



GREATER MAUSTON TOURISM ASSOCIATION MEETING AGENDA

April 08, 2026 at 5:00 PM

303 Mansion Street Mauston, WI

1. **Call to Order/Roll Call**
2. **Discussion and Action Regarding Minutes**
 - a. a. March 11, 2026
3. **Discussion and Action Regarding Financial Report including**
 - a. a. March Financials
4. **Discussion and Action Regarding Event Support Activities Including**
 - a. Event Support Application (if any):
 - b. Post Event Follow Up, if any
5. **Discussion and Action Regarding GMTA Event Application Revision**
 - a. a. Revised GMTA Event Application
6. **Discussion and Action Regarding Marketing Activities Including**
 - a. a. Mauston Explorer Proposal
 - b. b. Midwest Rider Magazine Proposal
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 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



GREATER MAUSTON TOURISM ASSOCIATION MEETING MINUTES

March 11, 2026 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 Chair Michel Messer on March 11, 2026, at 5:07 p.m. Members present were Leanna Hagen (via phone, departing at 6:07 p.m.), Doug Linder, and Wendy Murphy. Also present were Jessica Bilski (On The Line Presence), City Administrator Daron Haugh, Jordan Wilke representing G.O.L.D., Tamaya Lowe representing JCEDC, and Courtney Curran with the Juneau County Forestry and Parks. Absent were Meredith Sornsin and Ben Bader.
2. **Minutes:** Motion by Murphy, seconded by Linder, to approve the February 11, 2026, minutes. Motion carried by voice vote.
3. **Financial Report:** Motion by Murphy, seconded by Hagen, to approve the financial report as presented. Motion carried by unanimous voice vote.
4. **Event Support Activities**
 - a. GMTA Event Application Wording: Motion by Murphy, seconded by Linder, to revise the application wording to clarify that payment will be issued after the required event follow-up is completed. Updated wording will be circulated to the committee via email for final approval. Motion carried by voice vote.
 - b. Juneau County Forestry and Parks Event Support Grant Application: Motion by Messer, seconded by Murphy, to approve the grant in the amount of \$4,800. Motion carried by unanimous voice vote. The Board requested post-event follow-up information including attendance estimates for non-campers attending fireworks and any related boat traffic. Curran agreed to provide the report.
 - c. 2026 Fly-In/Drive-In Grant Application: Motion by Linder, seconded by Messer, to approve the grant in the amount of \$500. Motion carried by unanimous voice vote.
 - d. G.O.L.D. Ice Fishing Tournament Follow-Up: Wilke reported that 99 anglers participated from both local and out-of-town communities. Approximately \$14,000 was raised to support maintenance of the lake weed harvester, which operates up to 40 hours per week during peak season.
5. **Marketing Activities**

- a. CiviSocial: Motion by Messer, seconded by Murphy, to approve the CiviSocial proposal as presented. Motion carried by unanimous voice vote. Haugh explained that the City will also contribute to the project, which includes marketing training for hoteliers, On The Line Presence, and other local businesses. The program aims to improve promotion of Mauston to attract visitors, residents, and businesses. The proposal cost is \$18,000. The City will fund a redesign of the City website, including ADA compliance and integration with social media and the GMTA website.
- b. JCEDC Tourism Billboards: Lowe explained that JCEDC owns and maintains the I-90/94 tourism billboards in Juneau County, including utilities, registration, and land lease payments. The lease term would be one year. The billboards are classified as tourism signs and may not advertise specific business names.

6. Staff Report

- a. Advertising Expenditures: Bilski reviewed additional advertising expenses related to event promotion through On The Line Presence. The invoices primarily reflect January 2025 advertising costs and were confirmed as legitimate expenses.

7. Adjourn: At 6:07 p.m. Alderperson Hagen departed the meeting, resulting in a loss of quorum. The meeting was adjourned.

Chair

Date

GMTA Financial Report

1/1/26 Opening Fund Balance	\$335,197.61
2026 Revenues	\$0.00
2026 Expenditures	<u>(\$51,186.85)</u>
Current Cash position	<u>\$284,010.76</u>

Pending Grant Awards:

Other Pending Expenditures:

Scally Brothers Concert Event	
Holiday Lighting Decorations	
City of Mauston Parks	<u>(\$100,000.00)</u>
Available Cash Balance	\$184,010.76

Please note that the revenues do not match the Statement of Revenues & Expenditures due to the 4th Qtr 2025 Revenues being received in 2026, thus not being booked back yet due to audit still pending. Amount received for the 2025 4th Qtr was \$30,847.58



4/06/2026 12:01 PM

Statement of Revenues & Expenditures - Detail
GMTA

Page: 1
ACCT

Dated From: 1/01/2026
Thru: 4/03/2026

Account Number		2026 April	2026 Total
100-00-56710-000-000	Tourism		
100-00-56710-210-000	Professional Service		25,070.00
100-00-56710-240-000	Building/Equip Maintenance		
100-00-56710-310-000	Office Supplies		879.48
100-00-56710-311-000	Postage Expense		
100-00-56710-330-000	Travel/Educ./Training		
100-00-56710-400-000	Marketing Misc.		79.13
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		5,584.00
100-00-56710-500-000	Event Support Grants		19,574.24
=====			
	GMTA - Expense		51,186.85
=====			
	Total Expenses		51,186.85
=====			



4/06/2026 12:01 PM

Statement of Revenues & Expenditures - Detail
GMTA

Page: 2
ACCT

Dated From: 1/01/2026
Thru: 4/03/2026

Account Number		2026 April	2026 Total
100-00-48711-000-000	GMTA Misc Revenue		
100-00-41220-000-000	GMTA 70% Room Tax		30,847.58
=====			
	GMTA - Room Tax Revenue		30,847.58
=====			
	Total Revenues		30,847.58
=====			
Excess of Revenues Over (Under) Expenditures			(20,339.27)



4/06/2026 11:59 AM

Reprint Check Register - Quick Report - ALL

Page: 1
ACCT

CITY OF MAUSTON POOLED CASH

Accounting Checks

Posted From: 3/07/2026 From Account: 100-00-56710-000-000
Thru: 4/03/2026 Thru Account: 100-00-56710-500-000

Check Nbr	Check Date	Payee	Amount
42321	3/12/2026	Earl's Rides Inc. GMTA - 1st Half 4th of July rides	9,350.00
42364	3/19/2026	On The Line GMTA - Marketing for Events	7,699.99
		Grand Total	17,049.99



4/06/2026 11:59 AM

Reprint Check Register - Quick Report - ALL

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ACCT

CITY OF MAUSTON POOLED CASH

Accounting Checks

Posted From: 3/07/2026
Thru: 4/03/2026

From Account: 100-00-56710-000-000
Thru Account: 100-00-56710-500-000

Amount

Total Expenditure from Fund # 100 - General Fund	17,049.99
Total Expenditure from all Funds	17,049.99



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 how 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.

After the project/event/program, and prior to the release of funds, organizations must provide a post-event follow-up presentation to the GMTA Committee, submit paid receipts to the City Administrator, and provide documentation demonstrating the effectiveness and outcomes of the event. Grant funds will be distributed only after all required follow-up information and documentation have been received and approved.

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.
• Provide a post-event follow-up presentation to the GMTA Committee summarizing attendance, impact, and event outcomes prior to release of grant funds.

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: _____

Proposal Name: _____ Date/s of event: _____

Event Address, City: _____

Contact Person: _____ Phone Number: _____

Email: _____

Contact Mailing Address: _____

Requested on behalf of what group? _____

Please list board members and Officers: _____

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

Are you a Profit or Non-Profit Organization: _____

Who maintains funds and finances for the organization? _____

Years the organization/group/agency has been in operation? _____

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

Purpose or Mission of the organization/group/agency:

Please describe the project/event/program.

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?

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.

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?

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

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

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: _____

any costs or fees you would like listed: _____

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

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:

Committee Follow-Up Reporting Requirements: At the time of grant approval, the GMTA Committee may request specific information to be included in the applicant's post-event follow-up presentation. These items will be noted below and must be addressed before grant funds are released. The GMTA Committee reserves the right to request additional reporting or documentation at the time of grant approval.

Requested Follow-Up Information (if applicable):

GMTA reserves the right to modify or deny funding if the project/event/program is significantly changed or not completed as proposed.

PROPOSAL #202612

April 2026

Mauston Explorer App Year 2

Objective:

- Maintain an attractive and easy-to-use way for tourists to find things to do and places to go in the Mauston Area.
- Help local businesses attract tourists to their establishments.
- Keep Mauston at the forefront of tourists' minds to encourage return visits

Strategy:

- Use App My Community to maintain an inclusive Mauston Area App.
- Promote the app to local businesses to have them participate in marketing themselves and the app, push notifications, and event promotion, and to have them market the app.

Cost for app hosting for one year **\$5,400**

- Paid directy to App My Community by GMTA

Project Management Cost (On The Line Presence cost) **\$13,500**

- Includes maintenance, continued business outreach, marketing the app, and updates to listings within the app.

Total **\$18,900**



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

PROPOSAL #202611

April 2026

Midweste Rider Magazne Advertising

Objective:

Promote the Mauston Area as an ideal destination to vacation and ride ATVs/UTVs

Strategy:

- Continue consistent placement in Midwest Rider magazine.
- Include a QR code to a dedicated landing page with added details about riding in the Mauston Area.

Cost for ads **\$6,216.00**

- May/June 2026 - half page
- Aug/Sept 2026 - half page
- Nov/Dec 2026 - half page
- Jan/Feb 2027 - half page
- Includes a free web link and tourism discount

Project Management Cost (On The Line Presence cost) **\$1,750**

- Project management, including securing ads & communication
- Design four seasonal ads with a QR code
- Design landing page for QR code to point to

Total **\$7,966.00**



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

THE MIDWEST'S BEST OFF-ROAD & SNOWMOBILE ADVENTURE RESOURCE

MIDWEST RIDER

2026 Print & Digital Rate Card



CAPTURE THE EXPLOSIVE GROWTH

Now more than ever, we want adventure. Over the past few years, outdoor recreation has exploded. People everywhere want real experiences in a way that only getting outside and discovering the incredible recreational opportunities and destinations that await them can.

Midwest Rider was born from the unprecedented growth in outdoor recreation and represents the only dedicated resource for the Midwest's off-road and snowmobile markets. Midwest Rider is the largest, most read, and most trusted voice to help grow your business.

- Efficiently reach both off-road and snowmobile customers.
- Targeted core distribution to Minnesota, Michigan, and Wisconsin.
- Proven publisher with over 30-years of award-winning work.
- Editorial team with over 100-years of combined experience.
- Bonus digital distribution for instant access to our growing audience.
- Work with marketing experts to help you achieve maximum results.

Issue Closing Dates

Issue	Closing	Material Due	Mail Date
Spring/Summer (May/June)	04/22/26	04/24/26	05/13/26
Summer/Fall (August/September)	07/08/26	07/10/26	07/29/26
Fall/Winter (November/December)	10/14/26	10/16/26	11/04/26
Winter/Spring (January/February)	01/05/2027	01/08/2027	01/21/2027

Display Rates

Rates good through April 1, 2026

Four Color Process (Full Color)

Ad Size	1x	4x
Full Pg.	\$3285	\$2960
1/2 Pg.	\$2475	\$2220
1/4 Pg.	\$1780	\$1660
1/8 Pg.	\$1060	\$960
1/16 Pg.	\$615	\$550

Digital Publication Ad Link Rates

All rates are priced per issue, per publication title.

Display ad embedded links:

1x \$60 2x \$30

(BONUS Digital Website Ad Link Free With Your 4x Display Ad Buy)

For more information on digital advertising call 800.989.6776 or email sales@mspninc.com

FREE Bonus Link With Your 4x Display Ad Buy

Your print ads will be viewed by thousands of additional bonus readers via any mobile device or desktop computer. Plus our click thru digital versions provide you the opportunity to connect consumers directly to your product, service or special offer on your website.

Ad Size

2 page spread (w/bleed)	17" X 11.25"
Full page (w/bleed)	8.75" X 11.25"
Full Page	7.75" X 10.125"
3/4 page	5.775" X 10.125"
1/2 page (V)	3.8" X 10.125"
1/2 page (H)	7.75" X 4.988"
1/4 page (V)	1.825" X 10.125"
1/4 page	3.8" X 4.988"
1/4 page (H)	7.75" X 2.418"
1/8 page (V)	1.825" X 4.988"
1/8 page (H)	3.8" X 2.418"
1/16 page	1.825" X 2.418"
Trim Size	8.25" X 10.75"
Bleed Size	8.75" X 11.25"
Live Area	7.75" X 10.125"
Line Screen	133

Discounts

30% Tourism discount to qualified operators.
15% commission to accredited advertising agencies
5% - 15% prepayment discounts available.
MSPN Multiple Publication Ad Package Rates Available.
*Contact your MSPN sales rep. to verify qualifications.

Mechanical Requirements

Supplied ads are accepted in most electronic formats, such as PDF, EPS or TIFF. Ads are also accepted as InDesign, Illustrator or Photoshop documents, provided that all necessary fonts and images are included. Let our art department turn your ideas into an effective ad at a reasonable cost. For further details call 952-473-7870 or email info@mspninc.com.



Rachyl Burzinski - Wisconsin Office
(608) 728-0889 • rachyl@mspninc.com
Serving Motor Sports Interests Since 1988

MSPN INC.
 6595 Edenvale Blvd Ste 180
 EDEN PRAIRIE MN 55346
 RACHYL BURZINSKI 608-728-0889

ADVERTISING INSERTION ORDER AGREEMENT

PUBLICATION/ISSUE <u>MIDWEST RIDER</u>	AD SIZE	H/V CLR	FREQ. (3x, etc)	GROSS RATE	DISCOUNT TYPE	DISCOUNT AMOUNT	NET COST
MAY/JUNE 2026	Half	4c	4x	2220.00	Tourism	666.00	1554.00
AUG/SEPT 2026	Half	4c	4x	2220.00	Tourism	666.00	1554.00
NOV/DEC 2026	Half	4c	4x	2220.00	Tourism	666.00	1554.00
JAN/FEB 2027	Half	4c	4x	2220.00	Tourism	666.00	1554.00
WEB LINK				120.00	Free	120.00	0.00
TOTALS				\$9,000.00		\$2784.00	\$6,216.00
Production Prepay Discount							
INSERTION ORDER TOTAL							<u>\$6,216.00</u>

NOTES:

PO # _____ Date 3/13/2026 MSPN Sales Rep Rachyl Burzinski

Company Greater Mauston Tourism Association Phone 608-747-2706

Authorized Rep Nicole/Jessica Lyddy/Bilski Fax 608-847-7311

Address 303 Mansion Street APPROVED & ACCEPTED BY:

City Mauston State WI Zip 53948 X _____

(Authorized Signature) Date

VISA/MASTER CARD ACCEPTED Card# _____

Please note: Expires _____

**** **4% Fee on credit cards** ****

PAYMENT OPTIONS: (Please check one of the following)

- Prepayment discount above applies if paid by **CHECK** - payment must be received by
- 5% prepayment discount if paid by **CHECK** - does not apply if prepayment is listed above & must be received by materials due.
- Invoice per issue - net 30 / payments not received within 45 days of invoice date will be secured by charge to your credit card. Please complete card information above.

I/WE AGREE TO PAY ALL INVOICES WITHIN STATED TERMS AND TO PAY SERVICE CHARGES ON AMOUNTS PAID AFTER INVOICE DUE DATES AT A RATE OF 1.5% PER MONTH, OR THE MAXIMUM ALLOWABLE RATE, WHICHEVER IS LESS. IN EVENT SUIT IS INSTITUTED TO COLLECT AMOUNTS OWING TO YOU AND A JUDGMENT IS RENDERED IN YOUR FAVOR, I/WE AGREE TO PAY COURT COSTS AND REASONABLE ATTORNEY FEES. I/WE HAVE READ THIS AGREEMENT, A COPY HAS BEEN MADE AVAILABLE TO US OR IS AVAILABLE TO US UPON OUR REQUESTING SAME FROM THE CREDIT DEPARTMENT.