GREATER MAUSTON TOURISM ASSOCIATION MEETING AGENDA

October 14, 2026 at 5:30 PM

303 Mansion Street Mauston, WI

1. **Call to Order/Roll Call**
2. **Discussion and Action Regarding Minutes**
   a. September 9, 2026
3. **Discussion Regarding the Financial Report**
   a. Financial Information
4. **Discussion and action relating to Event Support activities including**
   a. Event Support Application (if any):
   b. Post Event Follow Up: Discussion and Update Regarding the Juneau County Forestry and Parks Event
5. **Discussion and Action Regarding Funding of a School Scholarship Program for Participating Students Through the Spruce Up Mauston Event**
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 MINUTES

September 09, 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 September 9, 2026, at 5:30 p.m. Members present were Michel Messer, Meredith Sornsin, Leanna Hagen, Danielle Herritz, and Mitchell Gray. Also present were City Administrator Daron Haugh and Jessica Bilski of On The Line Presence. Member absent was Wendy Murphy.
2. **Minutes:** Motion by Sornsin, seconded by Messer, to approve the August 19, 2026, minutes as amended to reflect roll call votes on items 7A and 10. Motion carried by voice vote.
3. **Financial Report:** The Association reviewed the financial report. Discussion included a pending item related to the 2025 Scally Brothers event, with Haugh to follow up on its status as part of closing out the account. The Association also discussed approximately $25,000-$30,000 remaining from the prior year's holiday lighting fund and establishing an assigned fund balance to preserve those funds for future holiday lighting activities. Haugh reported that $100,000 designated for park improvements could be used to complement the Lions Park project or future Vine Street Park improvements. Motion by Messer, seconded by Sornsin, to approve the financial report as presented. Motion carried by voice vote.
4. **Event Support Activities:**
    a. Event Support Application: None submitted.
    b. Post Event Follow Up: None submitted.
5. **Marketing Activities**
    a. Spruce Up Mauston Event and Potential Scholarships: Hagen reported that a committee has been formed to explore expanding the Spruce Up Mauston event and creating opportunities for youth to earn financial support through volunteer service. Discussion included a potential $1,000 contribution toward a 2028 student trip, with participating students completing volunteer hours at community events and projects. Haugh suggested developing the concept and bringing options back for consideration at the next meeting. The Association expressed support for further developing the concept, with additional details to be presented at the next meeting.
6. **Staff Report:** Haugh reported that a new hotel feasibility study is underway following Council support for updating the previous 2021-2022 study. The study includes a survey of area hotel owners.

Haugh also reported that Council approved the new Communications position and that Courtney Ray is working with Jessica Bilski on the transition. Bilski will continue assisting with the transition through the end of the year and will transition into a time-and-materials arrangement in 2027, if needed.

Planning for the 2027 July 4 event is underway, with continued participation with the youth baseball organization. The event is planned for Saturday, July 3, 2027, and is expected to expand from the previous year, including additional baseball teams, attractions, food options, parking assistance, and the parade. A rain date will be determined.

7. **Adjournment:** Motion by Sornsin, seconded by Hagen, to adjourn. Motion carried by voice vote. The meeting adjourned at 6:37 p.m.

_____ _____

Chair Date

10/12/2026 3:41 PM Reprint Check Register - Quick Report - ALL Page: 1
ACCT

CITY OF MAUSTON POOLED CASH Accounting Checks

Posted From: 9/05/2026 From Account: 100-00-56710-000-000
Thru: 10/09/2026 Thru Account: 100-00-56710-500-000

Check Nbr	Check Date	Payee	Amount
43144	9/30/2026	Spielbauer Fireworks, Inc	4,800.00
		GMTA - Ground Fireworks Display	
43166	10/07/2026	On The Line	3,375.00
		GMTA - September 26 Service Fees	
USBANK	9/22/2026	US BANK	79.13
	Manual Check	City of Mauston - Monthly Statement	
		Grand Total	8,254.13

CITY OF MAUSTON POOLED CASH Accounting Checks

Posted From: 9/05/2026 From Account: 100-00-56710-000-000
Thru: 10/09/2026 Thru Account: 100-00-56710-500-000

	Amount
Total Expenditure from Fund # 100 - General Fund	8,254.13
Total Expenditure from all Funds	8,254.13



10/12/2026 3:43 PM Statement of Revenues & Expenditures - Detail Page: 1
GMTA ACCT

Dated From: 1/01/2026
Thru: 10/12/2026

Account Number		2026 October	2026 Total
100-00-56710-000-000	Tourism		
100-00-56710-210-000	Professional Service	3,375.00	70,720.00
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.		633.04
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		7,138.00
100-00-56710-500-000	Event Support Grants		33,724.24
	GMTA - Expense	3,375.00	125,807.76
	Total Expenses	3,375.00	125,807.76



Dated From: 1/01/2026
Thru: 10/12/2026

Account Number		2026 October	2026 Total
100-00-48711-000-000	GMTA Misc Revenue		
100-00-41220-000-000	GMTA 70% Room Tax	13,764.18	67,941.91
	GMTA - Room Tax Revenue	13,764.18	67,941.91
	Total Revenues	13,764.18	67,941.91
	Excess of Revenues Over (Under) Expenditures	10,389.18	(57,865.85)

GMTA Financial Report

2026 Year-to-Date

Jan 1, 2026	**Opening Fund Balance**	$327,192.59
	2026 Revenues	$67,941.91
	2026 Expenditures	($125,807.76)
	Current Cash position	**$269,326.74**

Pending Grant Awards:

Other Pending Expenditures:

Spruce-up Mauston Event	($5,000.00)
City of Mauston Parks	($100,000.00)
Available Cash Balance	**$164,326.74**

SPIELBAUER FIREWORKS CO., INC.

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Fax 1-920-336-1214

Factory & Warehouses:
Bellevue

To: Juneau County Forestry and Parks
Attn: Courtney Curran
650 Prairie Street
Mauston, WI 53948

Inv. # 26Ma9027
Date 9/1/2026
Terms Balance Was Due By 8/29/2026

1% Per Month Interest Charged On Accounts Over 30 Days Old

Statement of Account

1 -	$4800.00 Aerial & Ground Fireworks Display for 8/29/2026 - as per confirmation dated 2/9/2026	$4,800.00

Total Due: $4,800.00

Thank you for your order.

IMPORTANT
This merchandise sold and shipped on the representation of the buyer that the same will be used strictly in accordance with laws of the state of destination.

This merchandise is sold upon the condition that the seller shall not be liable in any civil action for any accident or injury occasioned during the transportation, handling, storage, sale or use of the merchandise.