



GMTA MEETING AGENDA

July 09, 2025 at 5:30 PM

303 Mansion Street Mauston, WI

- 1. Call to Order/Roll Call**
- 2. Discussion and action relating to Minutes**
 - a. June 11, 2025
- 3. Discussion and Action relating to the Financial Report**
 - a. GMTA Statement of Revenues
 - b. Vouchers
 - c. Financial Report
- 4. Discussion and Possible Action Regarding the Veterans Memorial Donation Project**
- 5. Discussion and action relating to Event Support activities including**
 - a.** Event Support Application (if any):
 - b.** Post Event Follow Up, if any
- 6. Discussion and Possible Action Relating to Hidden Valley's Advertising for 2026**
- 7. Staff Report**
- 8. 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 at (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

June 11, 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 member Doug Linder on June 11, 2025, at 5:05 p.m. at Mauston City Hall. Attending members included Doug Linder, Wendy Murphy, Ben Bader, Leanna Hagen, and Meredith Sornsin. Also present were Ann Benz (St. Pat's Catholic Church), City Administrator Daron Haugh, Dennis Emery and Jack Stafford, representing the Veterans Memorial Project. Absent was Michel Messer.
2. **Minutes:** Motion by Murphy, seconded by Hagen, to approve the minutes of May 14, 2025. Motion carried.
3. **Financial Report:** Motion by Murphy, seconded by Sornsin, to approve the financial report as presented. Motion carried.
4. **Event Support Activities:** Ann Benz shared plans for a Christian event featuring the Scally Brothers, organized by her congregation in collaboration with other local churches. Scheduled for August 1, 2025, the family-focused gathering aims to draw over 200 attendees. Food and drinks will be provided. The City of Mauston has been asked to close Mansion Street for the occasion. The event runs from 5:00 p.m. to 7:30 p.m., with food offered before and after the program. Benz noted she also plans to invite surrounding communities for additional participation. Murphy suggested promoting the event outside the Mauston area and recommended that Jessica Bilski (On the Line Presence) assist with marketing efforts. Haugh agreed and recommended Benz connect with Bilski to coordinate marketing. Motion made by Murphy to allocate up to \$5,000 in advertising expenses to promote the event outside of Juneau County. Amended by Sornsin to include that the event host also promote the GMTA app. Seconded by Linder. Motion passed.
5. **Marketing Activities:** Dennis Emery presented an itemized cost breakdown for the Veterans Memorial Project, which has a \$225,000 fundraising goal and current estimates at \$205,000. Granite sourced from India accounts for about \$100,000 of the cost, with in-kind donations sought to offset smaller expenses. Jack Stafford added that the supplier has completed similar memorials in small towns and is leveraging bulk granite purchases to lower costs. Plans include relocating the flagpole (\$2,600) and using donated services for site preparation from local contractors such as Bollig's or Hamm's. A deposit is required for the granite, not full payment upfront. Emery stated they hope to begin site work soon. Stafford confirmed donations are being received and noted that 100 legacy stones have been pre-ordered to support early fundraising. In response to a question from Sornsin, Stafford said grant opportunities are also being explored.

6. **Staff Report:** City Administrator Haugh addressed the committee regarding the recent change with City staff. He stated that he will be working more closely with GMTA to ensure that all necessary information is provided for upcoming meetings. He asked the committee if there is anything they needed from him.
7. **Adjourn:** Motion by Linder, seconded by Hagen, to adjourn. Motion carried at 5:57 p.m.

Chair

Date



Dated From: 1/01/2025
Thru: 7/04/2025

Account Number		2025 July	2025 Total
100-00-56710-000-000	Tourism		
100-00-56710-210-000	Professional Service	3,375.00	78,373.99
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.		316.52
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		3,181.00
100-00-56710-500-000	Event Support Grants	8,900.00	41,053.23
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GMTA - Expense		12,275.00	134,487.34
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Total Expenses		12,275.00	134,487.34
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Dated From: 1/01/2025
Thru: 7/04/2025

Account Number		2025 July	2025 Total
100-00-48711-000-000	GMTA Misc Revenue		
100-00-41220-000-000	GMTA 70% Room Tax		25,849.92
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GMTA - Room Tax Revenue			25,849.92
=====			
Total Revenues			25,849.92
=====			
Excess of Revenues Over (Under) Expenditures		(12,275.00)	(108,637.42)



CITY OF MAUSTON POOLED CASH Accounting Checks

Posted From: 6/07/2025 From Account: 100-00-56710-000-000
Thru: 7/04/2025 Thru Account: 100-00-56710-500-000

Check Nbr	Check Date	Payee	Amount
41108	6/13/2025	Discover Mediaworks, Inc GMTA - Payment 2 Discover WI TV series	7,500.00
41120	6/13/2025	MSPN INC GMTA - Print Advertising	1,554.00
41169	6/25/2025	Main Street Designs GMTA - Christmas Decorations	21,160.24
41187	6/25/2025	WRJC/Murphy's Law Media Group LLC GMTA - July 4th Event Radio Campaign	2,800.00
41210	7/02/2025	On The Line GMTA - June 25 Service Fees	3,375.00
41223	7/03/2025	Earl's Rides Inc. GMTA - 2nd Half 4th of July rides	8,900.00
Grand Total			45,289.24



CITY OF MAUSTON POOLED CASH Accounting Checks

Posted From: 6/07/2025 From Account: 100-00-56710-000-000
Thru: 7/04/2025 Thru Account: 100-00-56710-500-000

	Amount
Total Expenditure from Fund # 100 - General Fund	45,289.24
Total Expenditure from all Funds	45,289.24

GMTA Financial Report			
as of 07/03/2025			
1/1/25	Opening Fund Balance	\$335,197.61	
	2025 Revenues	\$25,849.92	
	2025 Expenditures	<u>(\$134,487.34)</u>	
	Current Cash position	\$226,560.19	
	Pending Grant Awards:		
	Other Pending Expenditures:		
	Sally Brothers Concert Event	(\$5,000.00)	
	Holiday Lighting Decorations	(\$38,839.76)	
	City of Mauston Parks	<u>(\$100,000.00)</u>	
	Available Cash Balance	\$82,720.43	