



GREATER MAUSTON TOURISM ASSOCIATION MEETING AGENDA

July 08, 2026 at 5:30 PM

303 Mansion Street Mauston, WI

1. **Call to Order/Roll Call**
2. **Discussion and Action Regarding Minutes**
 - a. a. June 10, 2026
3. **Discussion and Action Regarding the Financial Report**
 - a. a. June 2026 Financial Information
4. **Discussion and Action Regarding Event Support Activities**
 - a. Event Support Application (if any):
 - b. Post Event Follow Up, if any
5. **Discussion and Action Regarding Marketing Activities**
6. **Discussion and Action Regarding the August 2026 Meeting Date and Time**
7. **Staff Report**
8. **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**

June 10, 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 June 10, 2026, at 5:02 p.m. Members present were Michel Messer, Wendy Murphy, Meredith Sornsin, Leanna Hagen, and Mitchell Gray. Also present was Jessica Bilski of On The Line Presence. Absent was Doug Linder.
- 2. Minutes:** Motion by Sornsin, seconded by Murphy, to approve the April 8, 2026, minutes. Motion carried by voice vote.
- 3. Financial Report:** Motion by Murphy, seconded by Sornsin, to approve the financial report as presented. Motion carried by voice vote.
- 4. Event Support Activities**
 - a. Free Trails Map Publication from Lincoln Marketing: Motion by Messer, seconded by Sornsin, to approve participation in the Free Trail Map publication for \$3,978.00. Motion carried by unanimous roll call vote.
 - b. Wisconsin State Fair Proposal: Motion by Murphy, seconded by Sornsin, to approve the Wisconsin State Fair proposal for an amount not to exceed \$7,215.00. Motion carried by unanimous roll call vote.
 - c. Post Event Follow Up: Nothing to report.
- 5. Marketing Activities:** Nothing to report.
- 6. Staff Report**
 - a. Resignation of Committee Member Ben Bader: The Committee discussed options for recognizing Ben Bader's service, including a memorial tree, bench, or plaque, not to exceed \$1,000. Staff was directed to gather information and solicit input by email for future Committee consideration.
 - b. Mayoral Appointments of Mitchell Gray and Sandy Rathke to the GMTA Committee: Sandy Rathke resigned prior to the meeting.
- 7. Adjourn:** Motion by Murphy, seconded by Sornsin, to adjourn. Motion carried by voice vote. The meeting adjourned at 6:15 p.m.

Chair

Date



CITY OF MAUSTON POOLED CASH Accounting Checks

Posted From: 6/06/2026 From Account: 100-00-56710-000-000
Thru: 7/03/2026 Thru Account: 100-00-56710-500-000

Check Nbr	Check Date	Payee	Amount
42688	6/11/2026	Disrupter Media Consultants, LLC Pro Service - Full CiviSocial Program	20,000.00
42783	7/01/2026	Lincoln Marketing GMTA - Advertising	2,698.00
42789	7/01/2026	On The Line GMTA - May 26 Service Fees	3,375.00
USBANK	6/22/2026	US BANK	79.13
Manual Check		City of Mauston - Monthly CC Expenses	
Grand Total			26,152.13



CITY OF MAUSTON POOLED CASH Accounting Checks

Posted From: 6/06/2026 From Account: 100-00-56710-000-000
Thru: 7/03/2026 Thru Account: 100-00-56710-500-000

Amount

Total Expenditure from Fund # 100 - General Fund	26,152.13
Total Expenditure from all Funds	26,152.13



Dated From: 1/01/2026
Thru: 7/07/2026

Account Number		2026 July	2026 Total
100-00-56710-000-000	Tourism		
100-00-56710-210-000	Professional Service	3,375.00	57,220.00
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.		395.65
100-00-56710-400-100	Tourism Development		
100-00-56710-400-200	Digital Marketing	2,698.00	2,698.00
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		19,574.24
=====			
GMTA - Expense		6,073.00	90,705.37
=====			
Total Expenses		6,073.00	90,705.37
=====			



Dated From: 1/01/2026
Thru: 7/07/2026

Account Number		2026 July	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		(6,073.00)	(70,193.80)

GMTA Financial Report

1/1/26 Opening Fund Balance	\$327,192.59
2026 Revenues	\$20,511.57
2026 Expenditures	<u>(\$90,705.37)</u>
Current Cash position	<u>\$256,998.79</u>

Pending Grant Awards:

Other Pending Expenditures:

Sally Brothers Concert Event	
Holiday Lighting Decorations	
City of Mauston Parks	<u>(\$100,000.00)</u>
Available Cash Balance	<u>\$156,998.79</u>