



GMTA AGENDA

June 12, 2024 at 5:30 PM

303 Mansion Street Mauston, WI

- 1. Call to Order/Roll Call**
- 2. Discussion and action relating to Minutes**
 - a. May 8, 2024**
- 3. Discussion and possible action relating to Financial Report including**
 - a. Financials**
- 4. Discussion and possible action relating to Event Support activities including**
 - a. Event Support Application (if any):**
 - b. Post Event Follow Up, if any**
- 5. Discussion and possible action relating to Marketing Activities including**
- 6. Staff Report**
 - a. Discussion regarding the Message Center.**
 - b. Discussion regarding Parks Project**
 - c. Discussion regarding Vets Memorial**
- 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 Nicole Lyddy (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
ASSOCIATION MINUTES**

**May 08, 2024 at 5:30 PM
303 Mansion Street Mauston, WI**

1. **Call to Order/Roll Call-** The Greater Mauston Tourism Association met in a regular session on May 8, 2024, 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 Julie Winn and Darryl Teske. Also present were Administrator Daron Haugh and Jessica Bilski.
2. **Appointment of Chair-** Murphy/Dahl to appoint Michel Messer as the Chair. Motion carried.
3. **Appointment of Secretary-** Dahl/Murphy to appoint Mike Linder as the Secretary. Motion carried.
4. **Minutes-** Dahl/Murphy to approve the minutes of April 10, 2024. Motion carried.
5. **Financial Report -.** Haugh passed out 2024 financials for discussion only. He noted that there was a surplus of \$98,329.93 in 2023.
6. **Event Support activities-** Haugh received a late application from an individual who applied before for a sign on the interstate. The committee expressed reservations about solely promoting one business through advertising. Instead, they deliberated on procuring an electric sign for the interstate, proposing to allow Mauston businesses to advertise on it while implementing a nominal fee for maintenance.
7. **Marketing Activities -none**
8. **Staff Report**
 - a. Veteran's Memorial was discussed and it was decided that more information and a dollar amount requested is needed.
 - b. Haugh provided an update indicating collaboration with WRJC, who will promote the event on radio broadcasts. Entertainment will include live music and bouncy houses for children. GOLD will handle beer sales, while Council Member Leanna Hagen and her husband will oversee food sales, with proceeds benefiting a local non-profit organization. This will all lead up to the fireworks display at dusk.
9. **Adjourn-** Messer/Murphy to adjourn. Motion carried.

Chair

Date

Dated From: 1/01/2024
Thru: 6/07/2024

Account Number		2024 June	2024 Total
100-00-56710-000-000	Tourism		
100-00-56710-210-000	Professional Service		13,500.00
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		407.00
100-00-56710-400-000	Marketing Misc.		
100-00-56710-400-100	Tourism Development		
100-00-56710-400-200	Digital Marketing		
100-00-56710-400-300	Purchased Media		
100-00-56710-400-400	TV		
100-00-56710-400-500	Print Media		11,654.00
100-00-56710-500-000	Event Support Grants		1,294.30
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GMTA - Expense			27,692.90
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Total Expenses			27,692.90
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Excess of Revenues Over (Under) Expenditures			(27,692.90)

CITY OF MAUSTON POOLED CASH

Accounting Checks

Posted From:4/06/2024From Account:100-00-56710-000-000

Thru:6/07/2024Thru Account:100-00-56710-500-000

Check Nbr	Check Date	Payee	Amount
39272	4/25/2024	Madden Media	8,215.00
		GMTA - Print media advertising	
39349	5/08/2024	On The Line	3,375.00
		GMTA - April 24 service fees	
39387	5/15/2024	MSPN INC	1,102.00
		GMTA - Print Advertising	
39425	5/29/2024	ArchiveSocial	837.60
		City of Mauston - annual media subscript	
Grand Total			13,529.60

CITY OF MAUSTON POOLED CASH

Accounting Checks

Posted From:4/06/2024From Account:100-00-56710-000-000

Thru:6/07/2024Thru Account:100-00-56710-500-000

	Amount
Total Expenditure from Fund # 100 - General Fund	13,529.60
Total Expenditure from all Funds	13,529.60