



# GREATER MAUSTON TOURISM ASSOCIATION MEETING AGENDA

February 11, 2026 at 5:00 PM  
303 Mansion Street Mauston, WI

1. **Call to Order/Roll Call**
2. **Discussion and Action Regarding Minutes**
  - a. January 14, 2026
3. **Discussion and Possible Action Regarding The Financial Reports including**
  - a. December 2025
  - b. January 2026
4. **Discussion and Possible Action Regarding Event Support Activities including**
  - a. Event Support Application (if any):  
Let's Ride Proposal  
Vendor Packet: <https://online.fliphtml5.com/hctgo/Vendor-Packet-2026-PDF-gFRk/#p=1>
  - b. Post Event Follow Up: 9th Annual Ice Fishing Tournament Presented by GOLD
5. **Discussion and action relating to Marketing Activities including**
  - a. Discussion and Action Regarding CiviSocial via ZOOM Call
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

January 14, 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 Chairperson Michel Messer on January 14, 2026, at 5:00 p.m. Members present were Leanna Hagen, Meredith Sornsins, Michel Messer and Wendy Murphy. Also present were City Administrator Daron Haugh and Jessica Bilski (On The Line Presence). Representatives from the Mauston Sharing Pantry were also present. Absent were Doug Linder and Ben Bader.
2. **Minutes:** Motion by Hagen, seconded by Sornsins, to approve the December 10, 2025, minutes. Motion carried by voice vote.
3. **Financial Report:** The December 2025 financial report was reviewed and will be placed on the February 2026 agenda for approval. Discussion included potential expansion of holiday lighting in 2026 to include State Street, pending review of state highway restrictions. It was noted that one holiday light was damaged and as a result, all the lights on State Street were re-positioned.
4. **Event Support activities including**
  - a. Event Support Application (if any): None
  - b. Post Event Follow Up: The "Spruce Up Mauston" event was discussed and the "Best Tree" winner was awarded to the Mauston Living Food Pantry.
5. **July 4, 2026, Support Grant:** Motion by Murphy, seconded by Hagen, to approve support for the event in the amount of \$18,700. Motion carried by voice vote. Haugh noted that the event will continue to include carnival rides and bounce houses.
6. **Marketing Activities:** Bilski reported that the Mauston Explorer App was accessed 856 times during the Spruce Up Mauston event and has reached a total of 456 downloads, with more than 100 new downloads following the event. Potential collaboration with CiviSocial was discussed, and Haugh will coordinate a call for GMTA for a future meeting.
7. **Staff Report:** Haugh provided an update regarding a damaged holiday light sign. Messer discussed the Mauston Wrestling Club and the economic impact that tournaments bring to the Mauston area.
8. **Adjourn:** Motion by Murphy, seconded by Hagen, to adjourn. Motion carried by voice vote. Meeting adjourned at 5:34 p.m.

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Chair

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Date

| <b>GMTA Financial Report</b>   |  |                |
|--|--|----------------|
| as of 12/31/2025 - Not Final Pending Remaining 2025 4th Qtr Payments |  |                |
|  |  |                |
| 1/1/25   | Opening Fund Balance                     | \$335,197.61   |
|  | 2025 Revenues                            | \$139,806.25   |
|  | 2025 Expenditures                        | (\$184,429.72) |
|  | Current Cash position                    | \$290,574.14   |
|  | <b>Pending Grant Awards:</b>             |                |
|  |  |                |
|  |  |                |
|  |  |                |
|  |  |                |
|  | <b>Other Pending Expenditures:</b>       |                |
|  |  |                |
|  | Scally Brothers Concert Event            |                |
|  | Holiday Lighting Decorations             |                |
|  | City of Mauston Parks                    | (\$100,000.00) |
|  | Available Cash Balance                   | \$190,574.14   |
|  |  |                |
|  | St. Pats Event Grant Utilized \$562.99   |                |
|  | of The Total Amount Reserved of \$5,000. |                |
|  |  |                |
|  | Holiday Decorations & Spruce-Up          |                |
|  | Mauston came in at \$28,582.50 of the    |                |
|  | total \$60,000.                          |                |



1/12/2026 9:09 AM

Reprint Check Register - Quick Report - ALL

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ACCT

CITY OF MAUSTON POOLED CASH

Accounting Checks

Posted From: 12/06/2025 From Account: 100-00-56710-000-000  
Thru: 12/31/2025 Thru Account: 100-00-56710-500-000

| Check Nbr          | Check Date | Payee  | Amount          |
|--------------------|------------|--|-----------------|
| 41912              | 12/11/2025 | Mauston True Value, Inc.<br>City of Mauston - Hardware & Supplies      | 46.56           |
| 41918              | 12/11/2025 | On The Line<br>GMTA - November 25 Service Fees                         | 3,375.00        |
| 41925              | 12/11/2025 | St. Patrick's Parish<br>GMTA - Reimburse for Event                     | 562.99          |
| 41926              | 12/11/2025 | The Designer's Touch<br>GMTA - Paint for Holiday Parade                | 88.37           |
| 41952              | 12/18/2025 | MSPN INC<br>GMTA - Print Advertising                                   | 1,554.00        |
| 41958              | 12/18/2025 | Wisconsin Hotel & Lodging Association<br>GMTA - Lodging Directory Ad   | 450.00          |
| 41971              | 12/31/2025 | Amazon Capital Services, Inc<br>City of Mauston - Items for office/use | 279.61          |
| USBANK             | 12/22/2025 | US BANK<br>Manual Check<br>City of Mauston - Monthly Statement         | 2,100.62        |
| <b>Grand Total</b> |            |  | <b>8,457.15</b> |



1/12/2026 9:09 AM Reprint Check Register - Quick Report - ALL Page: 2  
ACCT

CITY OF MAUSTON POOLED CASH Accounting Checks  
Posted From: 12/06/2025 From Account: 100-00-56710-000-000  
Thru: 12/31/2025 Thru Account: 100-00-56710-500-000

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|  | Amount   |
|--|----------|
| Total Expenditure from Fund # 100 - General Fund | 8,457.15 |
| Total Expenditure from all Funds                 | 8,457.15 |



1/12/2026 8:13 AM

Statement of Revenues & Expenditures - Detail  
GMTA

Page: 1  
ACCT

Dated From: 1/01/2025  
Thru: 12/31/2025

| Account Number       |                            | 2025<br>December | 2025<br>Total |
|----------------------|----------------------------|------------------|---------------|
| 100-00-56710-000-000 | Tourism                    |                  |               |
| 100-00-56710-210-000 | Professional Service       | 6,750.00         | 112,123.99    |
| 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      | 450.00           | 875.00        |
| 100-00-56710-400-000 | Marketing Misc.            | 79.13            | 870.43        |
| 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                | 1,554.00         | 10,379.00     |
| 100-00-56710-500-000 | Event Support Grants       | 3,394.71         | 49,043.70     |
| =====                |                            |                  |               |
|                      | GMTA - Expense             | 12,227.84        | 184,429.72    |
| =====                |                            |                  |               |
|                      | Total Expenses             | 12,227.84        | 184,429.72    |
| =====                |                            |                  |               |



1/12/2026 8:13 AM Statement of Revenues & Expenditures - Detail Page: 2  
GMATA ACCT

Dated From: 1/01/2025  
Thru: 12/31/2025

| Account Number                               |                          | 2025<br>December | 2025<br>Total |
|--|--------------------------|------------------|---------------|
| 100-00-48711-000-000                         | GMATA Misc Revenue       |                  |               |
| 100-00-41220-000-000                         | GMATA 70% Room Tax       |                  | 139,806.25    |
| =====  |                          |                  |               |
|  | GMATA - Room Tax Revenue |                  | 139,806.25    |
| =====  |                          |                  |               |
|  | Total Revenues           |                  | 139,806.25    |
| =====  |                          |                  |               |
| Excess of Revenues Over (Under) Expenditures |                          | (12,227.84)      | (44,623.47)   |



# MEMO

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**To:** Michel Messer – Greater Mauston Tourism Association  
**From:** Daron J Haugh – City Administrator  
**Subject:** GMTA Financial Status  
**Date:** 2026-02-11

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The 2025 financial audit is still in progress, as the 4th quarter 2025 room tax collected in 2026 needs to be recorded as a year-end adjustment for 2025. As a result, GMTA's financial statements for 2025 will not be released until the audit is complete. For reference, the total room tax collected for the fourth quarter of 2025 (received in 2026) was \$42,784.60, with \$29,949.22 representing GMTA's 70% share. My priority is to provide accurate, up-to-date information so the committee can make informed decisions, but until the audit is finalized, I am unable to share the year-end financials.

# LET'S RIDE PROPOSAL

February 2026



## *Objective:*

Promote the Mauston Area at the Let's Ride Expo in Oshkosh, May 1-2, 2026, to drive ATV riders and outdoor sports enthusiasts to plan a trip to Mauston.

## *Strategy:*

- Utilize our inviting exhibit to educate about the Mauston Area.
- Use our Chicken Fling game to engage event goers to further discuss the Mauston Area and allow them to earn Mauston-branded swag (buffs, lanyards).
- Leverage the Discover Wisconsin TV segment to enhance visibility and excite the audience.
- Provide a giveaway/raffle opportunity to gain buy-in on our social media and email to reinforce the Mauston message.

## *Exhibit Cost*

***\$21,695***

- 10'x20' Booth Space
- Expo Sponsorship (suggested level: Trail Blazer \$3000)
  - GMTA Name on Major Signage
  - Listed on Expo Website
  - Medium-sized advertisement placement on the planning map
  - Booth location in the major exhibitor area
- Chickens for Chicken Fling gam
- Printed handouts
- Will use up buffs, lanyards, and pens purchased last year
- Branded Stickers (waterproof/weather resistant) \*a popular item at the previous show
- Giveaway/raffle prize
- Project management
  - Create Marketing material
  - Purchases as needed
  - Booth set up and dismantled
  - Travel to/from the show & stay in Oshkosh
  - Workers for the booth



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

**9th annual Ice fishing advertising**

|                               |                   |
|-------------------------------|-------------------|
| Magnum                        | \$304.92          |
| Magnum                        | \$762.30          |
| Eagle Promo sponsor banner    | \$131.45          |
| Eagle Promo posters 2nd batch | \$112.33          |
| Eagle Promo posters           | \$132.09          |
| Eagle Promo tickets           | \$414.25          |
| Eagle Promo worker/board hats | \$219             |
| Facebook ad 12/4-12/13        | \$47              |
| Facebook ad 12/13-12/19       | \$31.57           |
| Facebook ad 12/19-12/30       | \$51              |
| Facebook ad 12/29-1/11        | \$55              |
| Wrjc                          | \$300             |
| <b>Total</b>                  | <b>\$2,560.91</b> |

|                    |    |
|--------------------|----|
| Registered anglers | 99 |
| out of town        | 31 |

event attendees at tent/drawings est. 220

**In town/area:** mauston, NL, Elroy, Necedah, Lyndon

**Out of Town**

|                 |             |          |
|-----------------|-------------|----------|
| Verona          | Eau Claire  | Merrimac |
| Menomonee Falls | Baraboo     | Sparta   |
| Kenall          | Holmen      | Chicago  |
| Warnens         | Portage     |          |
| Spring Green    | Sun Prairie |          |
| Prairie Du Sac  | Grand marsh |          |