



GREATER MAUSTON TOURISM COMMITTEE AGENDA

May 14, 2025 at 5:00 PM

303 Mansion Street Mauston, WI

- 1. Call to Order/Roll Call**
- 2. Appointment of Chair**
- 3. Appointment of Secretary**
- 4. Discussion and action relating to Minutes**
 - a.** April 9, 2025
- 5. Discussion and action relating to Financial Report**
 - a.** Financial info
- 6. Discussion and action relating to Event Support activities**
 - a.** Event Support Application (if any):
 - b.** Post Event Follow Up, if any
- 7. Discussion and action relating to Marketing Activities**
- 8. Discussion and action regarding the Veteran's Memorial**
- 9. Let's Ride Expo update from May 2-4**
- 10. Mauston Explorer app update**
- 11. Staff Report**
- 12. 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 MINUTES

April 09, 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 April 9, 2025, at 6:00 p.m. at Mauston City Hall. Attending members included Diane Dahl, Doug Linder, Michel Messer, Wendy Murphy, Ben Bader, Leanna Hagen, and Micah Playman (by phone). Also, present were Jessica Bilski from On the Line Presence, and Dennis Emery, Jack Stafford, Mike Peck, and Ricke Miller members of the Burton-Koppang American Legion.
2. **Minutes:** It was noted that Dahl voted nay for the parks project and Murphy was in attendance. Motion made by Murphy, seconded by Hagen, to approve the minutes of March 12, 2025 with corrections.
3. **Financial Report:** Motion by Murphy, seconded by Messer, to accept financials as provided. Motion carried.
4. **Event Support activities:** Nothing to report
5. **Marketing Activities:**
 - a. **Castle Rock Lake Waterfest sponsorship of \$5,000:** Motion was made by Messer, seconded by Linder, to deny. Motion carried.
 - b. **Midwest Rider Advertising Agreement:** Motion by Messer, seconded by Linder, to approve the Midwest Rider Advertising Agreement of \$6,216. Motion carried (aye 5, nay 2 Dahl, Playman).
6. **Staff Report: Veteran's Memorial:** Dennis Emery, Jack Stafford, Mike Peck, and Ricke Miller, members of the committee, were present for a presentation regarding the proposed monument. The monument is designed as a living monument for all wars, including the future conflicts. It will recognize veterans, Gold Star families, and individuals involved in wartime production, both employers and employees. Plans include a sidewalk connecting the monument to a parking lot that will be constructed along with the new Community Center. The goal is to begin construction this summer, contingent on sufficient funds being raised. A motion made by Playman, seconded by Murphy, to table until further information is available. Motion carried.
7. **Adjourn:** Motion by Linder, seconded by Bader to adjourn. Motion carried.



Dated From: 1/01/2025
Thru: 5/09/2025

Account Number		2025 May	2025 Total
100-00-56710-000-000	Tourism		
100-00-56710-210-000	Professional Service	3,375.00	66,223.99
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.		158.26
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	80,264.84
=====			
Total Expenses		3,375.00	80,264.84
=====			



Dated From: 1/01/2025
Thru: 5/09/2025

Account Number		2025 May	2025 Total
100-00-48711-000-000	GMTA Misc Revenue		
100-00-41220-000-000	GMTA 70% Room Tax		49,313.34
=====			
GMTA - Room Tax Revenue			49,313.34
=====			
Total Revenues			49,313.34
=====			
Excess of Revenues Over (Under) Expenditures		(3,375.00)	(30,951.50)



CITY OF MAUSTON POOLED CASH Accounting Checks

Posted From: 4/05/2025 From Account: 100-00-56710-000-000
Thru: 5/09/2025 Thru Account: 100-00-56710-500-000

Check Nbr	Check Date	Payee	Amount
40952	5/07/2025	On The Line	3,375.00
		GMTA - April 25 service fees	
Grand Total			3,375.00



CITY OF MAUSTON POOLED CASHAccounting Checks

Posted From: 4/05/2025From Account: 100-00-56710-000-000

Thru: 5/09/2025Thru Account: 100-00-56710-500-000

	Amount
Total Expenditure from Fund # 100 - General Fund	3,375.00
Total Expenditure from all Funds	3,375.00