



PERSONNEL COMMITTEE MEETING AGENDA

August 25, 2026 at 6:00 PM
303 Mansion Street Mauston, WI

1. **Call to Order/Roll Call**
2. **Discussion and Action Regarding Minutes**
 - a. April 14, 2026
3. **Discussion and Recommendation Regarding the Creation of a Communications Coordinator position to be Shared Between the City of Mauston and the Greater Mauston Tourism Association (GMTA), for Tourism Promotion, Public Information, Community Outreach, and Communications Strategy**
 - a. Communication Position
4. **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



**PERSONNEL AND NEGOTIATING
COMMITTEE MEETING MINUTES**

April 14, 2026 at 6:10 PM

303 Mansion Street Mauston, WI

1. **Call to Order/Roll Call:** The Personnel and Negotiating Committee meeting was called to order on April 14, 2026, at 6:23 p.m. by Chair Leanna Hagen. Present were Jim Allaby, Leanna Hagen, and Kayla Thomas. Also present were Mayor Darryl Teske, City Administrator Daron Haugh, and Deputy Clerk Carole Wolff.
2. **Minutes:** Motion by Allaby, seconded by Thomas, to approve the minutes from November 25, 2025. Motion carried by voice vote.
3. **Employee Handbook:** Motion by Allaby, seconded by Thomas, to recommend Council approval of an amendment to Section 7.4 of the Employee Handbook regarding inclement weather. Motion carried by voice vote.
4. **Adjourn:** Motion by Hagen, seconded by Allaby, to adjourn. Motion carried by voice vote. Meeting adjourned at 6:26 p.m.

Chair

Date



MEMO

To: Mayor Teske – Common Council
From: Daron J Haugh – City Administrator
Subject: Communications Coordinator Position
Date: 2026-08-25

At the GMTA meeting held on August 19, 2026, the Board discussed the opportunity to terminate the existing contract with On The Line Presence for marketing, promotional, and public relations services and instead partner with the City of Mauston to share a Communications Coordinator position. After discussion, the committee approved forwarding this recommendation to the Common Council for consideration. This would be a joint position supported by both GMTA and the City, with responsibilities aligned around tourism promotion, public information, community outreach, and overall communications strategy. Based on that recommendation, I am requesting Common Council approval to move forward with creating this shared Communications Coordinator position.

Job Descriptions*

POSITION TITLE:	Communications Specialist	Education Levels:
DEPARTMENT:	Administration / GMTA Support	Min: Associate degree
STATUS:	Full-time, FLSA Non-Exempt, Non-represented	Preferred: Bachelor's degree
REPORTS TO:	City Administrator	Ideal Add'l: Communications, Marketing, GMTA
Personnel Committee Recommendation:	_____	Council Approval: _____

WORK HOURS & CONDITIONS:

This position will work a flexible schedule to accommodate City and GMTA meetings, events, tourism activities, social media coverage, community engagement, and other communication-related responsibilities. Hours may include daytime, evening, weekend, and seasonal work depending on event schedules, meeting needs, and assigned projects. Work is performed primarily in a normal office setting, with regular attendance at community events, business visits, meetings, and other off-site activities as assigned.

POSITION SUMMARY:

Perform communications, marketing, scheduling, and administrative support functions for the City of Mauston and the Greater Mauston Tourism Association. This position is responsible for coordinating clear, consistent, and professional public communications, managing social media content, assisting with community engagement, supporting tourism promotion, maintaining calendars, helping coordinate events, and providing communication-related support under the direction of the City Administrator and assigned GMTA leadership.

PRINCIPAL DUTIES:

- Implement the strategy and optimization for the City of Mauston's social media communications
 - Encourage and support ongoing staff participation and collaboration in social media creative
- Develop, schedule, post, and monitor social media content for the City of Mauston across approved platforms.
- Create clear, consistent, and professional public communications for City programs, services, announcements, events, projects, and community updates.
- Assist with maintaining the City's public communication calendar, including coordination of messaging, posting schedules, public notices, events, and internal deadlines.
- Provide communications, calendar management, meeting support, and event coordination assistance for the Greater Mauston Tourism Association.
- Support GMTA tourism promotion by assisting with visitor-focused messaging, business outreach, event information, promotional content, and community storytelling.
- Coordinate event-related communications before, during, and after City or GMTA events, including public updates, sponsor recognition, volunteer information, photos, and follow-up messaging.
- Assist with maintaining and updating digital communication platforms, including the City website, social media accounts, mobile applications, newsletters, press releases, flyers, graphics, promotional materials, and other public-facing communication tools as assigned.
- Work with City departments, local businesses, community partners, tourism stakeholders, and event organizers
 - To gather relevant information of interest to the community, and share timely updates;
 - In supporting a portfolio of original and aggregated content for the City of Mauston's social accounts.
- Monitor public engagement and assist in identifying communication needs, trends, frequently asked questions, and opportunities to improve outreach and/or create content to build deeper connections.
- Maintain organized communication files, calendars, contact lists, event materials, media assets, sponsorship information, and related records.
- Provide back-up for others within the office as needed, and work with other employees of the City as a team to encourage a unified organization.

Job Descriptions*

- Other duties as assigned by the City Administrator.

QUALIFICATIONS:

- Education: Associate degree required; bachelor's degree preferred.
- Experience in communications, marketing, social media management, public relations, event coordination, tourism promotion, administrative support, or a related field preferred.
- Bachelor's degree in Communications, Marketing, Public Relations, Business, Tourism, or related field preferred.
- Must possess and maintain a valid Wisconsin driver's license or have reliable transportation to attend meetings, events, and off-site assignments.

SKILLS AND ABILITIES:

- Has the ability to communicate clearly, professionally, and accurately with the public, elected officials, City employees, community partners, businesses, tourism stakeholders, and visitors.
- Maintains a solid understanding of social media platforms, their audience profiles and content approach
- Able to efficiently and effectively operate standard office equipment.
- Efficiently operate computer hardware and software related to communications, scheduling, social media, website updates, graphic design, document preparation, and administrative functions.
- Maintain confidentiality with sensitive information and exercise discretion when handling internal communications, public inquiries, and organizational matters.
- Exercise good professional judgment, creativity, initiative, and integrity.
- Develop well-written content, proofread materials, manage multiple deadlines, and maintain a consistent tone and message across communication platforms.
- Perform responsible work with independence and discretion, with minimum supervision. Start and complete assigned tasks without supervision, following oral and written instructions.
- This position regularly exposes the employee to stressful situations, including responding to frustrated members of the public, managing competing priorities, and addressing urgent communication needs. The employee must be able to perform effectively under these conditions while maintaining professionalism, objectivity, and respectful interactions.

MANAGEMENT STATEMENT:

These position descriptions have been prepared to assist in defining work hours and conditions, job responsibilities, and skills needed. It is not intended as a complete list of jobs, duties, responsibilities, and/or essential functions. The omission of specific statements of duties does not exclude them from this position if the work is similar, related or a logical assignment to the position.

These position descriptions do not constitute an employment agreement between the employer and employee. These descriptions are not intended to limit or modify the right of any supervisor or supervising governmental body to assign, direct and control the work of employees under supervision. The City of Mauston retains and reserves any and all rights to change, modify, amend, add or delete, from any section of this document as it deems, in its judgment, to be proper.

By my signature below:

- I acknowledge that I received a copy of this job description.
- Any questions and/or concerns have been addressed with me.

Job Descriptions*

Signature

Printed Name

Date

DRAFT