



# GREATER MAUSTON TOURISM ASSOCIATION MEETING AGENDA

June 11, 2025 at 5:00 PM

303 Mansion Street Mauston, WI

1. **Call to Order/Roll Call**
2. **Discussion and Action Relating to Minutes**
  - a. May 14, 2025
3. **Discussion and Action Relating to Financial Report Including**
  - a. Financial Report
  - b. Statement of Revenue and Expenditure
  - c. Vouchers
4. **Discussion and Action Relating to Event Support Activities Including**
  - a. Community Concert, Riverside Park - August 1, 2025
  - b. Post Event Follow Up, if any
5. **Discussion and action relating to Marketing Activities including**
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 Administrator Daron Haugh (608) 747-2704.*

*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 14, 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 May 14, 2025, at 5:00 p.m. at Mauston City Hall. Attending members included Doug Linder, Michel Messer, Wendy Murphy, Ben Bader, Leanna Hagen, and Meredith Sornsin. Also present was Jessica Bilski from On the Line Presence.
2. **Appointment of Chair:** Motion by Murphy, seconded by Bader, to appoint Messer. Motion carried.
3. **Appointment of Secretary:** Motion by Murphy, seconded by Messer to nominate Linder. Motion carried.
4. **Minutes:** Motion by Murphy, seconded by Hagen, to approve the minutes of April 9, 2025. Motion carried.
5. **Financial Report:** There was no cash balance report at the meeting. Requested for next meeting. Motion by Murphy, seconded by Sornsin, to approve the report as presented, less the cash balance report. Motion carried.
6. **Event support activities:** Nothing to report.
7. **Marketing Activities:** Nothing to report.
8. **Veteran’s Memorial:** Messer motioned to table until breakdown of anticipated costs are available. Murphy seconded. Motion carried.
9. **Let’s Ride Expo Update:** Bilski updated on the event and the positive community response.
10. **Mauston Explorer App Update:** Bilski highlighted that the app is live, emphasizing area events, what to do, where to eat, and places to shop.
11. **Staff Report: Veteran's Memorial:** Hagen asked everyone pass along the July 5 Parade information posted on Facebook.
12. **Adjourn:** Motion by Hagen, seconded by Bader, to adjourn. Motion carried at 5:51 p.m..

\_\_\_\_\_  
Chair

\_\_\_\_\_  
Date

<b>GMTA Financial Report</b>			
as of 06/09/2025			
1/1/25	Opening Fund Balance	\$335,197.61	
	2025 Revenues	\$25,849.92	
	2025 Expenditures	<b>(\$89,118.97)</b>	
	Current Cash position	\$271,928.56	
	<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>	
	City of Mauston Parks	<b>(\$100,000.00)</b>	
	Available Cash Balance	\$98,328.56	



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Statement of Revenues & Expenditures - Detail  
GMTA

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Dated From: 1/01/2025  
Thru: 6/06/2025

Account Number		2025 June	2025 Total
100-00-56710-000-000	Tourism		
100-00-56710-210-000	Professional Service		74,998.99
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.		237.39
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		89,118.97
=====			
	Total Expenses		89,118.97
=====			



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Statement of Revenues & Expenditures - Detail  
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Dated From: 1/01/2025  
Thru: 6/06/2025

Account Number		2025 June	2025 Total
100-00-48711-000-000	GMTA Misc Revenue		
100-00-41220-000-000	GMTA 70% Room Tax		25,849.92
=====			
	GMTA - Room Tax Revenue		25,849.92
=====			
	Total Revenues		25,849.92
=====			
Excess of Revenues Over (Under) Expenditures			(63,269.05)



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CITY OF MAUSTON POOLED CASH Accounting Checks

Posted From: 5/10/2025 From Account: 100-00-56710-000-000  
Thru: 6/06/2025 Thru Account: 100-00-56710-500-000

Check Nbr	Check Date	Payee	Amount
41059	5/31/2025	Armstrong Software GMTA - Mobile App License Fee	5,400.00
41086	5/31/2025	On The Line GMTA - May 25 Service Fees	3,375.00
		Grand Total	8,775.00



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Reprint Check Register - Quick Report - ALL

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CITY OF MAUSTON POOLED CASH

Accounting Checks

Posted From: 5/10/2025 From Account: 100-00-56710-000-000  
Thru: 6/06/2025 Thru Account: 100-00-56710-500-000

Amount

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Total Expenditure from Fund # 100 - General Fund	8,775.00
Total Expenditure from all Funds	8,775.00



Greater Mauston Tourism Association - Event Support Grant Application

\*\*\*Please Type or Print Legibly\*\*\*

Applications will be considered no later than the GMTA meeting one month prior to the project/event/program. Meetings are held on the second Wednesday of each month at 5 pm at the Mauston City Hall. At least one member of the Applicant Group is required to attend the meeting at which their application will be reviewed.

Applications must be submitted by 4 pm on the first Wednesday of the month prior to the project/event/program to: Mauston City Hall, Attn: GMTA, 303 Mansion Street, Mauston WI, 53948-1329.

Fill out the application as thoroughly as possible. The more info you provide, the easier it will be for GMTA to evaluate the request will benefit overnight tourism.

After the project/event/program, before funds are distributed, organizations are required to submit paid receipts and provide examples of the effectiveness of the event. Failure to provide examples of completed projects/events/programs and proof of expenditures will jeopardize future funding.

All projects/events/programs that receive funding will be required to:

- Display an approved GMTA logo and/or note "Sponsored in part by the Greater Mauston Tourism Association" on all advertising and social media for the project/event/program.
• Share the GMTA web address, www.mauston.com/tourism on the group's website and social media event page.
• Tag GMTA in social media posts and list GMTA as a co-sponsor on Facebook Event page (if applicable.)
• Display the GMTA sign at the location of the project/event/program, if available.

GMTA may provide advertising of approved projects/events/programs on our digital sign, and through social media, sharing of content that you post and tag GMTA in.

Proposal Name: Community Concert Date/s of event: Aug 1, 2025

Event Address, City: Riverside Park, Mauston

Contact Person: Ann Benz Phone Number: 507-202-1266

Email: Stpatrickparishmauston@gmail.com

Contact Mailing Address: 401 mansion st mauston WI 53948

Requested on behalf of what group? St. Patrick Church & Mauston Ministerial Assoc area

Please list board members and Officers: Ann Benz Fr. Cruz

Anita Genrich Amber Czys

Are you a Tax Exempt Organization? [X] Yes \_\_\_ No Tax Exempt Number: (St. Pat's) - 008-0000313614-0

Are you a Profit or Non-Profit Organization: Non-Profit Organization

Who maintains funds and finances for the organization? St. Patricks Church

Years the organization/group/agency has been in operation? about 150 years (since 1857) St. Pat's

\*\*The Committee reserves the right to review the organization's most recent tax statement.

Purpose or Mission of the organization/group/agency:

to build community

Please describe the project/event/program.

a Christian music concert with food and drinks

How it will generate overnight lodging in Mauston and in what ways do you plan to track this? If you have had a past project/event/program how has that impacted overnight lodging in Mauston.

The band will be staying over night in Mauston. It is our hope that locals will invite out of town family to attend and stay in town for the weekend. Unsure of tracking, as well as weekend visitors. Explain what impact your project/event/program will have on all other Mauston businesses (in addition to lodging) to the area, including any ways you plan to track this impact.

We expect that attendees will purchase food, gas, convenience items, drinks for the event, etc. Hopefully they will stay downtown after the concert and frequent a few businesses.

Will the proposed project/event/program generate revenue? Yes  No

If yes, will revenue exceed the amount of expenses, and if so, what is typically done with that revenue?

We are hoping to just break even.

Estimate how many people and what geographic range will be targeted by any promotions or advertising.

200-400 people. We plan to advertise in all of Juneau + Adams Counties. Also Wisconsin Dells + Richland Center. and target local radio listeners.

Marketing budget for project/event/program. Please list other funding sources for marketing.

Posters + Signs	\$500	Marketing Coordinator Salary	\$250
Radio Advertising	\$1500	Total =	\$2550
Newspaper	\$300		
Social Media	0		

Please provide the following information you would like to see used in your free advertising provided by the committee:

5-10 key words or brief phrases describing the event: Family Event, Christian Music, The Scally Brothers, Food & Drinks, Concessions, Fun for the family

any costs or fees you would like listed: Free Will Donations will be accepted. <sup>Food & drinks for sale</sup>

Phone number, e-mail address and/or website address/es: 608-817-6054

spatrickpansh@mauston@gmail.com spatricks@mauston.com Woul

d you like an email proof of the free advertising before it goes on-line?  Yes  No

Please include any other information or materials you believe will help the Committee better evaluate your request:

We have booked The Scally Brothers, a Christian Band, to perform at Riverside Park on Friday August 1st. They will perform for 1 hour. We plan to have food, drinks, etc. as well as local groups selling food trucks. We hope to make it a fun family thing.