



GREATER MAUSTON TOURISM COMMITTEE MEETING AGENDA

August 13, 2025 at 5:00 PM
303 Mansion Street Mauston, WI

1. **Call to Order/Roll Call**
2. **Discussion and Action Regarding Minutes**
 - [a.](#) July 9, 2025
3. **Discussion and Possible Action Regarding Finance Reporting Including**
 - [a.](#) Finances - July 2025
4. **Discussion and Possible Action Regarding Event Support Activities Including**
 - [a.](#) State Fair Tourism Booth with Travel Wisconsin and WI Dept. of Tourism Requesting \$1,700
5. **Discussion and Possible Action Regarding Veterans Park Memorial Down Payment of \$41,600**
 - [a.](#) Archie Monument & Stone Sales Order
6. **Staff Report**
 - [a.](#) Co-Op Marketing Program with the Wisconsin Department of Tourism
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 Carole Wolff (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

July 09, 2025 at 5:30 PM

303 Mansion Street Mauston, WI

- 1. Call to Order/Roll Call:** The Greater Mauston Tourism Association meeting was called to order by member Michel Messer on July 9, 2025, at 5:31 p.m. at Mauston City Hall. Attending members included Doug Linder, Ben Bader, Leanna Hagen, and Michel Messer. Also present were Jessica Bilski (On The Line Presence) and Tyler Carl (Hidden Valleys). Absent were Wendy Murphy and Meredith Sornsin.
- 2. Minutes:** Motion by Linder, seconded by Hagen, to approve the minutes of June 11, 2025. Motion passed by voice vote.
- 3. Financial Report:** Motion by Messer, seconded by Linder, to approve the financial report as presented. Motion passed by voice vote.
- 4. Veterans Memorial Donation Project:** Motion by Linder, seconded by Hagen, to approve the project. Motion passed by voice vote.
- 5. Event Activities:** None
- 6. Hidden Valley Advertising for 2026:** Tyler Carl presented a history of Juneau County’s involvement with Hidden Valley. Last Year, GMTA purchased the back page ad and paid Juneau County dues to be featured. He also shared website view statistics, including which states the traffic came from. This year, Hidden Valley is requesting \$3,800, which includes Juneau County dues and a back page ad. Motion by Linder, seconded by Bader, to approve. Motion passed by voice vote.
- 7. Staff Report:** Jessica reported that businesses are adopting the app. Linder requested a link to update his listing and noted he would speak with Quality Inn as well.
- 8. Adjourn:** Motion by Linder, seconded by Bader, to adjourn at 6:10 p.m. Motion passed by voice vote.

Chair

Date

GMTA Financial Report			
as of 08/11/2025			
1/1/25	Opening Fund Balance	\$335,197.61	
	2025 Revenues	\$69,766.99	
	2025 Expenditures	(\$155,656.83)	
	Current Cash position	\$249,307.77	
	Pending Grant Awards:		
	Other Pending Expenditures:		
	Scally Brothers Concert Event	(\$5,000.00)	
	Holiday Lighting Decorations	(\$38,793.53)	
	City of Mauston Parks	(\$100,000.00)	
	Available Cash Balance	\$105,514.24	



Dated From: 1/01/2025
Thru: 8/11/2025

Account Number		2025 August	2025 Total
100-00-56710-000-000	Tourism		
100-00-56710-210-000	Professional Service	3,375.00	95,248.99
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.		474.78
100-00-56710-400-100	Tourism Development		
100-00-56710-400-200	Digital Marketing		7,500.00
100-00-56710-400-300	Purchased Media		2,800.00
100-00-56710-400-400	TV		
100-00-56710-400-500	Print Media		7,271.00
100-00-56710-500-000	Event Support Grants		41,099.46
=====			
GMTA - Expense		3,375.00	155,656.83
=====			
Total Expenses		3,375.00	155,656.83
=====			



Dated From: 1/01/2025
Thru: 8/11/2025

Account Number		2025 August	2025 Total
100-00-48711-000-000	GMTA Misc Revenue		
100-00-41220-000-000	GMTA 70% Room Tax	12,691.83	69,766.99
=====			
	GMTA - Room Tax Revenue	12,691.83	69,766.99
=====			
	Total Revenues	12,691.83	69,766.99
=====			
Excess of Revenues Over (Under) Expenditures		9,316.83	(85,889.84)



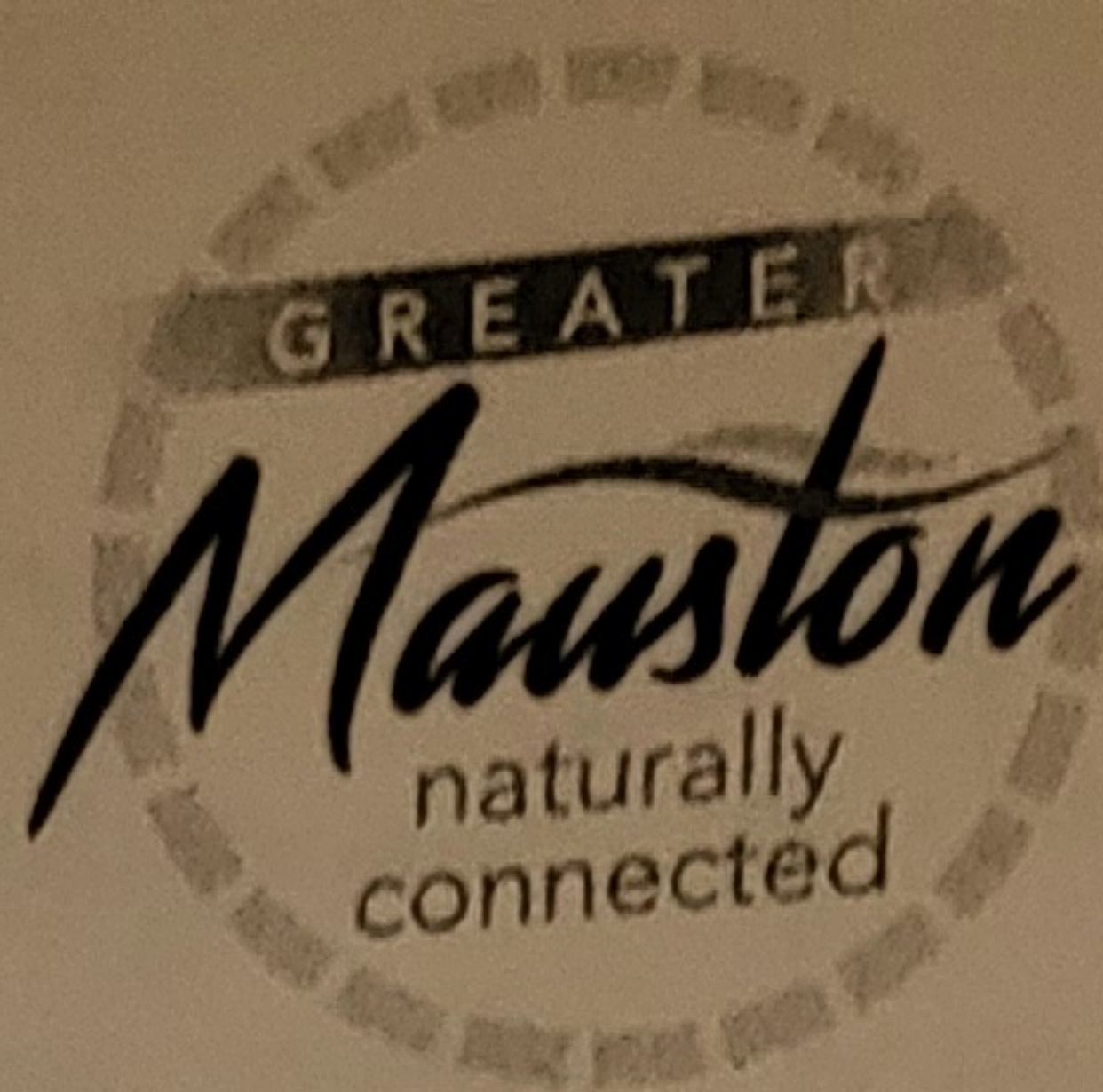
CITY OF MAUSTON POOLED CASHAccounting Checks

Posted From: 7/05/2025From Account: 100-00-56710-000-000
Thru: 8/08/2025Thru Account: 100-00-56710-500-000

Check Nbr	Check Date	Payee	Amount
41245	7/09/2025	Laughlin Constable, Inc. GMTA - Ad for WI Tourism email	300.00
41314	7/24/2025	Wisconsin Building Supply City of Mauston - items for maint/repair	46.23
41335	7/30/2025	Hidden Valley Guide of Southwest Wisconsin GMTA - 2025 Advertising Agreement	3,790.00
41347	7/30/2025	On The Line GMTA - Mauston App	13,500.00
41389	8/06/2025	On The Line GMTA - July 25 Service Fees	3,375.00
USBANK	7/22/2025	US BANK	79.13
	Manual Check	City of Mauston - Monthly Statement	
Grand Total			21,090.36



CITY OF MAUSTON POOLED CASH				Accounting Checks	
Posted From:	7/05/2025	From Account:	100-00-56710-000-000		
Thru:	8/08/2025	Thru Account:	100-00-56710-500-000		
					Amount
Total Expenditure from Fund # 100 - General Fund					21,090.36
Total Expenditure from all Funds					21,090.36



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 the 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.

AMOUNT REQUESTED: \$1700.00

Proposal Name: State Fair Tourism Booth *Coop with Travel Wisconsin and WI Dept. of Tourism* Date/s of event: Sunday 8-10-25

Event Address, City: State Fair Park, Milwaukee WI

Contact Person: Tamara Loewe Phone Number: 608-427-2070

Email: tloewe@juneaucounty.com

Contact Mailing Address: XEDC, PO Box 322, Camp Douglas WI 54618

Requested on behalf of what group? Juneau County Economic Development Corporation

Please list board members and Officers: Herb Dannenberg (Pres) Ridge Vieth (VP)

Veronica Meyer (Treas/Sec) Bobby Southworth Ray Feldman

Chris Heffel Scott Kniprath Todd O'Neil, and Bonnie Peterson

Are you a Tax Exempt Organization? ☒ Yes ☐ No Tax Exempt Number: #17813-800 (WI-DFI)

Are you a Profit or Non-Profit Organization: Yes 501(c)(6), exempt from income tax but not from sales tax

Who maintains funds and finances for the organization? Executive Director Tamara Loewe, Treasurer Veronica Meyer, and our CPA.

Years the organization/group/agency has been in operation? Formally organized in 1991.

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

Purpose or Mission of the organization/group/agency:

Economic and community development of Juneau County and its communities, including tourism development and tourism promotion of the City of Mauston

Please describe the project/event/program.

Promoting tourism in the Wisconsin Products Pavilion Building at the state fair. Partnership opportunity to have table next to Travel Wisconsin and the Wisconsin Dept. of Tourism.

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?

This will be our 4th consecutive year promoting the Greater Mauston and Juneau County region for tourism. Local representatives connect with, present to, and offer free promo swag to fairgoers. Feedback at the event has been extremely positive.

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.

Many state fair guests on this last day are from the local Milwaukee area - a targeted population to visit Mauston/Juneau. Visitors during the 2 1/2-3 hours each way will need overnight lodging ("heads on beds") as well as other amenities such as meals, shopping, hiking, etc.

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?

Not directly, and not for JCED or the volunteers staffing the event.

Indirectly yes for the hotels and businesses in Mauston/Juneau that see more tourism as a result of this promotion.

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

The 2024 Wisconsin State Fair saw a record-breaking 1,136,805 visitors! And the Wisconsin Products Pavilion saw 81,000 visitors on the last day alone. We expect the 2025 attendance to be at least this many, or higher. The last day of demographics include a lot of families, which are ideal tourists to Mauston/Juneau.

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

\$ 250.00 Tourism Booth rental	\$ 0 Volunteer Staff hours (donated)
\$ 500.00 Swag/giveaway items	\$ 0 JCED Coordination Staff hours (donated)
\$ 650.00 Volunteer Staff travel mileage	\$ 0 Signage, displays, print materials (in kind)
\$ 300.00 Volunteer Staff lodging - 1 night	

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:

Greater Mauston Tourism & JCED promote tourism for our area at the State Fair!

any costs or fees you would like listed:

Na

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

Na

Would 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:

Since 1865

Archie Monument & Stone, Inc.

SELLING STORE

REPRESENTATIVE

ADDRESS

CITY

PHONE

DATE

ORDER NO.

CUSTOMER

ADDRESS

CITY

PHONE

Section 5, Item a.

PLEASE DELIVER AND ERECT FOR ME IN THE

Site

CEMETERY

AT MAUSTON

DURING TO Be chosen

20 26

UNLESS UNFORESEEN CAUSES OR STRIKES PREVENT IT, THEN AS SOON AS POSSIBLE THEREAFTER, THE

FOLLOWING QUANTITY KIND OF GRANITE BLACK

BRONZE PLAQUE ☐ SIZE OF BRONZE

BRONZE DESIGN NO. & NAME

TABLET SIZE:

FINISH POL. 2 ☐ POL. 3 ☐ POL. 5 ☐ SERP. TOP ☐

OTHER:

BASE SIZE:

FINISH =

BEVEL ☐ SIZE:

FLUSH WITH GRASS ☐ SIZE:

FLAT ABOVE GROUND ☐ SIZE:

ROCK SIDES ☐ SAWN SIDES ☐

SLANT SIZE:

SLANT TYPE: REGULAR ☐ N.F.N. ☐

SLANT TOP: SERP. ☐ OTHER(SPECIFY)

SLANT BACK: SAWN. ☐ POLISHED ☐

SLANT BASE SIZE:

DUPLICATE: YES ☐ NO ☐ RUBBING ENCLOSED ☐

VASE ☐ AMOUNT COLOR TYPE

BRONZE ON BACK ☐

24"X12" ☐ 8 1/2" X 5 1/2" ☐

4 Pieces BLACK 7.0x06x34 Piece Bench 7.6x1.2x06
 2 Pieces 3.0x08x70 2 Bases Green 4.0x1.2x08
 8 Pieces 2.6x06x4.0 8 3.6x1.0x06
 5 Bench's BLACK 4.0
 Two color Etchings
 100 PAVERS Lettered
 All Lettering
 Design's 6 CRANE FOR Erection

20%

GMTA

DP \$ 41,600

AS YOU FACE THE MEMORIAL:

IS ON THE LEFT

- FAMILY NAME / LETTERING ON BACK ☐

ETCHING ☐ B&W ☐ COLOR ☐ SIZE

CMP. NAME:

LETTERING:

FOUNDATION INSTALLED BY: CEMETERY ☐ ARCHIE INSTALLER ☐ HOLES IN FND ☐ (SPECIFY ON YELLOW COPY)

ARCHIE INSTALLER OR SEXTON NAME & PHONE

IMPORTANT:

PLEASE CHECK THE DESIGN, SIZES, FINISHES,
ALL SPELLING AND DATES BEFORE SIGNING

THE CUSTOMER ACKNOWLEDGES THE SPELLING AND DATES AS SPECIFIED HEREIN AND ASSUMES FULL RESPONSIBILITY FOR THEIR ACCURACY. IT IS UNDERSTOOD THAT NO FUTURE LETTERING IS INCLUDED IN THE PRICE. THIS ORDER IS NONCANCELLABLE AFTER IT HAS BEEN DULY ACCEPTED AND APPROVED BY ARCHIE MONUMENT'S HOME OFFICE IN WATERTOWN, WI. ARCHIE MONUMENT & STONE, INC. GUARANTEES THE MATERIAL AND WORKMANSHIP AS SPECIFIED IN THIS CONTRACT. TITLE TO, AND OWNERSHIP OF, THE MONUMENT WORK SHALL BE VESTED IN AND REMAIN IN ARCHIE MONUMENT & STONE, INC. UNTIL PURCHASE PRICE HAS BEEN PAID IN FULL. A PENALTY CHARGE OF 1.5% INTEREST PER MONTH SHALL ACCRUE ON THE UNPAID BALANCE, BEGINNING 30 DAYS FROM THE DATE OF THE FIRST BILLING. ON CUSTOMER'S FAILURE TO MAKE TIMELY PAYMENT, CUSTOMER SHALL BE RESPONSIBLE FOR ALL OF ARCHIE MONUMENT & STONE INC.'S COSTS OF COLLECTION, INCLUDING ATTORNEY FEES. THIS CONTRACT CONSTITUTES CUSTOMER'S AUTHORIZATION TO ANY CEMETERY ASSOCIATION WHERE THE MONUMENT HAS BEEN PLACED, THAT UPON CUSTOMER'S FAILURE TO MAKE TIMELY PAYMENT IN FULL, THAT ARCHIE MONUMENT & STONE, INC., MAY REMOVE SAID MONUMENT. THIS CONTRACT SHALL BE BINDING ON ANY HEIRS, LEGAL REPRESENTATIVES, SUCCESSORS AND ASSIGNS OF THE CUSTOMER. ARCHIE MONUMENT & STONE, INC., SHALL NOT BE RESPONSIBLE FOR DELAYS BEYOND ITS CONTROL. PRICE IS SUBJECT TO CHANGE IF ORDER IS NOT COMPLETED WITHIN 1 YEAR OF PURCHASE.

BUYER MAY CANCEL THIS TRANSACTION WITHIN 3 BUSINESS DAYS.

APPROVED X

(SIGNATURE OF CUSTOMER)

MASTER FILE COPY 1

MEMORIAL	
FOUNDATION	
VASE	
ETCHING	
TOTAL PRICE	208,000.00
DEPOSIT	
NET DUE UPON DELIVERY	
\$	

10

2025 CO-OP

Featured Listing

Timing: June 2025

Performance Analytics:

Unique Link clicks	1,173
Impressions	53,162
Click Through Rate	2.21%

Visuals:

FEATURED EVENTS



Sponsored

Mauston 4th of July Celebration

📍 Mauston



Sponsored

Mile of Music Festival

📍 Appleton



Sponsored

Sayner Street Fair

📍 Sayner