



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



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 Community 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	<u>(\$157,557.70)</u>	
	Current Cash position	\$247,570.50	
	Pending Grant Awards:		
	Other Pending Expenditures:		
	Sally Brothers Concert Event	(\$5,000.00)	
	Holiday Lighting Decorations	(\$40,615.27)	
	City of Mauston Parks	<u>(\$100,000.00)</u>	
	Available Cash Balance	\$101,955.23	



Dated From: 1/01/2025
Thru: 9/05/2025

Account Number		2025 September	2025 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
=====			



9/05/202511:00 AMStatement of Revenues & Expenditures - Detail
GMTA

Page: 2
ACCT

Dated From: 1/01/2025
Thru: 9/05/2025

Account Number		2025 September	2025 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)



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	US BANK	79.13
	Manual Check	City of Mauston - Monthly Statement	
Grand Total			1,900.87



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**



BBQ-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
registered 501(c)3).**



Purpose or Mission of the organization/group/agency:

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

Please describe the project/event/program.

BBA-TOberfest- BBA Competition, live music, lawn games, food tent, and beer tent. Family-friendly event ~500 people this year

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?

Based off of last year, we are expecting around 500 people, many travelling over 2 hours, so they will need a place to stay. We can track vendors and BBA competition

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.

Because so many people from out of town will be in town, local restaurants will have more patrons, as well as bars. Our event goes until 5, so people will

Will the proposed project/event/program generate revenue? ☒ Yes ☐ No

If yes, will revenue exceed the amount of expenses, and if so, what is typically done with that revenue? be around for

Revenue will not exceed expenses & the money will be donated to dinner. to local non-profits that are helping.

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

500 people

advertise families & craft beer fans.

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

Banner	
Facebook	
Radio Ad	
On-site display	

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: Live music, craft beer, family friendly, lawn games, Stein competition

any costs or fees you would like listed:

Phone number, e-mail address and/or website address/es: 608-747-2337

Gravityboxbrewing.com

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

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