



AMENDED GREATER MAUSTON TOURISM ASSOCIATION AGENDA

April 09, 2025 at 6:00 PM

303 Mansion Street Mauston, WI

1. **Call to Order/Roll Call**
2. **Discussion and action relating to Minutes**
 - a. March 12, 2025
3. **Discussion and action relating to the Financial Report.**
 - a. Financials
4. **Discussion and action relating to Event Support activities including**
 - a. Event Support Application (if any):
 - b. Post Event Follow Up, if any
5. **Discussion and action relating to Marketing Activities including**
 - a. Discussion and action regarding sponsorship of \$5,000 for Castle Rock Lake Waterfest.
 - b. Discussion and action regarding Midwest Rider Advertising Agreement of \$6,216.
6. **Staff Report**
 - a. Discussion and action regarding Veteran's Memorial
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 MEETING MINUTES

March 12, 2025 at 6:00 PM

303 Mansion Street Mauston, WI

1. **Call to Order/Roll Call:** The Greater Mauston Tourism Association meeting was called to order by Chairperson Michel Messer on March 12, 2025, at 6:00 p.m. at Mauston City Hall. Attending members included Diane Dahl, Doug Linder, Michel Messer, Ben Bader, and Leanna Hagen. Micah Playman was absent. Also, present were Jessica Bilski from On the Line Presence, City Administrator Daron Haugh, and G.O.L.D. Vice President Mike Taake
2. **Minutes:** Motion made by Murphy, seconded by Messer to approve the minutes of January 8, 2025. Motion carried.

Motion made by Messer, seconded by Bader to approve the minutes of February 12, 2025. Motion carried.
3. **Financial Reports:** The committee discussed the financial reports. Motion made by Murphy, seconded by Hagen to approve the financial reports. Motion carried.
4. **Event Support activities: Post Event Follow Up:** Mike Taake, G.O.L.D. Vice President, reported on the success of the **G.O.L.D. Ice Fishing Tournament**, highlighting the strong turnout. The event had 143 registered participants, surpassing the previous record of 108. The tournament generated a total profit of over \$14,000.
5. **Marketing Activities: Mauston Tourism App:** Motion made by Messer, seconded by Linder, to approve the tourism app at a cost not to exceed \$27,000 for the first year, with payment to be disbursed as 50% upfront and 50% upon the app's launch. Motion carried by unanimous roll call vote.
6. **Staff Report:**
 - a. **Wisconsin Governor's Conference on Tourism:** Bilski shared insights from the Wisconsin Governor's Conference on Tourism held March 9-11 in La Crosse, Wisconsin.
 - b. **Holiday lights update:** Haugh updated the committee on the downtown holiday light display decorations ordered, including those for Riverside Park.

Haugh also mentioned the upcoming free Festival Foods Fireworks event on July 5, announcing that the festivities will begin with a parade at 1 p.m. The event will feature a carnival, bounce houses, live music, police and fire demonstrations, food vendors, and more.

c. **Parks Project:** Haugh requested \$100,000 allocation toward city park updates and trails, with the total project cost nearing \$2 million. Motion made by Murphy, seconded by Messer, to approve up to \$100,000 for specific tourism-related projects within the parks initiative, with each individual expenditure requiring prior committee approval. Motion carried.

7. **Adjourn:** Motion was made by Messer, seconded by Bader to adjourn. Motion carried at 6:58 p.m.

Chair

Date

GMTA Financial Report			
as of 04/07/2025			
1/1/25	Opening Fund Balance	\$335,197.61	
	2025 Revenues		
	2025 Expenditures	<u>(\$76,810.71)</u>	
	Current Cash position	\$258,386.90	
	Pending Grant Awards:		
	Other Pending Expenditures:		
	Holiday Lighting Decorations	(\$60,000.00)	
	Discover Wisconsin	(\$7,500.00)	
	July 4th Event	(\$6,100.00)	
	City of Mauston Parks	<u>(\$100,000.00)</u>	
	Available Cash Balance	\$84,786.90	

Dated From: 1/01/2025
Thru: 4/04/2025

Account Number		2025 April	2025 Total
100-00-56710-000-000	Tourism		
100-00-56710-210-000	Professional Service	3,375.00	62,848.99
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		425.00
100-00-56710-400-000	Marketing Misc.		79.13
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		1,627.00
100-00-56710-500-000	Event Support Grants		10,992.99
=====			
GMTA - Expense		3,375.00	76,810.71
=====			
Total Expenses		3,375.00	76,810.71
=====			

Dated From: 1/01/2025
Thru: 4/04/2025

Account Number		2025 April	2025 Total
100-00-48711-000-000	GMTA Misc Revenue		
100-00-41220-000-000	GMTA 70% Room Tax		30,324.62
=====			
GMTA - Room Tax Revenue			30,324.62
=====			
Total Revenues			30,324.62
=====			
Excess of Revenues Over (Under) Expenditures		(3,375.00)	(46,486.09)

CITY OF MAUSTON POOLED CASH Accounting Checks

Posted From: 3/08/2025 From Account: 100-00-56710-000-000
Thru: 4/04/2025 Thru Account: 100-00-56710-500-000

Check Nbr	Check Date	Payee	Amount
40761	3/27/2025	On The Line	8,100.00
		GMTA - 50% on Mauston App	
40790	4/02/2025	On The Line	3,375.00
		GMTA - March 25 service fees	
Grand Total			11,475.00

CITY OF MAUSTON POOLED CASHAccounting Checks
Posted From: 3/08/2025From Account: 100-00-56710-000-000
Thru: 4/04/2025Thru Account: 100-00-56710-500-000

		Amount
<hr/> Total Expenditure from Fund # 100 - General Fund		11,475.00
Total Expenditure from all Funds		11,475.00



The Economic Impact of WATERFEST

on the Juneau County
Castle Rock Lake Area

4000
people visit...
2 out of 3
for Waterfest

88%
Stay Overnight
(most stay
3-4 nights)

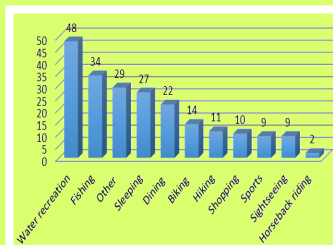
Typical
Group Size is

5

- 3 Kids
- 2 Parents
- 1 Pet (1/3 bring)

4 out of 5
have an Annual
Household
Income Above
\$50K

92%
are return
visitors



ACTIVITIES
in addition to
WATERFEST
visitors participated in



Waterfest Boat Parade & Park Fest brings

\$1.5 MILLION

into our local economy annually!

This report was produced by JCEDC using raw data compiled during a 2015 Tourism Survey. People were surveyed voluntarily at random in 2 locations. The 405 participants surveyed were deemed an adequately representative 10% sampling size. WI Dept of Tourism formulas were conservatively applied by the NCWRPC to extrapolate local economic impact.

Waterfest

Saturday August 5th, 2023

Help celebrate the 24th Annual LYNXX Waterfest Event at Juneau County Castle Rock Park

Events at the Park Shelter

8:00 a.m.



5k Run/Walk On the Wild Side:

Registration at 7, a.m. (pre-register \$15 by July 14th for free T-shirt)

8:00—10:00 a.m.



Pancake Breakfast: Hosted by: The Sunshine Movement

\$6 ~ pancakes, 2 sausage & fruit; milk, oj or coffee

\$4 ~ Kids meal pancakes, 1 sausage & fruit; milk, oj or coffee

10:00 a.m.—???



Bags Tournament:

(\$20 Entry Fee & Cash Prizes) registration at 9 a.m. bring your own partner Bags fly at 10, a.m. @ the big shelter

12:30—1:00 p.m.



Bicycle Parade: All ages welcome:

Starts at office. Please Pre-register at the office to get a number.

1:00—4:00 p.m.



Concessions & Food:

1:00—4:00 p.m. Pig Pen Food Truck : smoked meat

1:00—4:00 p.m. Hearthside chariot : wood fired pizza

1:00—4:00 p.m. Chillin' Treats Ice Cream Truck

1:00—4:00 p.m.



Yard Games:

This years yard games will be sure to put a smile on everyone's face!

- Beachball Volleyball, Giant Jenga, Giant tic-tac-toe
- Ladder Golf, Bucket Golf
- Washer Toss, Hop-Scotch
- Rock Painting
- And MUCH MORE!!!



9:30/9:45 p.m.

Lighted Boat Parade and FIREWORKS!!!



After Fireworks, viewing & judging of Light Your Site Contest!

24th Annual LYNXX
Waterfest



*Venetian Lights Boat Parade
& Celebration at
Castle Rock County Park
Saturday, August 5, 2023*



YOU ARE INVITED! BRING YOUR FAMILY & FRIENDS!

FAMILY FUN FESTIVAL

Dawn to Dusk at Juneau County Castle Rock Park

LIGHTED BOAT PARADE

At Dusk (about 8:30pm) along the Castle Rock Lake shoreline

FIREWORKS FINALE

At Dark (about 9:45pm) at Juneau County Castle Rock Park



(608) 427-2070 www.JuneauCounty.com/waterfest Waterfest - castle rock lake wi

JUNEAU COUNTY ECONOMIC DEVELOPMENT PRESENTS
THE 26TH ANNUAL



FIREWORKS ON
CASTLEROCK LAKE

FAMILY FUN AT
CASTLEROCK JUNEAU
COUNTY PARK

August 2, 2025



www.JuneauCounty.com/Waterfest

MSPN INC.
6595 Edenvale Blvd Ste 180
EDEN PRAIRIE MN 55346
RACHYL BURZINSKI 608-728-0889

Section 5, Item b.

ADVERTISING INSERTION ORDER AGREEMENT

PUBLICATION/ISSUE <u>MIDWEST RIDER</u>	AD SIZE	H/V CLR	FREQ. (3x, etc)	GROSS RATE	DISCOUNT TYPE	DISCOUNT AMOUNT	NET COST
MAY/JUNE 2025	Half	4c	4x	2220.00	Tourism	666.00	1554.00
AUG/SEPT 2025	Half	4c	4x	2220.00	Tourism	666.00	1554.00
NOV/DEC 2025	Half	4c	4x	2220.00	Tourism	666.00	1554.00
JAN/FEB 2026	Half	4c	4x	2220.00	Tourism	666.00	1554.00
WEB LINK				120.00	Free	120.00	0.00
TOTALS				\$9,000.00		\$2784.00	\$6,216.00

Production
Prepay Discount

INSERTION ORDER TOTAL **\$6,216.00**

NOTES:

PO # _____ Date 4/7/2025

MSPN Sales Rep Rachyl Burzinski

Phone 608-747-2706

Fax 608-847-7311

APPROVED & ACCEPTED BY:

X _____
(Authorized Signature) Date

Card# _____

Expires _____

Company Greater Mauston Tourism Association

Authorized Rep Nicole/Jessica Lyddy/Bilski

Address 303 Mansion Street

City Mauston State WI Zip 53948

VISA/MASTER CARD ACCEPTED

Please note:

**** **4% Fee on credit cards** ****

PAYMENT OPTIONS: (Please check one of the following)

___ Prepayment discount above applies if paid by **CHECK** - payment must be received by

___ 5% prepayment discount if paid by **CHECK** - does not apply if prepayment is listed above & must be received by materials due.

___ Invoice per issue - net 30 / payments not received within 45 days of invoice date will
be secured by charge to your credit card. Please complete card information above.

I/WE AGREE TO PAY ALL INVOICES WITHIN STATED TERMS AND TO PAY SERVICE CHARGES ON AMOUNTS PAID AFTER INVOICE DUE DATES AT A RATE OF 1.5% PER MONTH, OR THE MAXIMUM ALLOWABLE RATE, WHICHEVER IS LESS. IN EVENT SUIT IS INSTITUTED TO COLLECT AMOUNTS OWING TO YOU AND A JUDGMENT IS RENDERED IN YOUR FAVOR, I/WE AGREE TO PAY COURT COSTS AND REASONABLE ATTORNEY FEES. I/WE HAVE READ THIS AGREEMENT, A COPY HAS BEEN MADE AVAILABLE TO US OR IS AVAILABLE TO US UPON OUR REQUESTING SAME FROM THE CREDIT DEPARTMENT.

MIDWEST RIDER

2025
Print & Digital
Rate Card

Section 5, Item b.

CAPTURE THE EXPLOSIVE GROWTH

Now more than ever, we want adventure. Over the past few years, outdoor recreation has exploded. People everywhere want real experiences in a way that only getting outside and discovering the incredible recreational opportunities and destinations that await them can.

Midwest Rider was born from the unprecedented growth in outdoor recreation and represents the only dedicated resource for the Midwest's off-road and snowmobile markets. Midwest Rider is the largest, most read, and most trusted voice to help grow your business.

- Efficiently reach both off-road and snowmobile customers.
- Targeted core distribution to Minnesota, Michigan, and Wisconsin.
- Proven publisher with over 30-years of award-winning work.
- Editorial team with over 100-years of combined experience.
- Bonus digital distribution for instant access to our growing audience.
- Work with marketing experts to help you achieve maximum results.

Issue Closing Dates

Issue	Closing	Material Due	Mail Date
Spring/Summer (May/June)	04/22/25	04/25/25	05/13/25
Summer/Fall (August/September)	07/08/25	07/11/25	07/29/25
Fall/Winter (November/December)	10/14/25	10/17/25	11/04/25
Winter/Spring (January/February)	01/05/2026	01/07/2026	01/20/2026

Display Rates

Rates good through April 1, 2025

Four Color Process (Full Color)

Ad Size	1x	4x
Full Pg.	\$3285	\$2960
1/2 Pg.	\$2475	\$2220
1/4 Pg.	\$1780	\$1660
1/8 Pg.	\$1060	\$960
1/16 Pg.	\$615	\$550

Digital Publication Ad Link Rates

All rates are priced per issue, per publication title.

Display ad embedded links:

1x \$60 2x \$30

(BONUS Digital Website Ad Link Free With Your 4x Display Ad Buy)

For more information on digital advertising call 800.989.6776 or email sales@mspninc.com



FREE Bonus Link With Your 4x Display Ad Buy

Your print ads will be viewed by thousands of additional bonus readers via any mobile device or desktop computer. Plus our click thru digital versions provide you the opportunity to connect consumers directly to your product, service or special offer on your website.

Ad Size

2 page spread (w/bleed)	17" X 11.25"
Full page (w/bleed)	8.75" X 11.25"
Full Page	7.75" X 10.125"
3/4 page	5.775" X 10.125"
1/2 page (V)	3.8" X 10.125"
1/2 page (H)	7.75" X 4.988"
1/4 page (V)	1.825" X 10.125"
1/4 page	3.8" X 4.988"
1/4 page (H)	7.75" X 2.418"
1/8 page (V)	1.825" X 4.988"
1/8 page (H)	3.8" X 2.418"
1/16 page	1.825" X 2.418"
Trim Size	8.25" X 10.75"
Bleed Size	8.75" X 11.25"
Live Area	7.75" X 10.125"
Line Screen	133

Discounts

30% Tourism discount to qualified operators.

15% commission to accredited advertising agencies

5% - 15% prepayment discounts available.

MSPN Multiple Publication Ad Package Rates Available.

*Contact your MSPN sales rep. to verify qualifications.

Mechanical Requirements

Supplied ads are accepted in most electronic formats, such as PDF, EPS or TIFF. Ads are also accepted as InDesign, Illustrator or Photoshop documents, provided that all necessary fonts and images are included. Let our art department turn your ideas into an effective ad at a reasonable cost. For further details call 952-473-7870 or email info@mspninc.com.



Rachyl Burzinski - Wisconsin Office
(608) 728-0889 • rachyl@mspninc.com
Serving Motor Sports Interests Since 1988