



GREATER MAUSTON TOURISM ASSOCIATION MEETING AGENDA

June 10, 2026 at 5:00 PM

303 Mansion Street Mauston, WI

1. **Call to Order/Roll Call**
2. **Discussion and Action Regarding Minutes**
 - a. April 8, 2026
3. **Discussion and Action Regarding the Financial Report**
 - a. Financial Information
4. **Discussion and Action Regarding Event Support Activities**
 - a. Proposal to Advertise in Free Trails Map Publication from Lincoln Marketing in the Amount of \$3,978.00

Free residence guide is published and available online at:

<https://www.lincolnmarketing.us/Archive/SaukColumbiaAdamsJuneauGuide.pdf>

Free trails map is published and available online at:

<https://www.lincolnmarketing.us/Archive/AdamsJuneau-WI-Trail-map.pdf>
 - b. Wisconsin State Fair Proposal in the Amount of \$7,215.00
 - c. Post Event Follow Up, if any
5. **Discussion and Action Regarding Marketing Activities**
6. **Staff Report**
 - a. Discussion and Update Regarding Resignation of Committee Member Ben Bader
 - b. Discussion and Update Regarding the Mayoral Appointments of Mitchell Gray and Sandy Rathke to the GMTA Committee
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 MINUTES

April 08, 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 April 8, 2026, at 5:04 p.m. Members present were Doug Linder, Wendy Murphy, and Meredith Sornsin. Also present were Jessica Bilski (On The Line Presence), and City Administrator Daron Haugh. Absent were Leanna Hagen and Ben Bader.
2. **Minutes:** Motion by Sornsin, seconded by Murphy, to approve the March 11, 2026, minutes. Motion carried by voice vote.
3. **Financial Report:** Motion by Murphy, seconded by Sornsin, to approve the March financial report. Motion carried by unanimous roll call vote.
4. **Event Support Activities:** These items were tabled as none were presented.
5. **GMTA Event Application Revision:** Motion by Murphy, seconded by Messer, to approve the revised application as presented. Motion carried by voice vote.
6. **Marketing Activities**
 - a. **Mauston Explorer Proposal:** Motion by Linder, seconded by Sornsin, to approve the proposal as presented. Motion carried by unanimous roll call vote.
 - b. **Midwest Rider Magazine Proposal:** Motion by Murphy, seconded by Sornsin, to approve the proposal as presented. Motion carried by voice vote.
7. **Staff Report:** Bilski provided a monthly report and notes from the Wisconsin Governors Conference on Tourism (WiGCOT). Haugh reported he is seeking a theme for Mauston and noted that CiviSocial will onsite June 1st through June 5th .
8. **Adjourn:** Motion by Linder, seconded by Messer, to adjourn. Motion carried by voice vote. Meeting adjourned at 5:43 p.m.

Chair

Date



6/09/2026 10:56 AM

Reprint Check Register - Quick Report - ALL

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ACCT

CITY OF MAUSTON POOLED CASH

ALL Checks

Posted From: 4/04/2026 From Account: 100-00-56710-000-000
Thru: 6/05/2026 Thru Account: 100-00-56710-500-000

Check Nbr	Check Date	Payee	Amount
42417	4/09/2026	Armstrong Software GMTA - Mobile App License Fee	5,400.00
42478	4/16/2026	WRJC/Murphy's Law Media Group LLC GMTA - July 4th Event Radio Campaign	2,800.00
42552	5/06/2026	On The Line GMTA - April 26 Service Fees	3,375.00
42642	5/27/2026	MSPN INC GMTA - Print Advertising	1,554.00
USBANK	4/22/2026	US BANK	79.13
	Manual Check	City of Mauston - Monthly Expense	
Grand Total			13,208.13



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Reprint Check Register - Quick Report - ALL

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ACCT

CITY OF MAUSTON POOLED CASH

ALL Checks

Posted From: 4/04/2026

From Account: 100-00-56710-000-000

Thru: 6/05/2026

Thru Account: 100-00-56710-500-000

Amount

Total Expenditure from Fund # 100 - General Fund

13,208.13

Total Expenditure from all Funds

13,208.13



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Statement of Revenues & Expenditures - Detail
GMTA

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ACCT

Dated From: 1/01/2026
Thru: 6/09/2026

Account Number		2026 June	2026 Total
100-00-56710-000-000	Tourism		
100-00-56710-210-000	Professional Service		33,845.00
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.		237.39
100-00-56710-400-100	Tourism Development		
100-00-56710-400-200	Digital Marketing		
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		19,574.24
=====			
	GMTA - Expense		64,474.11
=====			
	Total Expenses		64,474.11
=====			



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Statement of Revenues & Expenditures - Detail
GMTA

Page: 2
ACCT

Dated From: 1/01/2026
Thru: 6/09/2026

Account Number		2026 June	2026 Total
100-00-48711-000-000	GMTA Misc Revenue		
100-00-41220-000-000	GMTA 70% Room Tax		20,511.57
=====			
	GMTA - Room Tax Revenue		20,511.57
=====			
	Total Revenues		20,511.57
=====			
Excess of Revenues Over (Under) Expenditures			(43,962.54)

GMTA Financial Report

1/1/26 Opening Fund Balance	\$327,192.59
2026 Revenues	\$20,511.57
2026 Expenditures	<u>(\$64,474.11)</u>
Current Cash position	<u>\$283,230.05</u>

Pending Grant Awards:

Other Pending Expenditures:

Scally Brothers Concert Event	
Holiday Lighting Decorations	
City of Mauston Parks	<u>(\$100,000.00)</u>
Available Cash Balance	<u>\$183,230.05</u>

Map and Publication Marketing with Lincoln Marketing

Objective:

Promote the Mauston Area as an ideal destination to vacation and ride ATVs/UTVs

Strategy:

- Promote trails, our app, and our webpage in a publication that is already distributed in our area, with a complete map of all trails - the map
- Promote our app and community event calendar in a publication being distributed in our area - the residence guide which also serves tourists

Cost for ads **\$2,698**

- Map - front cover \$1349
 - 3"x4" ad if front cover is not available \$1049
- Residence guide - front cover \$1349
 - Full page ad if front cover is not available \$1149

Project Management Cost (On The Line Presence cost) **\$1,280**

- Project management, including securing ads & communication
- Design both ads

Total **\$3,978.00**



Jessica Bilski
608-542-0880
Jessica@OnTheLinePresence.com

PROPOSAL #202616

June 2026

Wisconsin State Fair, Milwaukee

Objective:

Introduce the Mauston Area to thousands of potential visitors and inspire future travel by creating a fun, memorable presence at the Wisconsin State Fair.

Strategy:

Utilize the proven crowd-drawing appeal of the Chicken Fling attraction to engage fairgoers, create memorable interactions, distribute promotional materials, collect visitor contact information for future marketing efforts, and encourage potential travelers to learn more about the Mauston Area's outdoor recreation, events, lodging, dining, and attractions.

Project Management \$6,765.00

Plan, coordinate, and execute GMTA's Wisconsin State Fair marketing presence to maximize visitor engagement and tourism awareness. Services include securing and managing exhibit space, coordinating staffing, transporting and setting up booth materials, operating the Chicken Fling attraction, creating and managing visitor lead-generation opportunities, administering promotional giveaways, overseeing event logistics and budget management, and ensuring a memorable, high-energy experience that encourages future visits to the Greater Mauston area.

Giveaway basket \$200.00

Prize basket as further encouragement to sign up for emails & further Mauston area promotion.

Booth Space \$250.00

Cost of shared booth space at State Fair with Wisconsin Tourism Department for one day

Total \$7,215.00



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