



# GREATER MAUSTON TOURISM ASSOCIATION MEETING AGENDA

January 14, 2026 at 5:00 PM  
303 Mansion Street Mauston, WI

1. **Call to Order/Roll Call**
2. **Discussion and Action Regarding Minutes**
  - a. a. December 10, 2025
3. **Discussion Regarding the Financial Report**
  - a. a. Financial Information
4. **Discussion and Action Regarding Event Support activities including**
  - a. Event Support Application (if any):
  - b. Post Event Follow Up: Discussion and Update Regarding the Spruce Up Mauston Event, including the Announcement of "Best Tree"
5. **Discussion and Action Regarding the July 4, 2026 Support Grant in the Amount of \$18,700**
6. **Discussion and Action Regarding Marketing Activities**
7. **Staff Report**
8. **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 COMMITTEE MEETING MINUTES

December 10, 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 December 10, 2025, at 5:01 p.m. Present were members Ben Bader, Leanna Hagen, Meredith Sornsin, and Michel Messer. Also present was City Administrator Daron Haugh. Absent was Jessica Bilski (On The Line Presence). Wendy Murphy arrived at 5:05 p.m and Doug Linder arrived at 5:08 p.m and left at 5:14 p.m.
2. **Minutes:** Motion by Hagen, seconded by Sornsin, to approve the November 12, 2025 minutes. Motion carried by voice vote.
3. **Financial Report:** Motion by Hagen, seconded by Sornsin, to approve the financial report as presented. Haugh noted that the actual disbursement for the Scally Brother’s event will be approximately \$570.00 for advertising rather than the originally requested \$5,000. Murphy and Linder abstained due to arriving after discussion began. Motion carried by voice vote.
4. **Room Tax Statement:** Motion by Hagen, seconded by Messer, to review the room tax statement. Haugh reported that Priceline completed a voluntary consolidated room tax audit and determined the City was owed \$18,542.70 in previously unpaid or uncollected room tax revenue.
5. **Event Support Activities:** Motion by Hagen, seconded by Sornsin, to discuss event-related items.
  - a. Event Support Application (if any): Wisconsin Official Travel Guide Ad for 2026. Motion by Murphy, seconded by Sornsin, to approve a half-page ad as presented. Motion carried by voice vote.
  - b. Post Event Follow Up (if any): Spruce Up Mauston: the event was highly successful, and planning is underway for next year. Hagen noted the need for increased promotion to boost participation.
6. **Staff Report:** Messer asked about unused event funds: Haugh clarified that any funds not spent for a specific event return to the general pool. Additional discussion addressed expanding holiday lights coverage and coordinating installation and removal. Haugh also discussed the importance of strengthening social media strategy across City departments and tourism, including potential collaboration with CiviSocial. The Board agreed to add this topic to a future agenda
7. **Adjourn:** Motion by Hagen, seconded by Sornsin, to adjourn. Motion carried by voice vote. Meeting adjourned at 5:46 p.m.

\_\_\_\_\_  
Chair

\_\_\_\_\_  
Date

| <b>GMTA Financial Report</b>   |  |                |
|--|--|----------------|
| as of 12/31/2025 - Not Final Pending Remaining 2025 4th Qtr Payments |  |                |
|  |  |                |
| 1/1/25   | Opening Fund Balance                     | \$335,197.61   |
|  | 2025 Revenues                            | \$139,806.25   |
|  | 2025 Expenditures                        | (\$184,429.72) |
|  | Current Cash position                    | \$290,574.14   |
|  | <b>Pending Grant Awards:</b>             |                |
|  |  |                |
|  |  |                |
|  |  |                |
|  |  |                |
|  | <b>Other Pending Expenditures:</b>       |                |
|  |  |                |
|  | Scally Brothers Concert Event            |                |
|  | Holiday Lighting Decorations             |                |
|  | City of Mauston Parks                    | (\$100,000.00) |
|  | Available Cash Balance                   | \$190,574.14   |
|  |  |                |
|  | St. Pats Event Grant Utilized \$562.99   |                |
|  | of The Total Amount Reserved of \$5,000. |                |
|  |  |                |
|  | Holiday Decorations & Spruce-Up          |                |
|  | Mauston came in at \$28,582.50 of the    |                |
|  | total \$60,000.                          |                |



1/12/2026 8:13 AM Statement of Revenues & Expenditures - Detail Page: 1  
 GMTA ACCT

Dated From: 1/01/2025  
 Thru: 12/31/2025

| Account Number       |                            | 2025<br>December | 2025<br>Total |
|----------------------|----------------------------|------------------|---------------|
| 100-00-56710-000-000 | Tourism                    |                  |               |
| 100-00-56710-210-000 | Professional Service       | 6,750.00         | 112,123.99    |
| 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      | 450.00           | 875.00        |
| 100-00-56710-400-000 | Marketing Misc.            | 79.13            | 870.43        |
| 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                | 1,554.00         | 10,379.00     |
| 100-00-56710-500-000 | Event Support Grants       | 3,394.71         | 49,043.70     |
| =====                |                            |                  |               |
|                      | GMTA - Expense             | 12,227.84        | 184,429.72    |
| =====                |                            |                  |               |
|                      | Total Expenses             | 12,227.84        | 184,429.72    |
| =====                |                            |                  |               |



1/12/2026 8:13 AM Statement of Revenues & Expenditures - Detail Page: 2  
GMATA ACCT

Dated From: 1/01/2025  
Thru: 12/31/2025

| Account Number                               |                          | 2025<br>December | 2025<br>Total |
|--|--------------------------|------------------|---------------|
| 100-00-48711-000-000                         | GMATA Misc Revenue       |                  |               |
| 100-00-41220-000-000                         | GMATA 70% Room Tax       |                  | 139,806.25    |
| =====  |                          |                  |               |
|  | GMATA - Room Tax Revenue |                  | 139,806.25    |
| =====  |                          |                  |               |
|  | Total Revenues           |                  | 139,806.25    |
| =====  |                          |                  |               |
| Excess of Revenues Over (Under) Expenditures |                          | (12,227.84)      | (44,623.47)   |



1/12/2026 9:09 AM

Reprint Check Register - Quick Report - ALL

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ACCT

CITY OF MAUSTON POOLED CASH

Accounting Checks

Posted From: 12/06/2025 From Account: 100-00-56710-000-000  
 Thru: 12/31/2025 Thru Account: 100-00-56710-500-000

| Check Nbr          | Check Date | Payee  | Amount          |
|--------------------|------------|--|-----------------|
| 41912              | 12/11/2025 | Mauston True Value, Inc.<br>City of Mauston - Hardware & Supplies      | 46.56           |
| 41918              | 12/11/2025 | On The Line<br>GMTA - November 25 Service Fees                         | 3,375.00        |
| 41925              | 12/11/2025 | St. Patrick's Parish<br>GMTA - Reimburse for Event                     | 562.99          |
| 41926              | 12/11/2025 | The Designer's Touch<br>GMTA - Paint for Holiday Parade                | 88.37           |
| 41952              | 12/18/2025 | MSPN INC<br>GMTA - Print Advertising                                   | 1,554.00        |
| 41958              | 12/18/2025 | Wisconsin Hotel & Lodging Association<br>GMTA - Lodging Directory Ad   | 450.00          |
| 41971              | 12/31/2025 | Amazon Capital Services, Inc<br>City of Mauston - Items for office/use | 279.61          |
| USBANK             | 12/22/2025 | US BANK<br>Manual Check<br>City of Mauston - Monthly Statement         | 2,100.62        |
| <b>Grand Total</b> |            |  | <b>8,457.15</b> |



1/12/2026 9:09 AM Reprint Check Register - Quick Report - ALL Page: 2  
ACCT

CITY OF MAUSTON POOLED CASH Accounting Checks

Posted From: 12/06/2025 From Account: 100-00-56710-000-000  
Thru: 12/31/2025 Thru Account: 100-00-56710-500-000

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|  | Amount   |
|--|----------|
| Total Expenditure from Fund # 100 - General Fund | 8,457.15 |
| Total Expenditure from all Funds                 | 8,457.15 |