



# GREATER MAUSTON TOURISM ASSOCIATION MEETING AGENDA

March 12, 2025 at 6:00 PM  
303 Mansion Street Mauston, WI

1. **Call to Order/Roll Call**
2. **Discussion and action relating to Minutes**
  - a. a. January 8, 2025 and February 12, 2025
3. **Discussion and possible action relating to Financial Reports**
  - a. a. Financial reports
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**
  - a. a. Discussion and action regarding proposal for Mauston Tourism App
6. **Staff Report**
  - a. Discussion on Wisconsin Governor's Conference on Tourism
  - b. b. Holiday lights update
  - c. Discussion and action regarding Parks Project
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 MEETING MINUTES

January 08, 2025 at 6:00 PM  
303 Mansion Street Mauston, WI

1. **Call to Order/Roll Call:** The Greater Mauston Tourism Association was called to order on January 8, 2025, by Chairperson Michel Messer at 6:00 pm at Mauston City Hall. Attending members were Diane Dahl, Doug Linder, Michel Messer, Ben Bader, Wendy Murphy, and Micah Playman. Absent was Leanna Hagen. Jessica Bilski from On the Line Presence, Daron Haugh City Administrator, and Peter Malinger from Image Pictures were also in attendance.
2. **Minutes:** Bader/Murphy approved the minutes of December 11, 2024. Motion carried unanimously.
3. **Financial Reports:** Murphy/Messer to approve the financial reports presented. Motion carried unanimously.
4. **Event Support activities:** None
5. **Marketing Activities:**
  - a. **Think Local Ad:** Peter Malenger talked to the board; a video was unavailable as an example. However, the full project will look different depending on who is involved. Peter will ask businesses what value they see in the project. \$30,000 for a full 60-minute show. Daron will email the committee for feedback. Peter will email the board a link to his past work. Motion to table this by Michel, second by Micah, approved.
  - b. **2025 What's Floatin' Advertising:** Lender/Dahl approved \$485 for a half-page ad and a \$40 digital ad. Motion carried unanimously.
  - c. **On The Line Marketing proposal:** The committee requested an inquiry with Concept Printing to explore a more affordable sign option. Additionally, investigate securing a regular placement at these locations and provide cost details to the Board. Dahl/Michel moved to approve the proposal of \$3,474.68 per event, plus a one-time sign cost of \$1,005.00. The motion carried unanimously.
6. **Staff Report:**
  - a. Diane Dahl mentioned that the Celebration of Arts is this Thursday at Oh! Arts.
  - b. **Christmas Lights:** The committee discussed purchasing new Christmas lights, noting that the previous lights lasted 18-20 years. Ideas included illuminating the Elm trees in the park,

starting after the Christmas parade, at an estimated cost of approximately \$10,000 per tree. Additional discussion focused on potential new decorations for lamp posts and whether lighting is needed near the interstate to attract traffic. The concept of concentrating lights in one area versus decorating lamp posts citywide was also considered. Messer/Playman to earmark \$60,000 for holiday decorations. Motion carried unanimously.

7. **Adjourn:** Murphy/Messer to adjourn. Motion carried unanimously. Meeting adjourned at 6:53 pm.

\_\_\_\_\_  
Chair

\_\_\_\_\_  
Date



# GREATER MAUSTON TOURISM COMMITTEE MINUTES

February 12, 2025 at 6:00 PM  
303 Mansion Street Mauston, WI

1. **Call to Order/Roll Call:** The Greater Mauston Tourism Association was called to order on February 12, 2025, by Chairperson Michel Messer at 6:00 pm at Mauston City Hall. Attending members were Diane Dahl, Doug Linder, Michel Messer, Ben Bader, and Leanna Hagen. Absent was Wendy Murphy and Micah Playman. Jessica Bilski from On the Line Presence, and Daron Haugh City Administrator.
2. **Minutes:** Was not included in packet tabled until next meeting.
3. **Financials:** Motion made by Hagen, seconded by Linder to approve the financial reports. Motion carried.
4. **Event Support activities:** None
  - a. Event Support Application (if any):
  - b. Post Event Follow Up - G.O.L.D. was not able to make the meeting but Haugh noted that it was a near record turn out for the Ice Fishing Tournament.
5. **Marketing Activities:**
  - a. **Think Local Ad:** Motion made by Messer, seconded by Linder to table the Think Local Ad until further notice. Motion carried.
  - b. **Mauston Tourism App:** This item was tabled
  - c. **Annual 4th of July event:** Motion by Bader, seconded by Messer to approve \$15,000 for the carnival rides which will take place on Saturday, July 5. Motion carried.
6. **Staff Report:**
  - a. **Community Center project:** The board is open to future discussions of possibly donating money to this project.
  - b. **Christmas lights:** Motion by Messer, seconded by Hagen to approve Haugh to purchase lights for light pole decorations, riverwalk, and lighted a tree not to exceed \$60,000. Motion carried.
7. **Adjourn:** Motion by Linder, seconded by Messer to adjourn. Motion carried at 6:55 pm.

3/07/2025 11:03 AM

Statement of Revenues & Expenditures - Detail  
GMTA

Page: 1  
ACCT

Dated From: 1/01/2025  
Thru: 3/07/2025

Account Number		2025 March	2025 Total
100-00-56710-000-000	Tourism		
100-00-56710-210-000	Professional Service	3,657.24	51,373.99
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.		79.13
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		1,627.00
100-00-56710-500-000	Event Support Grants		10,992.99
=====			
	GMTA - Expense	3,657.24	65,335.71
=====			
	Total Expenses	3,657.24	65,335.71
=====			

3/07/2025 11:03 AM

Statement of Revenues & Expenditures - Detail  
GMTA

Page: 2  
ACCT

Dated From: 1/01/2025  
Thru: 3/07/2025

Account Number		2025 March	2025 Total
100-00-48711-000-000	GMTA Misc Revenue		
100-00-41220-000-000	GMTA 70% Room Tax		30,324.62
=====			
	GMTA - Room Tax Revenue		30,324.62
=====			
	Total Revenues		30,324.62
=====			
Excess of Revenues Over (Under) Expenditures		(3,657.24)	(35,011.09)

3/07/2025

11:01 AM

Reprint Check Register - Quick Report - ALL

Page: 1  
ACCT

CITY OF MAUSTON POOLED CASH

Accounting Checks

Posted From: 2/08/2025 From Account: 100-00-56710-000-000  
Thru: 3/07/2025 Thru Account: 100-00-56710-500-000

Check Nbr	Check Date	Payee	Amount
BMO	2/26/2025	BMO Harris Bank N.A.	79.13
	Manual Check	City of Mauston - Monthly Statement	
40554	2/12/2025	Concept Printing (CPC)	525.00
		GMTA - What's Floatin' advertising	
40558	2/12/2025	Earl's Rides Inc.	8,900.00
	Manual Check	Rcls to GMTA acct for sponsor	
40568	2/12/2025	MSPN INC	1,102.00
		GMTA - Print Advertising	
40570	2/12/2025	On The Line	3,375.00
		GMTA - January 25 service fees	
40664	3/05/2025	La Crosse Sign Co., Inc	282.24
		City of Mauston - Electric Sign Maint	
40669	3/05/2025	On The Line	3,375.00
		GMTA - February 25 service fees	
		Grand Total	17,638.37



3/07/2025

11:01 AM

Reprint Check Register - Quick Report - ALL

Page: 2  
ACCT

CITY OF MAUSTON POOLED CASH

Accounting Checks

Posted From: 2/08/2025 From Account: 100-00-56710-000-000  
Thru: 3/07/2025 Thru Account: 100-00-56710-500-000

Amount

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Total Expenditure from Fund # 100 - General Fund

17,638.37

Total Expenditure from all Funds

17,638.37

<b>GMTA Financial Report</b>		
as of 03/10/2025		
1/1/25	Opening Fund Balance	\$335,197.61
	2025 Revenues	\$0.00
	2025 Expenditures	( <b>\$65,335.71</b> )
	Current Cash position	\$269,861.90
	<b>Pending Grant Awards:</b>	
	<b>Other Pending Expenditures:</b>	
	Holiday Lighting Decorations	( <b>\$60,000.00</b> )
	Discover Wisconsin	( <b>\$7,500.00</b> )
	July 4th Event	( <b>\$6,100.00</b> )
	Available Cash Balance	\$196,261.90

Objective:

- Create an attractive and easy-to-use way for tourists to find things to do and places to go in the Mauston Area.
• Help local businesses attract tourists to their establishments.
• Keep Mauston at the forefront of tourists' minds to encourage return visits.

Strategy:

- Use App My Community to build an inclusive Mauston Area App.
• Promote the app to local businesses to have them participate in marketing themselves and the app, push notifications, and event promotion, and to have them market the app.

App - Year 1

\$27,000

- App Hosting costs of \$5,400
• Project Management cost of \$21,600 for the first year
o Build an app to include as many Mauston Area businesses and outdoor recreation opportunities as possible
o Market the app and its services to local businesses
- push notifications
- marketing tools such as coupons and promotions
o Market the app's other abilities to residents
- Sign-up forms (for parades or volunteer opportunities)
- Event Calendar
- Interactive Map
o Maintain the app for one year
o Reviewing statistics: clicks, downloads, and views
o Market the app itself to visitors, locals, and potential visitors

Ownership

The GMTA Board will maintain ownership of the App My Community App and its contents

Yearly Upkeep - not included in this quote

The projected cost of the app after year one is \$18,900

- \$5,400 for app hosting
• \$13,500 for project management/upkeep of app/continued business outreach/reviewing statistics

Thank you for your consideration!

Jessica Bilski
608-542-0880
Jessica@OnTheLinePresence.com





# APP MY COMMUNITY



<https://www.appmycommunity.com>



## Table of Contents

1. Introduction
2. Why a Mobile App
3. Feature Overview
  - Brand Promotion
  - Custom Forms
  - Sponsorship
  - Tiered Listings
  - Event Management
4. Pricing
5. Testimonials





## INTRODUCTION

App My Community aids you in creating a customized mobile app to enhance engagement within your community.

Create a single app to support your brand. Create multiple sections for easier user navigation.





*Why does my community need a mobile app?*

- Provides a direct link between your residents/visitors and businesses
- Increases non-dues revenue
- Facilitates year-round shop local campaign(s)
- Delivers real-time communication

## **COMMON QUESTIONS:**

*Cost to download the app? No – Free to download!*

*Name of the app? Whatever you decide best represents your community*

*Training Available? Yes! Unlimited Admin Training included*

*Can you import my database? Yes!*

*Can you import my calendar? Yes!*

*Is there a limit to the Push Notification? Unlimited!*

*Is there a limit to the number of Downloads? Unlimited!*



--Custom Branding--

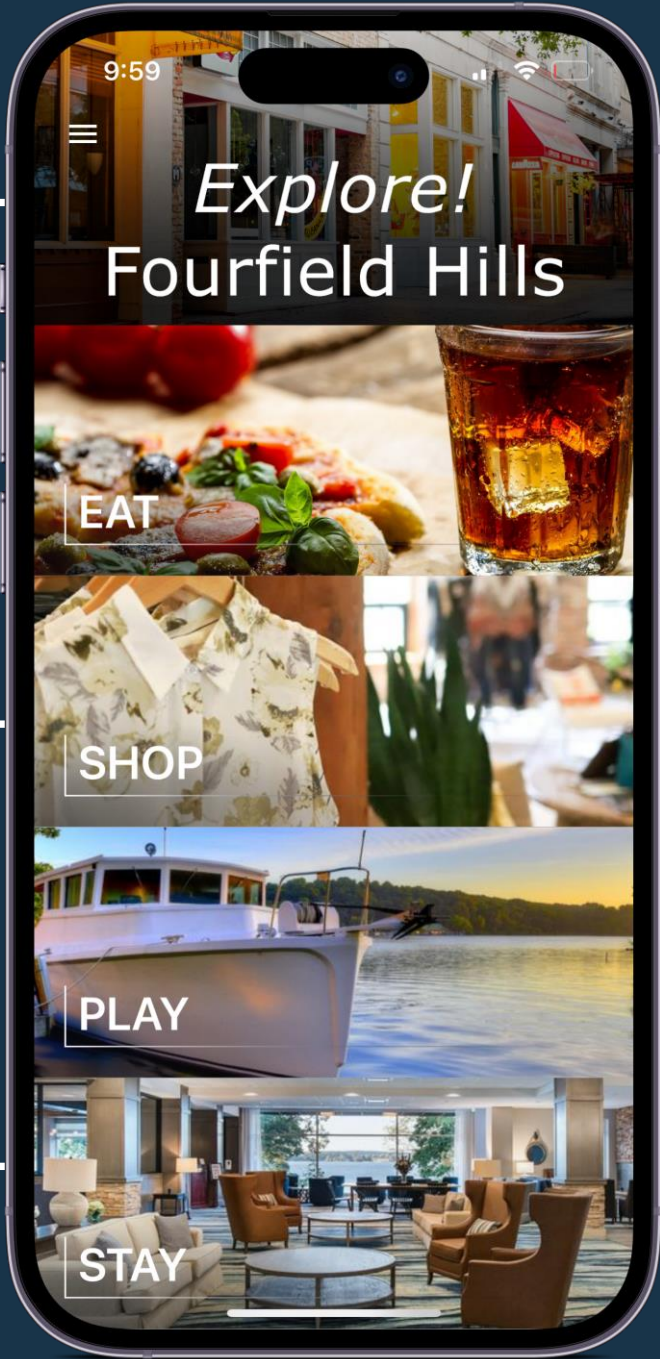
- Your App
- Your Branding
- Your Needs

--Unique Content--

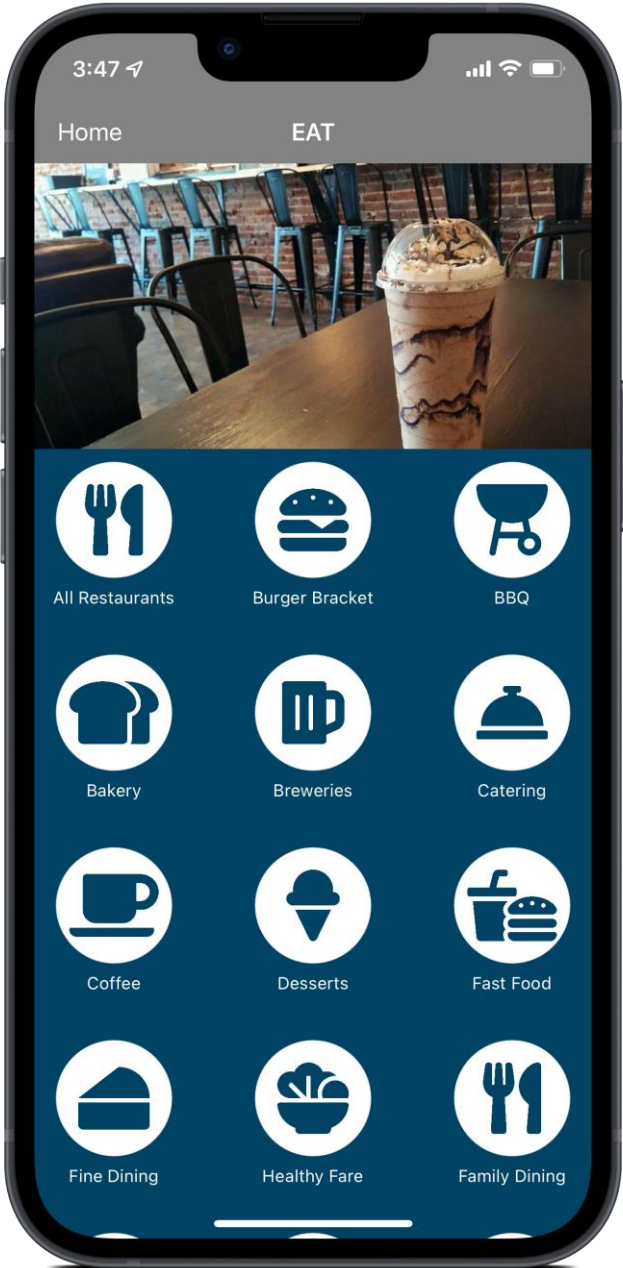
Every community is unique. Update header images and create sections that reflect your community, the time of year or key community events.

--Communication--

- Push Notifications
- Real-Time Updates
- Custom Forms to collect user feedback
- Search Capability







## Unique Content

Create unlimited categories with individual business listings and contact information by type  
Includes rotating images and video capability

## Custom Forms

- Engagement tool
- Photo submissions
- Scavenger Hunts

## Remote Management

Allow businesses the ability to manage their own page and send push notifications to users who "favorite" them

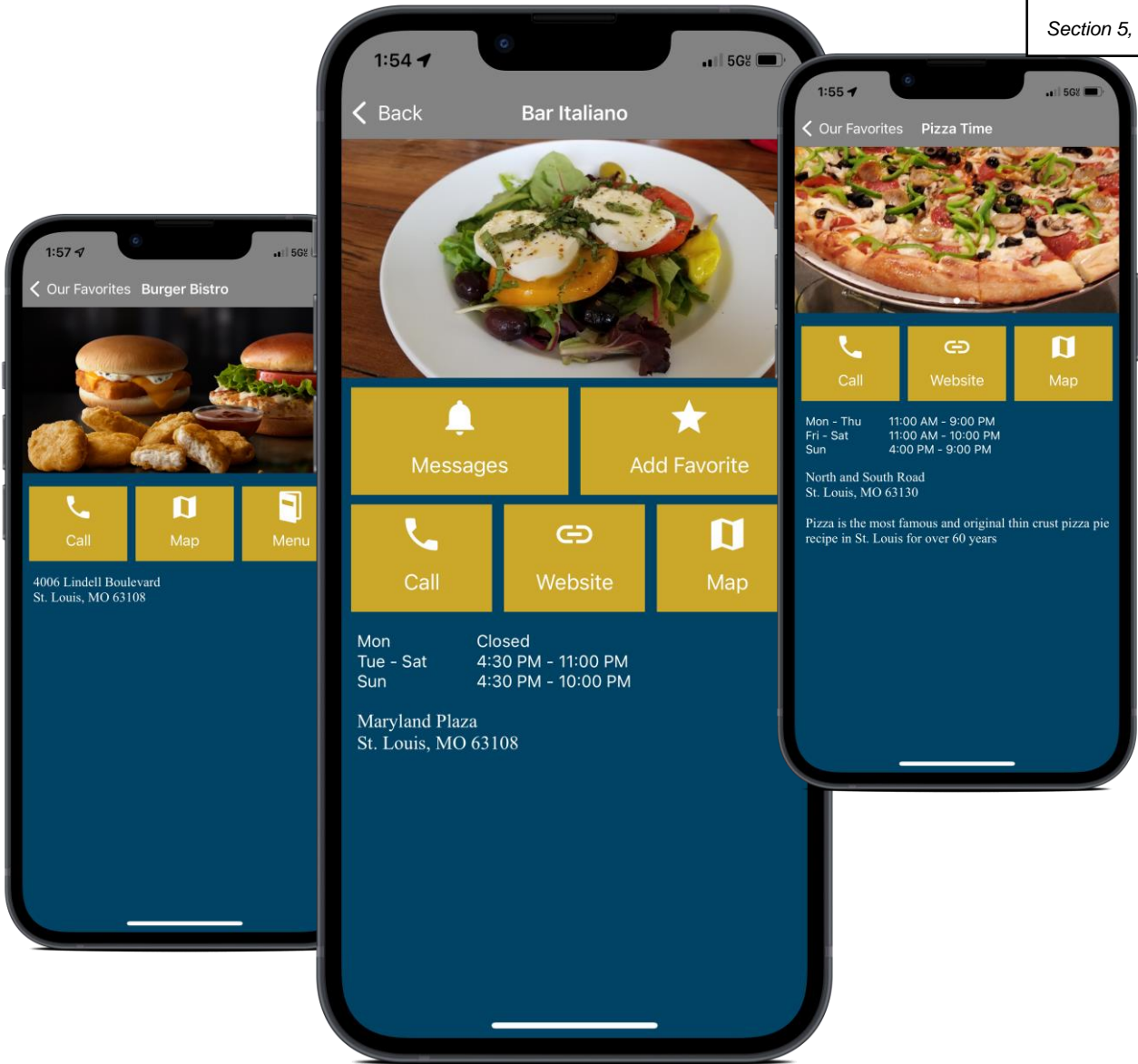


## SPONSORSHIP REVENUE TOOLS:

- Rotating Splash Screens
- Banner Ads
- Tiered Business Listings

## NO REVENUE SHARING

*100% Sponsorship revenue retained by our Clients.*



*Increase membership level value by creating levels within your custom app.*

### **TIERED LISTINGS**

- Multiple listing options
- Member vs Non display options
- Priority placement

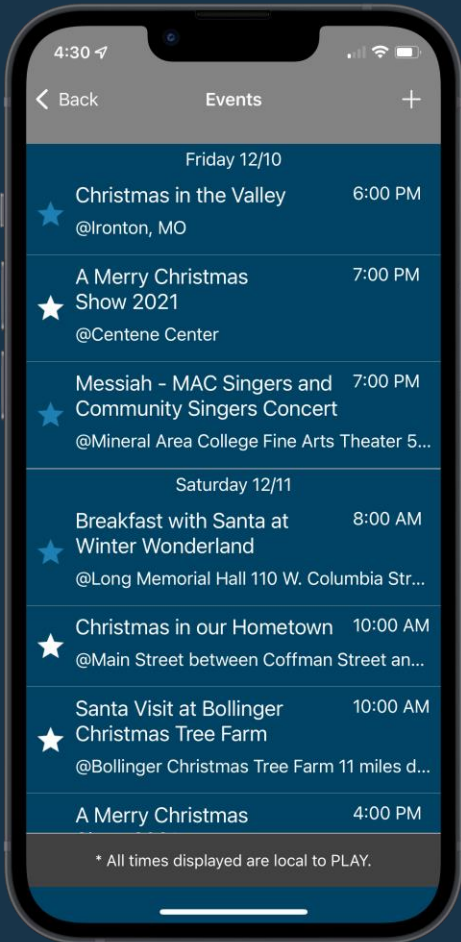


# INCREASE COMMUNITY ENGAGEMENT

List all of your upcoming events and community activities with full details.

Users create their own agenda by "favoriting" events of interest.

Favorited events generate automated reminders



App My Community Event Management available.

Unique buttons can include links to ticket purchases, activity wavers, external websites and more!





# PRICING

Level 1: \$3,400 per Year

Chambers supporting areas with fewer than 5,000 residents

Level 2: \$5,400 per Year

Chambers supporting areas with population between 5,000 and 50,000 residents

Level 3: \$8,400 per Year

Chambers supporting areas with population between 50,000 and 100,000 residents

Level 4: Custom Quote

Chambers supporting areas with population over 100,000 residents

***\*Rates inclusive of all features presented.***





AMC  
APP MY COMMUNITY

*“The Eat, Shop, Play in the Parkland mobile app provides us a way to connect our business members with customers year-round and put that business information right in the palm of the customer’s hand.”*

*Candy Hente, Executive Director,  
Farmington Regional Chamber of Commerce, Farmington, Missouri*

*For More Information, Please visit our Website:*

*[www.appmycommunity.com](http://www.appmycommunity.com)*

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**To:** Greater Mauston Tourism Association  
**From:** Daron J Haugh – City Administrator  
**Subject:** Holiday Decoration Update  
**Date:** 2025-03-12

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New holiday decorations are coming to downtown Mauston through a partnership between the City and the Greater Mauston Tourism Association. The festive display will stretch from the intersection of State and Union Streets, continuing to Division Street, and extending south to Oak Street.

The decorations will feature 4-foot presidential stars, candy canes, lanterns, and zigzag Christmas trees throughout the downtown district. Additionally, Riverside Park will showcase a decorated tree, while the band pavilion will be adorned with 7- and 8-foot displays featuring 2 snowman and 2 Cringle designs. See below for the designs of what has been ordered.

