



GREATER MAUSTON TOURISM ASSOCIATION MEETING AGENDA

September 09, 2026 at 5:30 PM
303 Mansion Street Mauston, WI

1. **Call to Order/Roll Call**
2. **Discussion and Action Regarding Minutes**
 - a. a. August 19, 2026
3. **Discussion Regarding the Financial Report**
 - a. a. Financial Information
4. **Discussion and Action Regarding Event Support Activities**
 - a. Event Support Application (if any):
 - b. Post Event Follow Up, if any
5. **Discussion and Action Regarding Marketing Activities**
 - a. Discussion Regarding Spruce Up Mauston Event and Potential Scholarships
6. **Staff Report**
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 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

August 19, 2026 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 Chair Michel Messer on August 19, 2026, at 5:30 p.m. Members present were Michel Messer, Wendy Murphy, Meredith Sornsin, Leanna Hagen, Danielle Herritz, and Mitchell Gray. Also present were City Administrator Daron Haugh, Jessica Bilski of On The Line Presence and Tyler Carl from Hidden Valley Publications. Absent was Doug Linder.
2. **Minutes:** Motion by Murphy, seconded by Hagen to approve the minutes of June 10, 2026, and July 8, 2026. Motion carried by voice vote.
3. **Appointment of Secretary:** Motion by Hagen, seconded by Murphy, to appoint Meredith Sornsin as Secretary. Motion carried by voice vote.
4. **Financial Report:** Motion by Sornsin, seconded by Murphy, to approve the Financial Information as presented. Motion carried by voice vote.
5. **Event Support Activities**
 - a. Event Support Application (if any):

2026 Spruce Up Mauston Event: Motion by Gray, seconded by Murphy, to approve funding for the Spruce Up event not to exceed \$5,000. Motion carried by voice vote.

Hidden Valley Publication: Motion by Sornsin, seconded by Messer, to approve participation in the publication, not to exceed \$3,700. Motion carried by voice vote.
 - b. Post Event Follow Up: Nothing to report.
6. **Marketing Activities:** Bilski reported on the free trail maps for Juneau County. Bilski also reported on the State Fair event.
7. **Staff Report:**
 - a. Motion by Sornsin, seconded by Messer, to approve the Gray Electric quote for the electrical run at Riverside Park in the amount of \$22,295. Motion carried by voice vote with Gray abstaining.
8. **Closed Session:** Pursuant to Wisconsin State Statute 19.85(1)(c) Considering employment, promotion, compensation or performance evaluation data of any public employee over which the

governmental body has jurisdiction or exercises responsibility. Motion by Messer, seconded by Hagen to go into closed session. Motion carried by unanimous roll call vote at 6:41 p.m.

a. GMTA Communication, Events, and Support Staff Member

9. **Reconvene in Open Session:** Motion by Messer, seconded by Hagen, to reconvene in open session. Motion carried by voice vote. Open session reconvened at 7:26 p.m.
10. **Result of Closed Session Matters:** Motion by Hagen, seconded by Messer, to recommend Council approve the GMTA Communication, Events, and Support staff member. Motion carried by voice vote.
11. **Adjourn:** Motion by Sornsin, seconded by Murphy, to adjourn. Motion carried by voice vote. The meeting adjourned at 7:37 p.m.

Chair

Date

GMTA Financial Report

1/1/26 Opening Fund Balance	\$327,192.59
2026 Revenues	\$54,177.73
2026 Expenditures	<u>(\$117,553.63)</u>
Current Cash position	<u>\$263,816.69</u>

Pending Grant Awards:

Other Pending Expenditures:

Sally Brothers Concert Event	
Holiday Lighting Decorations	
City of Mauston Parks	<u>(\$100,000.00)</u>
Available Cash Balance	<u>\$163,816.69</u>



CITY OF MAUSTON POOLED CASH Accounting Checks

Posted From: 8/15/2026 From Account: 100-00-56710-000-000
Thru: 9/04/2026 Thru Account: 100-00-56710-500-000

Check Nbr	Check Date	Payee	Amount
43046	9/03/2026	On The Line	3,375.00
		GMTA - August 26 Service Fees	
USBANK	8/22/2026	US BANK	79.13
Manual Check		City of Mauston - Monthly CC Statement	
Grand Total			3,454.13



CITY OF MAUSTON POOLED CASH Accounting Checks

Posted From: 8/15/2026 From Account: 100-00-56710-000-000
Thru: 9/04/2026 Thru Account: 100-00-56710-500-000

	Amount
Total Expenditure from Fund # 100 - General Fund	3,454.13
Total Expenditure from all Funds	3,454.13



Dated From: 1/01/2026
Thru: 9/04/2026

Account Number		2026 September	2026 Total
100-00-56710-000-000	Tourism		
100-00-56710-210-000	Professional Service	3,375.00	67,345.00
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.		553.91
100-00-56710-400-100	Tourism Development		
100-00-56710-400-200	Digital Marketing		9,913.00
100-00-56710-400-300	Purchased Media		2,800.00
100-00-56710-400-400	TV		
100-00-56710-400-500	Print Media		7,138.00
100-00-56710-500-000	Event Support Grants		28,924.24
=====			
GMTA - Expense		3,375.00	117,553.63
=====			
Total Expenses		3,375.00	117,553.63
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Dated From: 1/01/2026
Thru: 9/04/2026

Account Number		2026 September	2026 Total
100-00-48711-000-000	GMTA Misc Revenue		
100-00-41220-000-000	GMTA 70% Room Tax		54,177.73
=====			
GMTA - Room Tax Revenue			54,177.73
=====			
Total Revenues			54,177.73
=====			
Excess of Revenues Over (Under) Expenditures		(3,375.00)	(63,375.90)