



GREATER MAUSTON TOURISM ASSOCIATION MEETING AGENDA

August 19, 2026 at 5:30 PM
303 Mansion Street Mauston, WI

1. **Call to Order/Roll Call**
2. **Discussion and Action Regarding Minutes**
 - a. June 10, 2026
 - b. July 8, 2026
3. **Appointment of Secretary**
4. **Discussion and Action Regarding the Financial Report**
 - a. Financial Information
5. **Discussion and Action Regarding Event Support Activities**
 - a. Event Support Application (if any):
2026 Spruce Up Mauston Event
Hidden Valley Publication
 - b. Post Event Follow Up, if any
6. **Discussion and Action Regarding Marketing Activities**
7. **Staff Report**
 - a. Discussion and Action Regarding Quotes for Electrical Run at Riverside Park
Merkel Company Quote: \$25,200
Crowley Electric Quote: \$23,300
Gray Electric Quote: \$22,295
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.
 - a. GMTA Communication, Events, and Support Staff Member
9. **Reconvene in Open Session**
10. **Discussion and Action as a Result of Closed Session Matters**

11. 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**

June 10, 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 June 10, 2026, at 5:02 p.m. Members present were Michel Messer, Wendy Murphy, Meredith Sornsin, Leanna Hagen, and Mitchell Gray. Also present was Jessica Bilski of On The Line Presence. Absent was Doug Linder.
- 2. Minutes:** Motion by Sornsin, seconded by Murphy, to approve the April 8, 2026, minutes. Motion carried by voice vote.
- 3. Financial Report:** Motion by Murphy, seconded by Sornsin, to approve the financial report as presented. Motion carried by voice vote.
- 4. Event Support Activities**
 - a. Free Trails Map Publication from Lincoln Marketing: Motion by Messer, seconded by Sornsin, to approve participation in the Free Trail Map publication for \$3,978.00. Motion carried by unanimous roll call vote.
 - b. Wisconsin State Fair Proposal: Motion by Murphy, seconded by Sornsin, to approve the Wisconsin State Fair proposal for an amount not to exceed \$7,215.00. Motion carried by unanimous roll call vote.
 - c. Post Event Follow Up: Nothing to report.
- 5. Marketing Activities:** Nothing to report.
- 6. Staff Report**
 - a. Resignation of Committee Member Ben Bader: The Committee discussed options for recognizing Ben Bader's service, including a memorial tree, bench, or plaque, not to exceed \$1,000. Staff was directed to gather information and solicit input by email for future Committee consideration.
 - b. Mayoral Appointments of Mitchell Gray and Sandy Rathke to the GMTA Committee: Sandy Rathke resigned prior to the meeting.
- 7. Adjourn:** Motion by Murphy, seconded by Sornsin, to adjourn. Motion carried by voice vote. The meeting adjourned at 6:15 p.m.

Chair

Date



GREATER MAUSTON TOURISM ASSOCIATION MEETING MINUTES

July 08, 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 Acting Secretary Wendy Murphy on July 8, 2026, at 5:36 p.m. Members present were Wendy Murphy, Meredith Sornsin, Leanna Hagen, and Mitchell Gray. Also present was Jessica Bilski of On The Line Presence. Absent was Michel Messer.

2. **Minutes:** Motion by Hagen, seconded by Gray, to approve the June 10, 2026, minutes. Motion carried by voice vote.

3. **Financial Report:** Motion by Hagen, seconded by Gray to approve the June financial report as presented. Motion carried by unanimous roll call vote. During discussion, the Committee inquired about the status of the carnival invoice.

4. **Event Support Activities**
 - a. Event Support Application: None

 - b. Post Event Follow Up: Hagen reported that the July 3 and 4 events were well attended. Feedback indicated the community would appreciate additional food vendors. The Mauston Youth Baseball team sold concessions, and the tournament brought visitors to the community, positively impacting local hotels.

5. **Marketing Activities:** Bilski reported on June marketing activities.

6. **August 2026 Meeting Date and Time:** Motion by Hagen, seconded by Sornsin, to change the next meeting date to August 19, 2026, at 5:30 p.m. Motion carried by voice vote.

7. **Staff Report:** None

8. **Adjourn:** Motion by Sornsin, seconded by Hagen, to adjourn. Motion carried by voice vote. The meeting adjourned at 6:09 p.m.

Chair

Date

GMTA Financial Report

1/1/26 Opening Fund Balance	\$327,192.59
2026 Revenues	\$51,226.83
2026 Expenditures	<u>(\$114,020.37)</u>
Current Cash position	<u>\$264,399.05</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>\$164,399.05</u>



CITY OF MAUSTON POOLED CASH Accounting Checks

Posted From: 7/04/2026 From Account: 100-00-56710-000-000
Thru: 8/14/2026 Thru Account: 100-00-56710-500-000

Check Nbr	Check Date	Payee	Amount
42816	7/09/2026	On The Line GMTA - June 26 Service Fees	3,375.00
42838	7/09/2026	Earl's Rides Inc. GMTA - 2nd Half 4th of July rides	9,350.00
42904	7/30/2026	On The Line GMTA - State Fair Marketing	7,215.00
42944	8/05/2026	On The Line GMTA - July 26 Service Fees	3,375.00
Grand Total			23,315.00



CITY OF MAUSTON POOLED CASH Accounting Checks

Posted From: 7/04/2026 From Account: 100-00-56710-000-000
Thru: 8/14/2026 Thru Account: 100-00-56710-500-000

	Amount
Total Expenditure from Fund # 100 - General Fund	23,315.00
Total Expenditure from all Funds	23,315.00



Dated From: 1/01/2026
Thru: 8/14/2026

Account Number		2026 August	2026 Total
100-00-56710-000-000	Tourism		
100-00-56710-210-000	Professional Service	3,375.00	63,970.00
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.		395.65
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	114,020.37
=====			
Total Expenses		3,375.00	114,020.37
=====			



8/14/20264:10 PMStatement of Revenues & Expenditures - Detail
GMTA

Page: 2
ACCT

Dated From: 1/01/2026
Thru: 8/14/2026

Account Number		2026 August	2026 Total
100-00-48711-000-000	GMTA Misc Revenue		
100-00-41220-000-000	GMTA 70% Room Tax		51,226.83
=====			
GMTA - Room Tax Revenue			51,226.83
=====			
Total Revenues			51,226.83
=====			
Excess of Revenues Over (Under) Expenditures		(3,375.00)	(62,793.54)



City of Mauston

Estimated Electrical Cost to Install Power at Riverside Park

Estimated Cost: \$25,200.00

Included are the following items: 50 amp 240 volt outlet, (36) 20 amp dedicated GFCI outlets, (3) Nema 3R 18x18x6 boxes, (3) 100 amp main lug 12 circuit load centers, (3) 100 amp breakers, (1) 50 amp breaker, (36) 20A breakers, 565 feet of trenching, 625' SEU aluminum cable, and (3) 6x6x8 wood posts.

Excluded: Sidewalk removal and replacement, the black power boxes that are currently there, and concrete pads if needed.

Thanks,

Eric Jakobi

ESTIMATE

Crowley Electric LLC
N4143 Johnson Rd
Mauston, WI 53948

jcrowley1016@gmail.com
+1 (608) 853-1412



City of Mauston

Bill to

303 Mansion St
Mauston
WI
53948

Ship to

City of Mauston Public Works
303 Mansion St
Mauston, WI 53948

Estimate details

Estimate no.: 1176
Estimate date: 08/03/2026
Expiration date: 08/31/2026

#	Date	Product or service	SKU	Description	Qty	Rate	Amount
1.		Services		-Provide and Install (1) 50 Amp 120/240 Volt outlet on existing amphitheater pedestal (Site 1) -Provide and install (8) 20 Amp GFCI receptacles on existing pavilion pedestal (Site 2) -Provide and install 100 Amp 32 Space Square D QO Panel at Site A -Site A Panel is to be fed by restroom panel -Site A Panel is to have (8) 20 Amp GFCI receptacles -Provide and install 100 Amp 32 Space Square D QO Panel at Site B -Site B Panel is to be fed by Site A Panel -Site B Panel is to have (8) 20 Amp GFCI receptacles -Provide and install 100 Amp 32 Space Square D QO Panel at Site C -Site C Panel is to be fed by pavilion panel -Site C Panel is to have (12) 20 Amp GFCI receptacles Provide and install (3) rain tight metal enclosures similar in construction to existing panel enclosures *All receptacles are to be in lockable weather proof while in use enclosures	1	\$23,300.00	\$23,300.00

*All receptacles are to be on
dedicated circuits
*Outside contractor is to provide 3ft
x 2ft concrete pad for Panel
Enclosures

Section 7, Item a.

Total\$23,300.00

Expiry
date08/31/2026

Accepted dateAccepted by

GRAY ELECTRIC LLC

Estimate

N4703 Hwy 12-16 Mauston 608-847-6209
 Mauston, WI 53948 Tomah 608-372-4433
 GrayElectricLLC.com

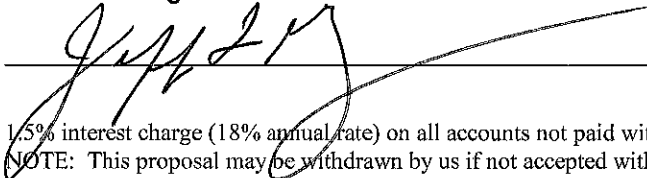
Date	Estimate #
7/1/2026	11904

Name / Address
City of Mauston 303 Mansion St. Mauston, WI 53948

Job Location
City of Mauston 303 Mansion St. Mauston, WI 53948

Description	Total
Riverside Park Power	755.00
1. #1: Install a 50 amp / 240 volt outlet on the existing power box by the amphitheater.	
2. #2: Install 8 - GFCI protected, dedicated duplex outlets on the existing power box by the pavilion.	1,460.00
3. A: Bury a 100 amp wire from the restroom breaker panel to site A and install a 100 amp breaker panel with 8 - GFCI protected, dedicated duplex outlets all enclosed in a rain tight box. B: Bury a 100 amp wire from site A to site B and install a 100 amp breaker panel with 8 - GFCI protected, dedicated duplex outlets all enclosed in a rain tight box	10,292.00
4. C: Bury a 100 amp wire from the restroom breaker panel to site C and install a 100 amp breaker panel with 12 - GFCI protected, dedicated duplex outlets all enclosed in a rain tight box.	9,788.00
Sidewalk removal and replacement by other. It is assumed there is enough dirt that will allow for direct burial cable to be buried at 24" deep.	
NOTICE OF LIEN RIGHTS....As required by the Wisconsin construction lien law, electrical contractor hereby notifies owner that persons or companies furnishing labor or materials for the construction on owner's land may have lien rights on owner's land and buildings if not paid. Those entitled to lien rights, in addition to the undersigned electrical contractor, are those who contract directly with the owner or those who give the owner notice within 60 days after they first furnish labor or materials for the construction. Accordingly, owner probably will receive notices from those who furnish labor or materials for the construction, and should give a copy of each notice received to his mortgage lender, if any. Electrical contractor agrees to cooperate with the owner and owner's lender, if any, to see that all potential lien claimants are duly paid.	\$22,295.00

Authorized Signature



1/5% interest charge (18% annual rate) on all accounts not paid within 30 days of billing date.

NOTE: This proposal may be withdrawn by us if not accepted within 30 days.

ACCEPTANCE OF PROPOSAL --- The above prices, interest charges, specifications and conditions are satisfactory and are hereby accepted. You are authorized to do the work as specified. Payment will be made as outlined above.

Accepted Signature: _____

Date of Acceptance: _____

