# GREATER MAUSTON TOURISM ASSOCIATION MEETING AGENDA

**November 11, 2026 at 5:30 PM**

**303 Mansion Street Mauston, WI**

1. **Call to Order/Roll Call**
2. **Discussion and Action Regarding Minutes**
   - **a.** October 14, 2026
3. **Discussion Regarding the Financial Report**
   - **a.** Financial Information
4. **Discussion and Action Regarding Event Support Activities**
   - **a.** G.O.L.D. Event Application
   - **b.** Morning Blend Giveaway Proposal
   - **c.** Post Event Follow Up
5. **Discussion and Action Regarding Marketing Activities**
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 AGENDA

**October 14, 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 October 14, 2026, at 5:30 p.m. Members present were Michel Messer, Meredith Sornsin, Leanna Hagen, Danielle Herritz, Wendy Murphy, and Mitchell Gray. Also present were City Administrator Daron Haugh, Mauston Area Municipal Court Clerk Courtney Ray, and Deputy Clerk Carole Wolff.
2. **Minutes:** Motion by Murphy, seconded by Herritz, to approve the September 9, 2026, minutes. Motion carried by voice vote.
3. **Financial Report:** Haugh reviewed the amended financial report, including expenditures for the Juneau County Forestry and Parks event and outstanding room tax payments from two hotels that have since been received. The Committee also discussed room tax penalties. Motion by Murphy, seconded by Herritz, to approve the financial report as presented. Motion carried by voice vote.
4. **Event Support activities**
   - **a.** Event Support Application (if any): None presented.
   - **b.** Post Event Follow Up: Courtney Curran of Juneau County Forestry and Parks Event reported on the August 29, 2026, event. Despite rainy weather, campsite reservations increased to 87, compared to approximately 60-65 in previous years. Activities included a 5K, children's parade, and free fireworks. Advertising through Facebook and park signage attracted visitors from outside the area. The Committee expressed appreciation for the thorough report
5. **Funding of a School Scholarship Program for Participating Students Through the Spruce Up Mauston Event:** The Committee reviewed a proposed scholarship program for the school's Travelers Club. Students would assist with event activities under Hagen's supervision, with funds distributed to individual travel accounts based on hours worked. Motion by Messer, seconded by Gray, to approve the proposed scholarship program as presented. Motion carried by voice vote.
6. **Staff Report:** Haugh introduced Courtney Ray, who will transition into her new role on January 1, 2027, and noted that updated project visuals would be presented at the November meeting.

   Spruce Up Mauston: Haugh reported $4,408.43 remaining from 2025 and $5,000 in tourism funding earmarked for the event, with the goal of becoming financially self-sustaining. Eighty trees had been reserved for the 2026 event, including 37 new participants.

Christmas Market Proposal: Gray presented a regional Kris Kringle Market concept involving holiday vendors and activities between Thanksgiving and Christmas. The Committee discussed incorporating the market into Spruce Up Mauston and gathering information for potential implementation in 2027.

Fly-In Event: The Committee receive dan update on the July 2026 Fly-In event, which drew approximately 600 attendees despite unfavorable weather. Activities included aircraft displays, a car show, music, food vendors, and a children's hangar featuring the Young Eagles program. The event continues to attract visitors to the Mauston and new Lisbon area.

7. **Adjournment:** Motion by Sornsin, seconded by Messer, to adjourn. Motion carried by voice vote. The meeting adjourned at 6:21 p.m.

_____ _____

Chair Date

11/10/2026 1:49 PM Reprint Check Register - Quick Report - ALL Page: 1
ACCT

CITY OF MAUSTON POOLED CASH Accounting Checks

Posted From: 10/10/2026 From Account: 100-00-56710-000-000
Thru: 11/06/2026 Thru Account: 100-00-56710-500-000

| Check Nbr | Check Date | Payee | Amount |
|---|---|---|---|
| 43194 | 10/16/2026 | Hidden Valley Guide of Southwest Wisconsin<br>GMTA - 2027 Advertising Agreement | 3,700.00 |
| 43208 | 10/16/2026 | Wisconsin Hotel & Lodging Association<br>GMTA - Lodging Directory Ad | 475.00 |
| 43264 | 11/05/2026 | EAA Chapter 1365<br>GMTA - Fly-in event reimbursement | 500.00 |
| 43265 | 11/05/2026 | Eagle Promotions & Apparel, LLC<br>GMTA - Waterproof bags | 40.00 |
| 43275 | 11/05/2026 | On The Line<br>GMTA - October 26 Service Fees | 3,375.00 |
| 43276 | 11/05/2026 | OSSE-WI 2027/Bonnier LLC<br>GMTA - Exhibit Booth | 181.25 |
| USBANK | 10/22/2026 | US BANK | 79.13 |
| | Manual Check | City of Mauston - Monthly Expenses | |
| | | Grand Total | 8,350.38 |

CITY OF MAUSTON POOLED CASH Accounting Checks

Posted From: 10/10/2026 From Account: 100-00-56710-000-000
Thru: 11/06/2026 Thru Account: 100-00-56710-500-000

| | Amount |
|---|---|
| Total Expenditure from Fund # 100 - General Fund | 8,350.38 |
| Total Expenditure from all Funds | 8,350.38 |

11/10/2026 1:50 PM Statement of Revenues & Expenditures - Detail Page: 1
GMTA ACCT

Dated From: 1/01/2026
Thru: 11/10/2026

| Account Number | | 2026 November | 2026 Total |
|---|---|---|---|
| 100-00-56710-000-000 | Tourism | | |
| 100-00-56710-210-000 | Professional Service | 3,375.00 | 74,095.00 |
| 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 | | 475.00 |
| 100-00-56710-400-000 | Marketing Misc. | 221.25 | 933.42 |
| 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 | | 10,838.00 |
| 100-00-56710-500-000 | Event Support Grants | 500.00 | 34,224.24 |
| | GMTA - Expense | 4,096.25 | 134,158.14 |
| | Total Expenses | 4,096.25 | 134,158.14 |






Dated From: 1/01/2026
Thru: 11/10/2026

| Account Number | | 2026 November | 2026 Total |
|---|---|---|---|
| 100-00-48711-000-000 | GMTA Misc Revenue | | |
| 100-00-41220-000-000 | GMTA 70% Room Tax | 17,211.42 | 121,153.04 |
| | GMTA - Room Tax Revenue | 17,211.42 | 121,153.04 |
| | Total Revenues | 17,211.42 | 121,153.04 |
| Excess of Revenues Over (Under) Expenditures | | 13,115.17 | (13,005.10) |

# GMTA Financial Report

*2026 Year-to-Date*

| | | |
|---|---|---|
| Jan 1, 2026 | **Opening Fund Balance** | $327,192.59 |
| | **2026 Revenues** | $121,153.04 |
| | **2026 Expenditures** | ($134,158.14) |
| | **Current Cash position** | **$314,187.49** |

## Pending Grant Awards:

## Other Pending Expenditures:

| | |
|---|---|
| Spruce-up Mauston Event | ($5,000.00) |
| Gray Electric | ($22,295.00) |
| City of Mauston Parks | ($100,000.00) |
| **Available Cash Balance** | **$186,892.49** |

**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, 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: $ 5,150.00

Proposal Name: 10th Annual Lake Decorah Ice Fishing Date/s of event: 1/16/26

Event Address, City: Riverside Park 303 Mansion St

Contact Person: Jordan Wilke Phone Number: 608-792-1971

Email: parkssup@mauston.com

Contact Mailing Address: 943 Elm St Mauston WI 53948

Requested on behalf of what group? GOLD

Please list board members and Officers: Jordan Wilke ? Jim Alleby
Mike Penzcover John Field Caroline Zimmerman
Justin Klug

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

Are you a Profit or Non-Profit Organization: _____

Who maintains funds and finances for the organization? Justin Klug

Years the organization/group/agency has been in operation? 7yrs Non Profit / 11 years as group
**The Committee reserves the right to review the organization's most recent tax statement.

Purpose or Mission of the organization/group/agency:

See attached letter

Please describe the project/event/program.

Annual Ice Fishing tournament, bring people to Mauston to have fun fishing our lake sharing the importance of water quality and raise funds to continue the efforts of restoring lake Decorah

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?

Every year the outreach grows bring in 30-50 registered anglers from as far as Chicago.

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.

Many will support local shops for bait, fuel and food. Night before and after event many will be down town.

Will the proposed project/event/program generate revenue? X Yes ____ No
If yes, will revenue exceed the amount of expenses, and if so, what is typically done with that revenue?

All Funds go back into harvesting operations, parts, fuel, labor and lake studys that will lead to more projects

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

100-120 registered anglers
200+ at drawings, hopefully more for 10yr Anniversary (more things bigger tent this year)

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

| | |
|---|---|
| Radio-WRSE + magnum $1500 | Extra tent + Heat $2,500 |
| Facebook $250 | Band $300 |
| Eagle Proms - Banners - Posters + tickets $600 | |
| | |

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: 10th Annual Lake Decorah Ice Fishing tournament, fun for all ages

any costs or fees you would like listed: $20 registration 15 & under Free

Phone number, e-mail address and/or website address/es: Facebook.com/Lake Decorah

Would you like an email proof of the free advertising before it goes on-line? ___ Yes X No

Please include any other information or materials you believe will help the Committee better evaluate your request:

See attached letter
+
this year we want to be special, "10yr Celibration"
bigger tent, more food and band.

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.




We are excited to announce the 10th annual Lake Decorah Restoration Ice Fishing Tournament, scheduled for January 16th, 2026. This event has become a cherished tradition in our community, uniting anglers from across the state and families in their love for the great outdoors. More importantly, it serves as a vital fundraiser for the ongoing Lake Decorah Restoration efforts, a project dear to the hearts of the City of Mauston and the Guardians of Lake Decorah (GOLD), who have dedicated nine plus years to this important cause.

Nestled in Mauston on the Lemonweir River flowage, Lake Decorah's once-pristine waters have faced challenges due to excess nutrients entering the lake from various sources. This influx has led to the proliferation of aquatic plant growth, negatively impacting water quality, aquatic life, and recreational opportunities. To address these issues, GOLD was founded in early 2018, supported by the City of Mauston and countless dedicated volunteers who have initiated small-scale projects aimed at reducing nutrient loading and sedimentation in the lake.

Past tournament proceeds have been instrumental in conducting water quality tests, securing cost-sharing grants for a comprehensive lake study, and acquiring a weed harvester and operation of it. Also, our local team efforts have completed the current engineering study, which forms a crucial 9-key element plan that the county has funded. This plan will guide us towards effective solutions and help us secure essential federal funding for future restoration projects. Notably, GOLD purchased a weed harvester in the spring of 2022, and it has been operational for five seasons, with this year yet again a massive its impact.

None of these endeavors would be possible without the generous support of our local community and businesses like yours. We kindly request your assistance in our mission. You can help by donating an item(s) that can be used as part of a raffle during the event or by providing a monetary donation to assist with event costs and prizes. In recognition of your support, your name will prominently be featured on multiple signs displayed at the event, showcasing your commitment to Lake Decorah's restoration.

Your contribution, no matter the size, will make a significant difference in our ongoing efforts to preserve and revitalize Lake Decorah. We firmly believe that together, we can make a lasting impact on this beautiful natural resource that holds a special place in our community's heart.

Sincerely,

Jordan Wilke
GOLD President
Tel: 608-548-2831 Email: parkssup@mauston.com

THE CITY OF Mauston

# MEMO

**To:** GMTA Committee

**From:** Daron J Haugh – City Administrator

**Subject:** Morning Blend Giveaway – Request to Increase Prize Budget

**Date:** November 11, 2026

**Requested Action**

Approve a $200 increase in the Morning Blend giveaway budget, from $500 to a not-to-exceed total of $700, for the proposed "Naturally Connected Getaway for Two." The attached proposal provides the detailed prize budget.

**Why the Increase Is Needed**

The giveaway promotes Mauston as a destination through a two-night stay, local dining, downtown shopping, and outdoor recreation—not a single business. Lodging and meals alone account for $440, leaving only $60 under the original approval for the remaining experiences. The increase supports a complete, coordinated weekend that introduces visitors to more local businesses.

**Budget clarification:** The proposal's line items total $695, compared with its stated $700 estimate. The recommended $700 cap leaves $5 above those estimates and does not authorize the proposal's possible $800 upper range.

**Fair Participation and Spending Controls**

Invite all four Mauston hotels under equal written terms, with the winner choosing a participating property subject to availability, eligible dates, and a $300 lodging allowance paid directly to the hotel. Clarify blackout dates, taxes, and incidentals before promotion, and recognize participating businesses equally.

Confirm final costs, including the pending guided-tour price, before making commitments. Adjust components or seek donated contributions to remain within $700; any higher amount would require further Committee approval.

**Recommendation**

Approve the additional $200 to deliver a complete Mauston weekend experience while maintaining a firm $700 spending cap and fair business participation.

# Morning Blend Giveaway

**Purpose.** Create one memorable Mauston weekend that promotes local outdoor recreation, downtown businesses, and the City's "Naturally Connected" identity. The giveaway should market Mauston as the destination rather than feature one business as the primary prize.

## Recommended Grand Prize

**Naturally Connected Getaway for Two** featuring a two-night stay, local food, downtown shopping, and a ready-to-use weekend itinerary.

- **Two-night hotel stay:** Winner's choice of a participating Mauston hotel, subject to availability and the established prize cap.
- **Dinner:** A $100 certificate for a participating Mauston restaurant- in form of Visa gift card so they can choose whichever restaurant to go to. We will provide all the Mauston options.
- **Breakfast or coffee:** A $40 certificate for a participating local coffee shop or restaurant.
- **Branded Cooler:** Already in possession from a previous giveaway/order. $0
- **Wisconsin snack package:** Approximately $75 in landjaeger, beef sticks, summer sausage, cheese, or similar products from a local provider such as Wisconsin River Meats, Carr Valley Cheese, or another participating business.
- **Downtown experience:** A $50 certificate for Gravity Box, Milk + Sugar, or other downtown business shopping.
- **Choice of special gift:** Guided UTV/ATV tour with Adrenaline Rush Sports or a certificate to order a **custom** Yogi Rods fishing rod. About $130 (waiting for an email back from Adrenaline to confirm price)
- **Custom itinerary:** A "Naturally Connected" itinerary showing where to stay, eat, shop, and explore during the weekend.

## Suggested Increase from previously approved amount of $500:

| Prize Component | Target Value |
|---|---|
| Two-night hotel stay | $300 |
| Dinner (Visa gift card) | $100 |
| Breakfast/Coffee cert. | $40 |
| Branded Cooler | $0 |
| Local snack package | $75 |
| Downtown shopping- Gravity Box, Milk+Sugar | $50 |
| UTV Guided tour OR Custom Fishing Rod | $130 |
| **Estimated Total** | **$700** |

**Recommended range:** $600 to $800, depending on hotel rates, and donated components.

## Fair Hotel Selection Approach

**Let the winner choose.** Do not select one hotel in advance. Invite all four Mauston hotels to participate under the same written terms and advertise the lodging portion as:

***"Two-night stay at the winner's choice of a participating Mauston hotel, subject to availability."***

### Giveaway Pays for the Room

Use a fixed lodging allowance, such as **$300 maximum**. The winner chooses among participating hotels, and the sponsoring organization pays the hotel directly. This is the cleanest option because participation does not depend on a donation.

### Standard Participation Terms for Hotels

- Two consecutive nights for two guests
- Standard room category
- Same eligible date range or weekend
- Comparable maximum value
- Blackout dates disclosed before promotion begins
- Reservation subject to availability
- Taxes and incidental charges clearly identified
- No hotel described as the City's exclusive or preferred lodging provider

## Recommended Promotional Language

**Win a Naturally Connected Winter Weekend in Mauston!**

Enjoy two nights away, great local food, Wisconsin-made snacks, downtown shopping, and a weekend built around the outdoors. Come experience Winter/Spring the Mauston way.

**Lodging disclosure:** The winner may select from participating Mauston hotels, subject to availability, eligible dates, and the established lodging allowance. Participating businesses will be recognized equally in promotional materials.

## Sample Weekend Itinerary

**Friday: Arrive and Settle In**

- Check in at the selected participating Mauston hotel
- Dinner at a participating local restaurant
- Optional downtown shopping or evening activity

**Saturday: Fishing or ATV adventure and Local Flavor**

- Breakfast or coffee in Mauston
- Participate in or visit the GOLD Ice Fishing Tournament or ATV guided tour

- Enjoy a Wisconsin River Meats, Carr Valley Cheese, Log Cabin Deli, or other local snack/lunch package
- Dinner and an evening activity in Mauston

**Sunday: Explore Before Heading Home**

- Breakfast or coffee
- Downtown shopping or a local outdoor stop
- Check out and depart

## Final Recommendation

**Give away one complete Mauston experience, not a collection of unrelated prizes.** Allow the winner to choose from all participating hotels, apply the same terms to each property, and recognize participating businesses equally. This keeps the process fair, avoids the appearance of endorsing one hotel, and reinforces the central message: the prize is a weekend in Mauston, naturally connected to outdoor recreation, local businesses, and the community.