



# GREATER MAUSTON TOURISM MEETING AGENDA

January 08, 2025 at 6:00 PM  
303 Mansion Street Mauston, WI

1. **Call to Order/Roll Call**
2. **Discussion and action relating to Minutes**
  - a. a. December 11, 2024
3. **Discussion and possible action relating to the Financial Reports**
  - a. a. Financial Reports
4. **Discussion and possible action relating to Event Support activities**
  - a. Event Support Application (if any):
  - b. Post Event Follow Up, if any
5. **Discussion and possible action relating to Marketing Activities including**
  - a. Discussion and action regarding Think Local Ad cost of \$2,995 for a six-minute segment
  - b. b. Discussion and action regarding the 2025 What's Floatin' Advertising
  - c. c. Discussion and action regarding On The Line Marketing proposal
6. **Staff Report**
  - a. Discussion and action regarding purchasing Christmas lights for the 2025 season.
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

December 11, 2024 at 6:00 PM  
303 Mansion Street Mauston, WI

1. **Call to Order/Roll Call:** The Greater Mauston Tourism Association was called to order on November 13, 2024, by Chairperson Michel Messer at 6:00 pm at Mauston City Hall. Attending members were Diane Dahl, Doug Linder, Michel Messer, Ben Bader, Wendy Murphy, Micah Playman, and Leanna Hagen. Jessica Bilski from On the Line Presence was also in attendance.
2. **Approval of Minutes:** Murphy/Bader approved the November 13, 2024 minutes. Motion carried unanimously.
3. **Financial Report:** Murphy/Hagen to approve the financial reports as presented. Motion carried unanimously.
4. **Event Support:**
  - a. **Event Support Application** (if any):
  - b. **Post-Event Follow-Up:** The information from Tamaya was reviewed regarding the JCEDC and the Wisconsin State Fair turnout.
5. **Marketing Activities:**
  - a. **Mark Walters' blog:** Murphy/Bader to approve Mark Walters' invoice of \$1,040 but not to continue using Mark Walters' blog. Motion carried unanimously.
  - b. **ATV Expo:** Linder/Messer to approve Let's Ride ATV Expo proposal from On the Line Presence not to exceed \$33,618. Motion carried by a unanimous roll call vote.
  - c. **Marketing Baskets:** Linder/Bader to approve gift basket marketing by On the Line Presence of \$7,965. Motion carried.
  - d. **Think Local:** Peter Malinger discussed the Think Local Show. Murphy/Micah to table until examples of what has been put together. Motion carried unanimously.
6. **Staff Report:** Holiday Lights: This item was tabled until January.
7. **Adjournment:** Linder/Messer motioned to adjourn. Motion carried. The meeting adjourned at 8:24 pm.

\_\_\_\_\_  
Chair

\_\_\_\_\_  
Date

<b>GMTA Financial Report</b>				
as of 12/31/24				
1/1/24	Opening Fund Balance	\$258,886.02		
	2024 Revenues	\$131,746.72		
	2024 Expenditures	(\$69,953.55)		
	Current Cash position	\$320,679.19		
	<b>Pending Grant Awards:</b>			
Financials will be updated when Q4 2024 Room tax payments have been received				
	<b>Other Pending Expenditures:</b>			
	The Market	(\$336.14)		
	Discover Wisconsin	(\$7,500.00)		
	Available Cash Balance	\$312,843.05		

1/06/2025 1:06 PM Statement of Revenues & Expenditures - Detail  
GMATA

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ACCT

Dated From: 1/01/2024  
Thru: 12/31/2024

Account Number		2024 December	2024 Total
100-00-56710-000-000	Tourism		
100-00-56710-210-000	Professional Service	3,375.00	37,125.00
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	6,914.20	6,914.20
100-00-56710-400-200	Digital Marketing	1,040.00	8,540.00
100-00-56710-400-300	Purchased Media		
100-00-56710-400-400	TV		
100-00-56710-400-500	Print Media	1,102.00	20,978.00
100-00-56710-500-000	Event Support Grants		7,582.95
=====			
	GMATA - Expense	12,431.20	82,384.75
=====			
	Total Expenses	12,431.20	82,384.75
=====			

1/06/2025 1:06 PM Statement of Revenues & Expenditures - Detail  
GMATA

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Dated From: 1/01/2024  
Thru: 12/31/2024

Account Number	2024 December	2024 Total
100-00-48711-000-000	GMATA Misc Revenue	
100-00-41220-000-000	GMATA 70% Room Tax	131,746.72
=====		
	GMATA - Room Tax Revenue	131,746.72
=====		
	Total Revenues	131,746.72
=====		
Excess of Revenues Over (Under) Expenditures		49,361.97
	(12,431.20)	

1/06/2025

1:03 PM

Reprint Check Register - Quick Report - ALL

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CITY OF MAUSTON POOLED CASH

ALL Checks

Posted From: 12/07/2024 From Account: 100-00-56710-000-000  
Thru: 12/31/2024 Thru Account: 100-00-56710-500-000

Check Nbr	Check Date	Payee	Amount
40262	12/11/2024	MSPN INC GMTA - Print Advertising	1,102.00
40265	12/11/2024	On The Line GMTA - November 24 service fees	3,375.00
40265	12/11/2024	On The Line <b>Manual Check</b> VOID - check ripped in mail	-3,375.00
40276	12/11/2024	On The Line GMTA - November 24 service fees	3,375.00
40284	12/19/2024	Gawronski Signs GMTA - LED for Industrial Park Sign	6,914.20
40320	12/26/2024	Walters, Mark GMTA - 12 month newspaper journal	1,040.00
		<b>Grand Total</b>	<b>12,431.20</b>

1/06/2025

1:03 PM

Reprint Check Register - Quick Report - ALL

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ACCT

CITY OF MAUSTON POOLED CASH

ALL Checks

Posted From: 12/07/2024

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

Thru: 12/31/2024

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

Amount

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Total Expenditure from Fund # 100 - General Fund

12,431.20

Total Expenditure from all Funds

12,431.20



**Thank you for your interest in placing an ad in What's Floatin'!**

Pricing of ad includes listing of special events open to the public at advertiser's establishment from May 4 through September 30 on our Calendar of Events to be included in the printed and online version. As space is limited Calendar of Events listings may include only basic event information. (Example: Sat., June 15 - Live Music by ABC Band, 9 pm, cover charge.)  
*Items such as Friday Fish Fry or Happy Hour will not be included.*

**DEADLINES:**  
**Signed agreement, payment, ad copy and artwork (logo, photos, line art, etc.)**  
**MUST be received at Concept Printing NO LATER THAN February 28, 2025 (Ad space not reserved by this date will be considered open)**  
  
**Calendar of Events listings must be received at Concept Printing no later than March 31, 2025**

**What's Floatin' Website**

Your ad and events which are submitted by deadline will be included on the website for free. Any events submitted after the deadline may still be able to be put on the website, but may not be able to be included in the print version, please contact us for further information if needed.  
Links to your website off of your ad on whatsfloatin.com are available for \$40 annually.

**Advertising Price**

\_\_\_ \$485.00 - 1/2 Page Full Color Ad

\_\_\_ \$40.00 - (Optional) One website link from your ad on WhatsFloatin.com to your website

_____ Advertiser Signature	_____ Date	_____ Name of Business
_____ Please Print Name		_____ Mailing Address
_____ Phone		_____ City, State, Zip
_____ Email		_____ Website, IF you would like an online link from your ad to your site (\$40 Annually)

\* Please fill out completely, and **be sure to include the contact information where we are able to reach you off season if needed, to send proofs of your ad or other information.**

**For payment by credit card:**

_____ Credit Card Number	_____ Expiration Date
_____ 3 Digit Code on Back of Card	_____ Billing Address Zip Code
_____ Signature	_____ Amount to charge (Ad only, or Ad plus Website Link)

January 2025

## *Event Marketing for GMTA Grant Events*

### *Objective:*

Maintain a consistent and effective marketing strategy for events receiving GMTA Event Grants, maximizing Mauston's visibility in key markets. Increase community awareness for GMTA grant opportunities to gain more event marketing opportunities showcasing Mauston as a premier event destination.

### *Strategy:*

- Create a Google Ad Campaign for each sponsored event in targeted markets
  - Madison, Minneapolis, and the Chicago Area
- Place ads in print & digital news media in targeted markets
  - Madison
    - Capitol Times print ad to run 3 times before the event
  - Minnesota
    - Place the event onto the Minnesota Star Tribune calendar
    - Extra promotion of the event on their calendar website for 12 days
    - Digital billboard of the event per Star Tribune recommendations
  - Chicago
    - Chicago Sun-Times 1/4 page ad ran one time
- Create social media posts for GMTA's channels to promote the event
- Post the event on GMTA's digital sign
- Marketing GMTA and GMTA Event Grants
  - Purchase "sponsored in part by GMTA" signs to be included at sponsored events.
  - Manage digital content for GMTA's portable digital sign if it is appropriate to have it at the event. (sign that was purchased for ATV show booth)
  - Produce a special calendar of events flyer with additional things to do and places to go, to be available at the event

Jessica Bilski



Jessica Bilski  
608-542-0880

Jessica@OnTheLinePresence.com

# PROPOSAL

January 2025

## Event Marketing for GMTA Grant Events

### *Signs for at events*

**\$600.00**

- Indoor sign with brochure holders for the calendar of events flyer
- Outdoor sign to insert into the ground near the event



### *Project Management of signs*

**\$405.00**

- Design and order signs

### *Event Marketing package*

**1,874.68/event**

- Google Ad up to \$250
- Minnesota Star Tribune calendar, plus 12 days of promotion \$479.99
- Minnesota Digital Billboard \$179.99
- Madison Capitol Times \$465
- Chicago Sun-Times \$500

### *Project Management for Event Marketing*

**\$1600.00/per event**

- Design and place ads
- Create a unique calendar of events flyer for at the event

*Signature:*

*Date:*

*Printed Name:*

*Signature:*

*Date:*

*Printed Name:* Jessica Bilski



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