURISM MEETING MINUTES

November 12, 2025 at 5:00 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 November 12, 2025, at 5:00 p.m. Present were members Ben Bader, Leanna Hagen, Wendy Murphy, Meredith Sornsin, and Michel Messer. Doug Linder arrived at 5:05 p.m. Also present was City Administrator Daron Haugh. Jessica Bilski (On The Line Presence) arrived at 5:40 p.m.
2. **Minutes:** Motion by Sornsin, seconded by Bader, to approve the corrected August 13, 2025, minutes. Motion carried by voice vote. Motion by Murphy, seconded by Messer, to approve the September 10, 2025 minutes. Motion carried by voice vote.
3. **Financial Reports:** Motion by Murphy, seconded by Hagen, to approve the October and November Financial Reports. Motion carried by voice vote.
4. **Event Support Activities**
 - a. Event Support Application: The group reviewed The Morning Blend marketing proposal focusing on "Face of Mauston". Motion by Messer, seconded by Sornsin, to approve Option 2 in the amount of \$3,600, plus a prize package not to exceed \$500. Motion carried by voice vote.
 - b. Event Support Application: 9th Annual Lake Decorah Ice Fishing Tournament: Motion by Bader, seconded by Sornsin, to approve the application. Motion carried by voice vote.
 - c. Post Event Follow Up: State Fair Tourism Booth Event: Motion by Messer, seconded by Murphy, to cancel the \$1,700 sponsorship request for the State Fair Tourism Booth event. Motion carried by voice vote.
 - d. Post Event Follow Up: BBQ-Tober Fest Invoices: Tabled. Administrator Haugh will contact Gravity Box to re-submit invoices related to promotion and advertising.
 - e. Post Event Follow Up: Spruce Up Mauston Event: Leanna Hagen reported that 66 wooden trees were sold for the event. The lighting celebration is scheduled for November 29, 2025, at 4:30 p.m. at Riverside Park. Bridge signage has been ordered to promote the event. Santa & Mrs. Claus will attend, and the 4-H Club will provide hot chocolate and treats. The event will also feature food trucks, live music, and more.
5. **Staff Report:** Nothing to report.

6. **Adjourn:** Motion by Murphy, seconded by Hagen, to adjourn. Motion carried by voice vote.
Meeting adjourned at 6:03 p.m.

Chair

Date

GMTA Financial Report			
as of 12/04/2025			
1/1/25	Opening Fund Balance	\$335,197.61	
	2025 Revenues	\$139,806.25	
	2025 Expenditures	<u>(\$172,597.57)</u>	
	Current Cash position	\$302,406.29	
	Pending Grant Awards:		
	Other Pending Expenditures:		
	Scally Brothers Concert Event	(\$5,000.00)	
	Holiday Lighting Decorations	(\$43,733.53)	
	City of Mauston Parks	<u>(\$100,000.00)</u>	
	Available Cash Balance	\$153,672.76	



Dated From: 1/01/2025
Thru: 12/05/2025

Account Number		2025 December	2025 Total
100-00-56710-000-000	Tourism		
100-00-56710-210-000	Professional Service		105,373.99
100-00-56710-240-000	Building/Equip Maintenance		
100-00-56710-310-000	Office Supplies		837.60
100-00-56710-311-000	Postage Expense		
100-00-56710-330-000	Travel/Educ./Training		425.00
100-00-56710-400-000	Marketing Misc.		791.30
100-00-56710-400-100	Tourism Development		
100-00-56710-400-200	Digital Marketing		7,500.00
100-00-56710-400-300	Purchased Media		2,800.00
100-00-56710-400-400	TV		
100-00-56710-400-500	Print Media		8,825.00
100-00-56710-500-000	Event Support Grants	395.69	46,044.68
=====			
GMTA - Expense		395.69	172,597.57
=====			
Total Expenses		395.69	172,597.57
=====			



Dated From: 1/01/2025
Thru: 12/05/2025

Account Number		2025 December	2025 Total
100-00-48711-000-000	GMTA Misc Revenue		
100-00-41220-000-000	GMTA 70% Room Tax		139,806.25
=====			
GMTA - Room Tax Revenue			139,806.25
=====			
Total Revenues			139,806.25
=====			
Excess of Revenues Over (Under) Expenditures		(395.69)	(32,791.32)



CITY OF MAUSTON POOLED CASH

ALL Checks

Posted From: 11/08/2025From Account: 100-00-56710-000-000

Thru: 12/05/2025Thru Account: 100-00-56710-500-000

Check Nbr	Check Date	Payee	Amount
41790	11/12/2025	On The Line	3,375.00
		GMTA - October 25 Service Fees	
41881	12/04/2025	Amazon Capital Services, Inc	395.69
		City of Mauston - items for office/use	
USBANK	11/22/2025	US BANK	2,409.70
	Manual Check	City of Mauston - Monthly Statement	
Grand Total			6,180.39



CITY OF MAUSTON POOLED CASHALL Checks

Posted From: 11/08/2025From Account: 100-00-56710-000-000

Thru: 12/05/2025Thru Account: 100-00-56710-500-000

	Amount
Total Expenditure from Fund # 100 - General Fund	6,180.39
Total Expenditure from all Funds	6,180.39

11/13/2025

Re: Room Tax – Voluntary Submission for Prior Periods

Dear City Of Mauston Finance Department,

On behalf of Priceline.com LLC, we are voluntarily submitting a consolidated room tax schedule and payment covering multiple prior reporting periods.

As part of a recent internal compliance review, it came to our attention that certain periods of room tax were not remitted to your jurisdiction. We are submitting this consolidated schedule and payment in good faith to ensure that all applicable taxes have now been properly reported and remitted.

Enclosed please find:

- A payment in the amount of \$18,542.70, representing taxes due for those periods
- A detailed schedule outlining each reporting period and the corresponding amounts

We appreciate your assistance in applying this payment and return to the appropriate periods as outlined in the attached schedule. If you require any additional information or supporting documentation, please contact me directly at 203-299-8694 or paul.west@priceline.com

Thank you for your time and attention to this matter.

Sincerely,
Paul West
Tax Manager
Priceline.com
203-299-8694 | paul.west@priceline.com

Enclosures: Consolidated Schedule & Payment



TAX VENDOR: CITY OF MAUSTON ROOM TAX, WI
TAX RATE: 5%

Period	Total Sales	Tax Due
Q4 2021	23,267.60	1,163.38
Q1 2022	22,842.00	1,142.10
Q2 2022	32,778.00	1,638.90
Q3 2022	39,120.40	1,956.02
Q4 2022	19,685.40	984.27
Q1 2023	11,016.40	550.82
Q2 2023	28,055.00	1,402.75
Q3 2023	35,827.40	1,791.37
Q4 2023	19,599.40	979.97
Q1 2024	14,036.80	701.84
Q2 2024	21,520.00	1,076.00
Q3 2024	28,632.00	1,431.60
Q4 2024	15,641.40	782.07
Q1 2025	11,687.80	584.39
Q2 2025	14,952.80	747.64
Q3 2025	32,191.60	1,609.58
Grand Total	370,854.00	18,542.70

If you have any questions, I can be reached via the following:
paul.west@priceline.com
or
(203) 299-8694

TRAVEL WISCONSIN

2026 OFFICIAL TRAVEL GUIDE



Check out the 2025 digital edition at
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FOR ADVERTISING INFORMATION AND AD
MATERIALS SUBMISSION, PLEASE CONTACT:



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Destination Development Specialist
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twisbrock@maddenmedia.com

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Inspire Travelers to Visit WISCONSIN

Travel Wisconsin's Official Travel Guide inspires travelers with everything they need to plan an unforgettable visit. From must-see destinations and hidden gems to lodging, attractions and activities, the guide highlights the very best of Wisconsin. As the official fulfillment piece for 2026, it places inspirational travel information directly into the hands of visitors.

IMPORTANT DATES



AD CLOSE
DECEMBER 19, 2025



MATERIALS DUE
JANUARY 9, 2026



PUBLISHES
MAY 2026

SPACE IS LIMITED!

AD RATES*

Section 5, Item a.

PREMIUM POSITION**	RATE
Inside Front Cover FULL (L)	\$8,205
Opposite IFC FULL (R)	\$7,865
Inside Back Cover FULL (R)	\$7,865
Opposite Inside Back Cover FULL (L)	\$7,595
Opposite Masthead FULL (R)	\$7,595
Opposite Welcome FULL (R)	\$7,595
Table of Contents FULL (L)	\$7,595
Table of Contents FULL (R)	\$7,595
Masthead HALF H (L)	\$5,245

STANDARD POSITION	RATE
Full Page	\$6,835
Half Page H	\$3,505
Quarter Page V	\$2,365
One-Third SQ - Side Bar (DMO only)	\$3,165

- Information is subject to change.
- Please note that eligibility for inclusion in this publication is contingent upon payment received no later than 30 days after the ad close deadline. Please discuss special billing needs with Tricia Wisbrock at Madden Media.
- Travel Wisconsin has the final decision on production total.

Wisconsin Tourism BY THE NUMBERS

100,000 printed, unlimited presence with the Digital Edition

Travel Wisconsin's targeting strategy focuses on high-value travelers whose main purpose of trip includes outdoors, special events, tours and city trips, prioritizing the top two spender segments per trip as the primary audience, with the third-highest spenders serving as a secondary focus.

Source: Travel Wisconsin 2024 reports from Tourism Economics and Longwoods

\$25.8 BILLION
TOTAL ECONOMIC
IMPACT

3.2 NIGHTS
AVERAGE TRIP
LENGTH

114.4 MILLION
VISITORS

TRAVEL WISCONSIN

2026 OFFICIAL
TRAVEL GUIDE



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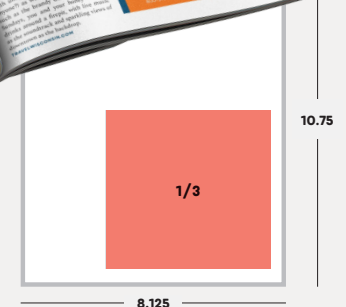
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AD RATES*

STANDARD POSITION	RATE
1/3 Page Editorial Sidebar 150 words	\$3,165

**All Sponsored Sidebar Content will be subject to review and approval by Travel Wisconsin.*

Section 5, Item a.



NEW FOR 2026!

UPDATED ADVERTORIAL AD DESIGN AND LAYOUT OPTIONS...
MORE DETAILS COMING SOON!

ENGAGE READERS WITH SPONSORED CONTENT ADS

All ads in the Wisconsin Travel Guide will be in a "Sponsored Content" format. This includes all premium and standard position placements. Available in full-page, half-page and quarter-page sizes, Sponsored Content Ads combine your imagery with inspirational copy about your destination, attraction or lodging. You provide images and copy, and our team will edit and lay out the ad to ensure it looks fantastic. Sponsored Content Ads look like editorial, so readers are more likely to interact with your ad.

