



GREATER MAUSTON TOURISM ASSOCIATION AGENDA

**September 11, 2024 at 5:30 PM
303 Mansion Street Mauston, WI**

- 1. Call to Order/Roll Call**
- 2. Discussion and action relating to Minutes**
 - a. August 14, 2024
- 3. Discussion and possible action relating to Financial Report including**
 - a. Financial report
- 4. Discussion and possible action relating to Event Support activities including**
 - a. Event Support Application - BBQ-tober Fest grant application for \$600
 - b. Post Event Follow Up, if any
- 5. Discussion and possible action relating to Marketing Activities including**
 - a. Discussion and action regarding giveaway items
 - b. Discover Wisconsin ATV show marketing discussion
 - c. Discussion and action regarding GMTA paying Mailchimp going forward since the information belongs to GMTA.
 - d. Discussion and action regarding the Marketing Director proposal from On the Line Presence
- 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 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

August 14, 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 August 14, 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, Ben Bader, Wendy Murphy, and Leanna Hagen. Also present were Jessica Bilski from On the Line Presence, Tamaya Loewe from JCEDC, Andrew Nussbaum from Travel Wisconsin, and Daron Haugh City Administrator.
2. **Minutes-**The motion was made by Dahl and seconded by Bader to approve the July 10, 2024 minutes. Motion carried.
3. **Financial Reports-**The motion was made by Murphy and seconded by Messer to approve the financial report as presented. Motion carried.
4. **Marketing Activities-** Andrew Nussbaum from Travel Wisconsin talked with the committee about what they can spend Room Tax money on and their current marketing strategies. He gave suggestions on what they could do in the future to capture those transient visitors coming into the city.
5. **Event Support activities-**
 - a. **Mauston/New Lisbon Area Airport Fly-in-** The motion was made by Dahl and seconded by Messer to approve grant reimbursement of up to \$500 to the Mauston/New Lisbon Area Airport Fly-in held in July pending copies of paid receipts. Motion carried.
 - b. **Parks Project-** Motion made by Murphy and seconded by Bader to table the Parks Commission's four-phase parks project.
 - c. **JCEDC at the Wisconsin State Fair-** Tamaya Loewe gave a presentation about their booth at the State Fair. Motion was made by Murphy, and seconded by Bader to support JCEDC at the Wisconsin State Fair that was on August 11 for a reimbursement grant of up to \$500 pending receiving paid receipts.
 - d. **Business View Magazine -** Motion made by Dahl and seconded by Hagen to approve advertising in the Business View Magazine in the Best of 2024 Wisconsin Issue. Motion carried.

- e. **Discover Wisconsin-** The motion made by Messer was seconded by Dahl to approve the Discover Wisconsin segment in an upcoming ATV/UTV episode of Discover Wisconsin for a cost of \$1,500. Motion carried.
- f. **Post Event Follow-Up-** There was considerable discussion on how the marketing strategies can be accomplished to facilitate more tourism for Mauston.

6. **Staff Report**

- a. **Payments of Grants** - Haugh stated that going forward no direct payments will be made directly to vendors on behalf of a grant recipient.
- b. **Holiday Parade-** Haugh and Hagen said the Council has approved a City-sponsored Holiday parade.

7. **Adjourn-** Linder made a motion to adjourn and Bader seconded it. Motion carried.

Chair

Date

Dated From: 1/01/2024
Thru: 9/06/2024

Account Number		2024 September	2024 Total
100-00-56710-000-000	Tourism		
100-00-56710-210-000	Professional Service	3,375.00	27,000.00
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		19,876.00
100-00-56710-500-000	Event Support Grants	74.00	4,306.66
=====			
GMTA - Expense		3,449.00	52,427.26
=====			
Total Expenses		3,449.00	52,427.26
=====			
Excess of Revenues Over (Under) Expenditures		(3,449.00)	(52,427.26)

CITY OF MAUSTON POOLED CASHAccounting Checks

Posted From: 8/10/2024From Account: 100-00-56710-500-000
Thru: 9/06/2024Thru Account: 100-00-56710-500-000

Check Nbr	Check Date	Payee	Amount
39769	8/14/2024	WRJC/Murphy's Law Media Group LLC City of Mauston - Radio Ad Fees	1,500.00
39828	8/28/2024	WRJC/Murphy's Law Media Group LLC GMTA - May-Oct 24 Campaign	675.00
39860	9/04/2024	WRJC/Murphy's Law Media Group LLC GMTA - Radio Ads for The Market	74.00
Grand Total			2,249.00

CITY OF MAUSTON POOLED CASHAccounting Checks
Posted From: 8/10/2024From Account: 100-00-56710-500-000
Thru: 9/06/2024Thru Account: 100-00-56710-500-000

		Amount
<hr/> Total Expenditure from Fund # 100 - General Fund		2,249.00
Total Expenditure from all Funds		2,249.00



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: BBQ - Tober Fest 2024 Date/s of event: Oct 5th, 2024

Event Address, City: RIVERSIDE PARK, MAUSTON, WI 53948

Contact Person: Micah Playman Phone Number: 414-403-1421

Email: gravityboxbrewing@gmail.com

Contact Mailing Address: 134 E State St, Mauston, WI 53948

Requested on behalf of what group? BBQ-Tober Fest 2024 Planning Committee

Please list board members and Officers: Micah Playman (GBBC)

Tanya Walsh-Lach (BWD)

Cassie Lydon (Community member)

Are you a Tax Exempt Organization? Yes ☒ No Tax Exempt Number: _____

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

Who maintains funds and finances for the organization? G.O.L.D. (Guardians of Lake Decade)

Years the organization/group/agency has been in operation? Year #2

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

Purpose or Mission of the organization/group/agency:

Provide a Fall festival for community growth & build community relations. Demonstrate potential for utilization @ Riverside Park as an event venue.

Please describe the project/event/program.

Backyard (Non sanctioned) Amateur BBQ Pork Rib & Chicken competition coupled with a semi-traditional Oktoberfest celebration. Proceeds will benefit local non-profit organizations: Hatch Public Library, Food Pantry & food bank.

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.

Last year we had 11 entries/participants in the BBQ competition with teams traveling from Eastern MN, Northern WI & Northeast Iowa. Eight teams spent the weekend overnight in Mauston.

Explain what impact your project/event/program will have on all other Mauston businesses (in addition to lodging) including any ways you plan to track this impact.

Oktoberfest and BBQ events have demonstrated destination tourism traffic for decades. There are no competing events in the surrounding areas.

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 donate any remaining proceeds to the above organizations as mentioned.

Funding for Event Tent, & other games covered by Sponsorships or by GBBC.

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

We anticipate (with average weather) 200+ in attendance. It is not unreasonable to see near 500 in attendance with proper marketing.

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

Event posters for local businesses	\$75	Misc. Ads/Radio Ads
Event banner on bridge railing	\$100	\$250.00.
Sponsorship Banner for event	\$75	
Digital Marketing Campaign	\$100	\$600.00

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: BBQ - Tober Fest 2024, Where the best of backyard BBQ and Oktoberfest celebrations meet!

any costs or fees you would like listed: BBQ Registration Fees \$75.00

Phone number, e-mail address and/or website address/es: gravityboxbrewing@gmail.com

Would

do 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:

2nd Annual “BBQ-tober Fest” presented by Gravity Box Brewing Co.

What is it?

- Non-sanctioned Backyard BBQ competition of Pork Ribs & Chicken
- Oktoberfest style celebration.
- Family friendly entertainment.
- All rolled in one! Runs from 11-5pm



BBQ Info:

- \$75 Entry Fee
- 100% Payout for 1-3rd, & people's choice.
- Backyard BBQ style competition judged on taste, texture, smoke, and quality.
- Non-sanctioned event.
- Bring your own meat/minimum of 5 racks of pork ribs & Chicken for 30 samples of white & dark meat.
- All cooking to be done onsite. All smokers must be contained units; no open ground pits. You are responsible for all means to prep/cook your ribs. Water and Power is available onsite.
- Pre-rubs, brine, or seasonings may be applied only after 12:00 Midnight on Oct 21st.
- Set-up allowed after 6am Oct 5th.
- Meet with judges/contest coordinator at 7am; cooking allowed at 7:15am and thereafter. You are able to set up starting at 6am.
- Turn in for Chicken at 12pm
- Turn in for Ribs at 2pm.
- Tickets will be sold to the public to sample your meats! People's choice prize awarded.

Oktoberfest Info:

- Local breweries will be onsite serving their Oktoberfest style beers.
- Farmers market 8a-12pm
- Live Fest Music by Big Griffy Jim & the Polka Dots 2p-5pm
- Mobile Axe Throwing, Hammerschlagen and Yard games.
- Best dressed Lederhosen & Dirndl prizes.
- Local Food Vendors

Other Info:

- Location: Riverside Park, Mauston WI
- Band, Beer Tent and seating area covered by large scale festival tent.
- Additional park pavilion shelter also onsite for inclement weather.
- Proceeds with help support non-profit organizations: Guardians of Lake Decorah, Hatch Public Library, & Mauston Food Pantry. All are registered 501(c)(3).

This is an inaugural event and we have much to learn. Please contact Micah of Gravity Box Brewing: gravityboxbrewing@gmail.com or 414-403-1421.

Mailchimp Order

No Reply - Mailchimp <no-reply@mailchimp.com>
To: jessica@onthelinepresence.com

Fri, Sep 6, 2024 at 8:30 AM



Your order has been processed.

Order MC19271975

Processed on September 06, 2024 08:30 AM Chicago.

Essentials plan	\$75.00
5,000 contacts	

Tax	\$3.75
State Sales/Use	
Tax Rate: 5%	

Tax	\$0.38
County Sales/Use	
Tax Rate: 0.5%	

Paid via Mast ending in 0246 which expires 02/2028	\$79.13
on September 06, 2024	

Balance as of September 06, 2024	\$0.00
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Issued to

Jessica Bilski
Tourism@mauston.org

Issued by

Mailchimp
c/o The Rocket Science Group, LLC

jessica@onthelinepresence.com

On The Line Presence

W5098 County Road G On The Line

Presence Necedah, WI 54646

6085420880

405 N. Angier Ave. NE, Atlanta, GA 30312 USA

www.mailchimp.com

Tax ID: US EIN 58-2554149

Section 5, Item c.

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PROPOSAL

9/11/24



Marketing Director

\$105,165/year

Enhancing the recognition of Mauston throughout the Midwest to bring tourism to the Greater Mauston Area.

- This will be done through:
- ATV Show in Oshkoshk
- Travel Wisconsin Partnership
- Print Ads
- Event Calendar Marketing
- Local Event Marketing
- GMTA Website
- Greater Mauston App

This will be a 5 year contract.

One time start up costs

\$54,270.00

One-time costs for revamping the current website, building a tourism app, market research, research using tracking software to understand our current tourists better, and getting all the necessary equipment to have a successful ATV show.

Thank you for your consideration!

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



Signature
Printed Name Date

Signature
Printed Name Date

Item	Additional (one-time) Start Up Costs total	GMTA Yearly Cost	Description	Breakdown of total costs			
				Yearly Vendors Cost	One time vendor costs	Director/On The Line Presence	One time Director Development
ATV Show in Oshkosh							
First-year cost:							
Yearly Cost:		\$25,675.00	Booth space, sponsorship for show, giveaways, travel, chicken fling (an engaging activity!)	\$15,550.00		\$10,125.00	
Start Up Cost:	\$8,865.00		Backdrop, signage, technology to show video on (all can be used at other events as well)		\$6,300.00		\$2,565.00
Travel Wisconsin Partnership		\$19,045.00	Co-op program, email, social media, and State Fair Booth	\$10,000.00		\$9,045.00	
Print Ads		\$34,144.00	Includes Hidden Valley, Travel Wisconsin Seasonal Guide, Travel Wisconsin Visitor Guide, Snowmobile map, Juneau County Visitor Directory, What's Float'n, Midwest Rider, Our Wisconsin, Lake Map	\$24,964.00		\$9,180.00	
Event Calendar Marketing		\$43,320.00	Managing and promoting the event calendar, weekly e-newsletter, and digital sign	\$1,200.00		\$42,120.00	
Social Media		\$7,375.00	Partnering with Influencers to showcase Mauston to their audience	\$4,000.00		\$3,375.00	
Event Marketing (based on 7 events)		\$23,650.00	Each event grant given will include a Google ad, an ad in MN, Madison, and Chicago areas, space on our digital sign, and social media posts. I will work with the organizers to facilitate these ads and be sure they have our GMTA sign and flyers at the event	\$12,850.00		\$10,800.00	
Website							
Yearly cost:		\$7,020.00	Website maintenance	\$0.00		\$7,020.00	
Revamp cost:	\$8,100.00		Website Revamp		\$0.00		\$8,100.00
Mauston App							
Yearly cost:		\$18,900.00	Maintain App, help businesses use the app, help community use features such as the forms for parades	\$5,400.00		\$13,500.00	
Creation Cost	\$21,600.00		Develop app using App My Community that will list places to visit, shop, stay, and local events. It will allow businesses to give push notification to people who have "liked" them in the app. Marketing will be created for local businesses as well as travelers to get associated with the app.				\$21,600.00
Banners/Art Walk	\$11,025.00		Banners for light poles in town. The art Walk event will look for local artists to create designs for some banners, and others will have our branding and information on them.		\$9,000.00		\$2,025.00
Market Research	\$6,780.00		Market research (Nov. & Dec.)		\$300.00		\$6,480.00
Placer/tracker	\$33,500.00		Placer/tracker system		\$20,000.00		\$13,500.00
	Additional (one-time) Start Up Costs total	GMTA Yearly Cost		Yearly Vendors Cost	One time vendor costs	Director/On The Line Presence	One time Director Development Costs
Totals:	\$89,870.00	\$179,129.00		\$73,964.00	\$35,600.00	\$105,165.00	\$54,270.00