



GREATER MAUSTON AREA TOURISM ASSOCIATION AGENDA

March 13, 2024 at 5:30 PM
303 Mansion Street Mauston, WI

1. **Call to Order/Roll Call**
2. **Discussion and action relating to Minutes**
 - a. a. February 28, 2024
3. **Discussion and possible action relating to Financial Report including**
 - a. a. Financial reports
4. **Discussion and possible action relating to Event Support activities including**
 - a. Event Support Application (if any):

Discussion and action relating to support for Mauston Fireworks
 - b. Post Event Follow Up, if any
5. **Discussion and possible action relating to Marketing Activities including**
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 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



GMTA-RESCEDED FROM 2/14/24 MINUTES

February 28, 2024 at 5:30 PM
303 Mansion Street Mauston, WI

1. **Call to Order/Roll Call**-The Greater Mauston Tourism Association met in regular session on November 8, 2023, at Mauston City Hall. The Meeting was called to order by Michel Messer at 5:30 p.m. Present were Diane Dahl, Doug Linder, Michel Messer, Wendy Murphy, and Ben Bader. Absent was Darryl Teske.
2. **Minutes**- Murphy/Messr to approve the minutes of December 13, 2023. Motion carried.
3. **Financial Reports**- Murphy/Linder to approve financial reports. Motion carried.
4. **Event Support activities** - None
5. **Discussion and possible action relating to Marketing Activities including**
 - a. Murphy/Linder to approve the renewal of the Midwest Rider ad for \$4,408. Motion carried.
 - b. Murphy/Linder to approve the Whats Floatn 2024 ad for \$485. Motion carried.
 - c. Placer.ai was discussed in great detail to be continued at a later date.
6. **Staff Report**- Haugh mentioned that Festival Foods has decided to increase their donation for a larger fireworks display, considering there likely won't be any other events that day. Perhaps GMTA could also contribute to making the fireworks display even grander. Further discussion on this matter will be held during a subsequent meeting.

Additionally, Haugh updated the committee on the City's decision to donate a spot to place the new Memorial at Veteran's Park. This donation aims to facilitate the relocation of the current Veteran's Memorial from Hwy 58, where the flag pole is located, to a larger area west of the fence, where a substantial memorial will be constructed. Haugh is part of a committee consisting of veteran groups in the City, dedicated to overseeing the construction of this memorial. Funding for this project will rely solely on donations, necessitating some time to accomplish. In the future, there may be a grant request to help fund this memorial from GMTA.

7. **Adjourn** - Linder/Dahl to adjourn. Motion carried.

Chair

Date

3/11/2024 3:06 PM Statement of Revenues & Expenditures - Detail
GMATA

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ACCT

Dated From: 1/01/2024
Thru: 3/08/2024

Account Number		2024 March	2024 Total
100-00-56710-000-000	Tourism		
100-00-56710-210-000	Professional Service	3,375.00	6,750.00
100-00-56710-240-000	Building/Equip Maintenance		
100-00-56710-310-000	Office Supplies		
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		
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		2,337.00
100-00-56710-500-000	Event Support Grants		1,294.30
=====			
	GMATA - Expense	3,375.00	10,788.30
=====			
	Total Expenses	3,375.00	10,788.30
=====			

3/11/2024 3:06 PM Statement of Revenues & Expenditures - Detail
GMATA

Page: 2
ACCT

Dated From: 1/01/2024
Thru: 3/08/2024

Account Number		2024 March	2024 Total
100-00-48711-000-000	GMATA Misc Revenue		
100-00-41220-000-000	GMATA 70% Room Tax		31,521.42
=====			
	GMATA - Room Tax Revenue		31,521.42
=====			
	Total Revenues		31,521.42
=====			
Excess of Revenues Over (Under) Expenditures		(3,375.00)	20,733.12

3/11/2024

3:07 PM

Reprint Check Register - Quick Report - ALL

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ACCT

CITY OF MAUSTON POOLED CASH

Accounting Checks

Posted From: 2/10/2024 From Account: 100-00-56710-000-000
Thru: 3/08/2024 Thru Account: 100-00-56710-500-000

Check Nbr	Check Date	Payee	Amount
38950	2/21/2024	Guardian's of Lake Decorah (GOLD) GMTA - Support event grant	1,294.30
38991	2/28/2024	Concept Printing (CPC) GMTA - What's floatin' advertising	485.00
39048	3/06/2024	On The Line GMTA - Monthly Service Fees	3,375.00
		Grand Total	5,154.30

3/11/2024

3:07 PM

Reprint Check Register - Quick Report - ALL

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ACCT

CITY OF MAUSTON POOLED CASH

Accounting Checks

Posted From: 2/10/2024 From Account: 100-00-56710-000-000
Thru: 3/08/2024 Thru Account: 100-00-56710-500-000

Amount

Total Expenditure from Fund # 100 - General Fund 5,154.30

Total Expenditure from all Funds 5,154.30