

GREATER MAUSTON TOURISM MEETING AGENDA

September 10, 2025 at 5:00 PM 303 Mansion Street Mauston, WI

- 1. Call to Order/Roll Call
- 2. Discussion and Action Regarding Minutes
 - a. August 13, 2025
- 3. Discussion and Action Regarding the Financial Reports
 - a. Financial Reports
- 4. Discussion and Action Regarding Event Support Activities
 - a. Event Support Application: BBQ-Tober Fest
 - **b.** Post Event Follow Up, If Any:
- 5. Discussion and Action Regarding the Proposal to Use Leftover Holiday Decoration Funds for Christmas Tree Cutouts
 - a. Leanna Hagen
- 6. 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

Section 2, Item a.



GREATER MAUSTON TOURISM COMMITTEE MEETING MINUTES

August 13, 2025 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 member Wendy Murphy on August 13, 2025 at 5:10 p.m. Present were members Bed Bader, Leanna Hagen, Wendy Murphy, and Meredith Sornsin. Also present was Jessica Bilski (On The Line Presence). Absent were Doug Linder and Michel Messer.
- 2. Minutes: Motion by Hagen, seconded by Sornsin to approve the minutes of July 9, 2025. Motion carried by voice vote.
- **3. Finance Reporting:** Motion by Murphy, seconded by Bader to approve the financial report as presented. Motion carried by voice vote.
- **4. Event Support Activities:** State Fair Tourism Booth with Travel Wisconsin and WI Dept. of Tourism Requesting \$1,700. State fair was closed due to flooding. Murphy motioned, Sornsin seconded to table discussion. Motion carried by voice vote.
- 5. Veterans Park Memorial Down Payment of \$41,600: City Administrator Daron Haugh phoned in to update on purchasing the stone, funding of the overall project, and projections on how the project will get completed, who will do the work to get the project done. Bader motioned, seconded by Hagen, to approve the down payment to Archie Monument & Stone. Motion carried by voice vote.
- **6. Staff Report:** Bilski showed handouts for the State Fair, the Event Grant for St. Pats, Mita Club Group welcome packets that were created and passed out in August, and reported on ads placed for event grant for the St. Pat's event. Hagen discussed the Christmas Light Grant of \$60,000 and discussed the idea of creating a wooden tree fundraiser for more lights, similar to the Cowmunity Cows/Dairy Promotion. Trees would be placed at Riverside Park. The program would be started with remaining funds from the initial \$60,000.
- 7. Adjourn: Motion by Hagen, seconded by Bader, to adjourn at 5:49 p.m. Motion carried by voice vote.

Chair Date

GMTA Financial Report			
	as of 09/05/2025		
1/1/25	Opening Fund Balance	\$335,197.61	
	2025 Revenues	\$69,930.59	
	2025 Expenditures	(\$157,557.70)	
	Current Cash position	\$247,570.50	
	Pending Grant Awards:		
	Other Pending Expenditures:		
	Scally Brothers Concert Event	(\$5,000.00)	
	Holiday Lighting Decorations	(\$40,615.27)	
	City of Mauston Parks	(\$100,000.00)	
	Available Cash Balance	\$101,955.23	

ACCT



9/05/2025 11:00 AM Statement of Revenues & Expenditures - Detail Page: 1

GMTA

Dated From: 1/01/2025

Thru: 9/05/2025

		2025	2025
Account Number		September	Total
100-00-56710-000-000	Tourism		
100-00-56710-210-000	Professional Service		95,248.99
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.		553.91
100-00-56710-400-100	Tourism Development		
100-00-56710-400-200	Digital Marketing		7,500.00
100-00-56710-400-300	Purchased Media		2,800.00
100-00-56710-400-400	TV		
100-00-56710-400-500	Print Media		7,271.00
100-00-56710-500-000	Event Support Grants		42,921.20
	GMTA - Expense		157,557.70
	Total Expenses		157,557.70



9/05/2025 11:00 AM Statement of Revenues & Expenditures - Detail Page: 2

GMTA

ACCT

Dated From: 1/01/2025

Thru: 9/05/2025

		2025	2025
Account Number		September	Total
100-00-48711-000-000	GMTA Misc Revenue		
100-00-41220-000-000	GMTA 70% Room Tax		69,930.59
	GMTA - Room Tax Revenue		69,930.59
	Total Revenues		69,930.59

Excess of Revenues Over (Under) Expenditures

(87,627.11)



9/05/2025 10:59 AM Reprint Check Register - Quick Report - ALL Page: 1

ACCT

CITY OF MAUSTON POOLED CASH ALL Checks

Posted From: 8/09/2025 From Account: 100-00-56710-000-000

Thru: 9/05/2025 Thru Account: 100-00-56710-500-000

Check Nbr	Check Date	Payee		Amount
41475	8/27/2025	Reinders, Inc. GMTA - Holiday Lighting		1,785.74
41485	8/27/2025	Wisconsin Metal Sales Inc GMTA - Items for holiday decorations		36.00
USBANK	8/22/2025 Manual Check	US BANK City of Mauston - Monthly Statement		79.13
			Grand Total	1,900.87



9/05/2025 10:59 AM Reprint Check Register - Quick Report - ALL Page: 2

ACCT

CITY OF MAUSTON POOLED CASH ALL Checks

Posted From: 8/09/2025 From Account: 100-00-56710-000-000

Thru: 9/05/2025 Thru Account: 100-00-56710-500-000

Amount

Total Expenditure from Fund # 100 - General Fund

1,900.87

Total Expenditure from all Funds 1,900.87

3rd ANNUAL

GRAVITY BOX BREWING CO.

PRESENTED

BQ-tober Fest

What is it?

Non-sanctioned Backyard BBQ competition of Pork Ribs & Chicken Oktoberfest style celebration.

Family friendly entertainment.

All rolled in one! Runs from 12-5pm

Local breweries will be onsite serving their Oktoberfest style beers

Farmers market 8 am-12pm

Live Fest Music by Big Griffy Jim & the Polka Dots Best dressed Lederhosen & Dirndl prizes

Local Food Vendors

Lawn games

Other Info:

Location: Riverside Park, Mauston WI

Band, Beer Tent and seating area covered by large scale festival tent Additional park pavilion shelter also onsite for inclement weater, Proceeds with help support non-profit organizations:

Guardians of Lake Decorah and other local non-profits. All are





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 the request will benefit overnight tourism.

After the project/event/program, before funds are distributed, organizations are required to submit paid receipts and provide examples of the effectiveness of the event. Failure to provide examples of completed projects/events/programs and proof of expenditures will jeopardize future funding.

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, <u>www.mauston.com/tourism</u> 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.

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: $\sqrt[9]{2,500}$	
Proposal Name: BBQ-TODER FEST	Date/s of event: 10/4/2025
Event Address, City: 303 Mansion St. Man	ston, WI
Contact Person: Jordan Process	Phone Number: 920-655-8184
Email: <u>Jordan@gravitybox brewing.Com</u> Contact Mailing Address: 134 E State Style	1
Contact Mailing Address: 134 E State Style	t Mauston
Requested on behalf of what group? $G.0.L.D$ +	
Please list board members and Officers: <u>Jordan Will</u>	
Note that the All Manual Control of the Control of	· · · · · · · · · · · · · · · · · · ·
Are you a Tax Exempt Organization? X Yes No	Tax Exempt Number: <u>(MS-1030834788-02</u>
Are you a Profit or Non-Profit Organization: NON - YM	がt
Who maintains funds and finances for the organization? $_$	
Years the organization/group/agency has been in operatio **The Committee reserves the right to review the organize	

Purpose or Mission of the organization/group/agency:

GOLD-Enhance and improve water quality in and around Lake Decorah.

Lake Decoran.	•
Please describe the project/event/program.	
BBQ-TOberfest-BBQ Competition	n. Live music, lawn games, flood tent,
and beer tent. Family-friendly	event ~500 people this wear
How it will generate overnight lodging in Mauston and in wh project/event/program how has that impacted overnight lo c	nat ways do you plan to track this? If you have had a past diging in Mauston?
Based of the last year, we are exp	pecting around 500 people, many
travelung over 2 hours, so they	Will NECO a Place to Stay. Can track vendors and BBQ complish of all other Mauston businesses (in addition to lodging)
including any ways you plan to track this impact. Because so many people from c	out of town will be un town, long,
If yes, will revenue exceed the amount of expenses, and if so	S. as well as bars. Our event goes untiple of the stypically done with that revenue? be around for some money will be donated dinner.
to local non-profits that are helperstimate how many people and what geographic range will be	ing-
500 people	
advertise families a craft bee	er fains.
The marketing budget for the project/event/program. Pleas	
Banner	
Facebook	
Radio Ad	
On-site display	
Please provide the following information you would like committee:	
5-10 key words or brief phrases describing the event	
any costs or fees you would like listed:	in competition
Phone number, e-mail address and/or website addre	055/as: 100R-747-2237
Gravityoxbrewing.com	
Would you like an email proof of the free advertising bef	ore it goes on-line? X Yes No

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