



GMTA-RESCHEDULED FROM 2/14/24 AGENDA

**February 28, 2024 at 5:30 PM
303 Mansion Street Mauston, WI**

- 1. Call to Order/Roll Call**
- 2. Discussion and action relating to Minutes**
 - a.** Minutes of December 13, 2023
- 3. Discussion and possible action relating to Financial Reports**
 - a.** Financial info
- 4. Discussion and possible action relating to Event Support activities including**
 - a.** Event Support Application (if any):
 - b.** Post Event Follow Up, if any
- 5. Discussion and possible action relating to Marketing Activities including**
 - a.** Discussion and action relating to Midwest Rider renewal in the amount of \$4,408.
 - b.** Discussion and action relating to the Whats Floatn 2024 ad in the amount of \$485
 - c.** Discussion and action relating to Placer.ai.
- 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 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



**OFFICIAL MINUTES OF MEETING
GREATER MAUSTON TOURISM ASSOCIATION
GREATER MAUSTON TOURISM ASSOCIATION
5:30 PM, DECEMBER 13, 2023**

Call to Order/Roll Call

The Greater Mauston Tourism Association met in regular session on November 8, 2023 at Mauston City Hall. The Meeting was called to order by Michel Messer at 5:34 p.m. Present were Diane Dahl, Doug Linder, Michel Messer, Darryl Teske Wendy Murphy, and Ben Bader. Absent was .

Minutes

Murphy/Linder approved minutes with Change: Wendy was stuck in a snowstorm in Alaska, not here. Motion carried.

Financial Report

Messer/Linder to accept financials as presented. Motion carried.

Event Support activities including:

Mauston Youth Basketball tournament January 20-21

John Atkinson was present to explain the event and answer questions. He asked for \$6,000 to cover the cost of referees. Murphy/Linder approved \$6,000 which \$3,000 goes to marketing and \$3,000 for half the cost of referees. Motion carried.

GOLD Ice Fishing Tournament Jan 20

Murphy/Messer to approve \$2,000 for the GOLD ice fishing tournament. Motion carried.

Marketing Activities including:

WHLA Invoice

Linder/Bader to approve renewal of WHLA membership with no additional add ons. Motion carried.

Staff Report

None

Adjourn

Linder/Bader to adjourn. Meeting adjourned at 6:15 pm.

CHAIR

DATED

GMTA Financial Report

as of 12/31/23

1/1/23 Opening Fund Balance	\$160,556.09
Net 2023 Revenues	\$166,212.24
Net 2023 Expenditures	<u>(\$67,882.31)</u>
Current Cash position	<u>\$258,886.02</u>

Pending Grant Awards:

Waterfest	\$0.00
JCAIRS Breakfast at the Fair	\$0.00
Mauston Chamber	\$0.00

Other Pending Expenditures:

Mark Walters	(\$3,500.00)
Midwest Rider	

Available Cash Balance \$255,386.02

2/09/2024 2:05 PM Statement of Revenues & Expenditures - Detail
GMATA

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ACCT

Dated From: 1/01/2024
Thru: 2/09/2024

Account Number		2024 February	2024 Total
100-00-56710-000-000	Tourism		
100-00-56710-210-000	Professional Service	3,375.00	3,375.00
100-00-56710-240-000	Building/Equip Maintenance		
100-00-56710-310-000	Office Supplies		
100-00-56710-311-000	Postage Expense		
100-00-56710-330-000	Travel/Educ./Training		407.00
100-00-56710-400-000	Marketing Misc.		
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		1,852.00
100-00-56710-500-000	Event Support Grants		
=====			
	GMATA - Expense	3,375.00	5,634.00
=====			
	Total Expenses	3,375.00	5,634.00
=====			

2/09/2024 2:05 PM Statement of Revenues & Expenditures - Detail
GMTA

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ACCT

Dated From: 1/01/2024
Thru: 2/09/2024

Account Number		2024 February	2024 Total
100-00-48711-000-000	GMTA Misc Revenue		
100-00-41220-000-000	GMTA 70% Room Tax	7,608.73	28,583.36
=====			
	GMTA - Room Tax Revenue	7,608.73	28,583.36
=====			
	Total Revenues	7,608.73	28,583.36
=====			
Excess of Revenues Over (Under) Expenditures		4,233.73	22,949.36

2/09/2024

2:04 PM

Reprint Check Register - Quick Report - ALL

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ACCT

CITY OF MAUSTON POOLED CASH

Accounting Checks

Posted From: 1/01/2024 From Account: 100-00-56710-000-000
Thru: 2/09/2024 Thru Account: 100-00-56710-500-000

Check Nbr	Check Date	Payee	Amount
38770	1/10/2024	MSPN INC GMTA - Print Advertising	1,102.00
38772	1/10/2024	On Wisconsin Outdoors GMTA - Advertisement pro fees	750.00
38785	1/10/2024	Wisconsin Hotel & Lodging Association GMTA - Lodging Directory Ad	407.00
38911	2/06/2024	On The Line GMTA - January 24 service fees	3,375.00
		Grand Total	5,634.00

2/09/2024

2:04 PM

Reprint Check Register - Quick Report - ALL

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ACCT

CITY OF MAUSTON POOLED CASH

Accounting Checks

Posted From: 1/01/2024 From Account: 100-00-56710-000-000
Thru: 2/09/2024 Thru Account: 100-00-56710-500-000

Amount

Total Expenditure from Fund # 100 - General Fund

5,634.00

Total Expenditure from all Funds

5,634.00

MSPN INC.
6595 Edenvale Blvd Ste 180
EDEN PRAIRIE MN 55346
DIANE VOIGHT - 715-957-0091 FAX 715-957-0078

ADVERTISING INSERTION ORDER AGREEMENT

PUBLICATION/ISSUE	AD SIZE	H/V CLR	FREQ. (3x, etc)	GROSS RATE	DISCOUNT TYPE	DISCOUNT AMOUNT	NET COST
MIDWEST RIDER							
MAY/JUNE 2024	Half	4c	4x	1575.00	Tourism	473.00	1102.00
AUG/SEPT 2024	Half	4c	4x	1575.00	Tourism	473.00	1102.00
NOV/DEC 2024	Half	4c	4x	1575.00	Tourism	473.00	1102.00
JAN/FEB 2025	Half	4c	4x	1575.00	Tourism	473.00	1102.00
WEB LINK				120.00	Free	120.00	0.00
TOTALS				\$6,420.00		\$2012.00	\$4,408.00
Production							
Prepay Discount							
INSERTION ORDER TOTAL							<u>\$4,408.00</u>

NOTES:

PO # _____ Date 1/23/2024 MSPN Sales Rep Diane Voight

Company Greater Mauston Tourism Association Phone 608-747-2706

Authorized Rep Nicole/Jessica Lyddy/Bilski Fax 608-847-7311

Address 303 Mansion Street APPROVED & ACCEPTED BY:

City Mauston State WI Zip 53948 X _____

(Authorized Signature) Date

VISA/MASTER CARD ACCEPTED Card# _____

Please note: Expires _____

**** **4% Fee on credit cards** ****

PAYMENT OPTIONS: (Please check one of the following)

- Prepayment discount above applies if paid by **CHECK** - payment must be received by
- 5% prepayment discount if paid by **CHECK** - does not apply if prepayment is listed above & must be received by materials due.
- Invoice per issue - net 30 / payments not received within 45 days of invoice date will be secured by charge to your credit card. Please complete card information above.

I/WE AGREE TO PAY ALL INVOICES WITHIN STATED TERMS AND TO PAY SERVICE CHARGES ON AMOUNTS PAID AFTER INVOICE DUE DATES AT A RATE OF 1.5% PER MONTH, OR THE MAXIMUM ALLOWABLE RATE, WHICHEVER IS LESS. IN EVENT SUIT IS INSTITUTED TO COLLECT AMOUNTS OWING TO YOU AND A JUDGMENT IS RENDERED IN YOUR FAVOR, I/WE AGREE TO PAY COURT COSTS AND REASONABLE ATTORNEY FEES. I/WE HAVE READ THIS AGREEMENT, A COPY HAS BEEN MADE AVAILABLE TO US OR IS AVAILABLE TO US UPON OUR REQUESTING SAME FROM THE CREDIT DEPARTMENT.

THE MIDWEST'S BEST OFF-ROAD & SNOWMOBILE ADVENTURE RESOURCE

Section 5, Item a.

MIDWEST RIDER

2024 Print & Digital Rate Card



CAPTURE THE EXPLOSIVE GROWTH

Now more than ever, we want adventure. Over the past few years, outdoor recreation has exploded. People everywhere want real experiences in a way that only getting outside and discovering the incredible recreational opportunities and destinations that await them can.

Midwest Rider was born from the unprecedented growth in outdoor recreation and represents the only dedicated resource for the Midwest's off-road and snowmobile markets. Midwest Rider is the largest, most read, and most trusted voice to help grow your business.

- Efficiently reach both off-road and snowmobile customers.
- Targeted core distribution to Minnesota, Michigan, and Wisconsin.
- Proven publisher with over 30-years of award-winning work.
- Editorial team with over 100-years of combined experience.
- Bonus digital distribution for instant access to our growing audience.
- Work with marketing experts to help you achieve maximum results.

63,000 Print
11,000 Digital
Readers Per Issue

FREE Bonus Link With Your 4x Display Ad Buy

Your print ads will be viewed by thousands of additional bonus readers via any mobile device or desktop computer. Plus our click thru digital versions provide you the opportunity to connect consumers directly to your product, service or special offer on your website.

Issue Closing Dates

Issue	Closing	Material Due	Mail Date
Spring/Summer (May/June)	04/22/24	04/26/24	05/14/24
Summer/Fall (August/September)	07/08/24	07/12/24	07/30/24
Fall/Winter (November/December)	10/14/24	10/18/24	11/05/24
Winter/Spring (January/February)	12/02/24	12/06/24	12/27/24

Display Rates

Rates good through April 1, 2024

Four Color Process (Full Color)

Ad Size	1x	4x
Full Pg.	\$3285	\$2960
1/2 Pg.	\$2475	\$2220
1/4 Pg.	\$1780	\$1660
1/8 Pg.	\$1060	\$960
1/16 Pg.	\$615	\$550

Digital Publication Ad Link Rates

All rates are priced per issue, per publication title.

Display ad embedded links:

1x \$60 2x \$30

(BONUS Digital Website Ad Link Free With Your 4x Display Ad Buy)

For more information on digital advertising call 800.989.6776 or email sales@mspninc.com

Ad Size

2 page spread (w/bleed)	17" X 11.25"
Full page (w/bleed)	8.75" X 11.25"
Full Page	7.75" X 10.125"
3/4 page	5.775" X 10.125"
1/2 page (V)	3.8" X 10.125"
1/2 page (H)	7.75" X 4.988"
1/4 page (V)	1.825" X 10.125"
1/4 page	3.8" X 4.988"
1/4 page (H)	7.75" X 2.418"
1/8 page (V)	1.825" X 4.988"
1/8 page (H)	3.8" X 2.418"
1/16 page	1.825" X 2.418"
Trim Size	8.25" X 10.75"
Bleed Size	8.75" X 11.25"
Live Area	7.75" X 10.125"
Line Screen	133

Discounts

30% Tourism discount to qualified operators.

15% commission to accredited advertising agencies

5% - 15% prepayment discounts available.

MSPN Multiple Publication Ad Package Rates Available.

*Contact your MSPN sales rep. to verify qualifications.

Mechanical Requirements

Supplied ads are accepted in most electronic formats, such as PDF, EPS or TIFF. Ads are also accepted as InDesign, Illustrator or Photoshop documents, provided that all necessary fonts and images are included. Let our art department turn your ideas into an effective ad at a reasonable cost. For further details call 952-473-7870 or email info@mspninc.com.



Diane Voight - Northern Sales Office

715-957-0091 • 715-957-0078 fx

diane@mspninc.com • Serving Motor Sports Interests Since



Find amazing events on the community calendar
www.mauston.com/maustonareacalendar

Section 5, Item b.



Visit Mauston.com/tourism
for local events, trail info,
great places to eat, stay, and play!



Thank you for your interest in placing an ad in What's Floatin'!

Ad sizes and prices are listed below.

Pricing of ads includes listing of special events open to the public at advertiser's establishment from May 4 through September 30 on our Calendar of Events to be included in the printed and online version. As space is limited Calendar of Events listings may include only basic event information. (Example: Sat., June 15 - Live Music by ABC Band, 9 pm, cover charge.) Items such as Friday Fish Fry or Happy Hour will not be included.

DEADLINES:

Signed agreement, payment, ad copy and artwork (logo, photos, line art, etc.)

MUST be received at Concept Printing NO LATER THAN February 28, 2024 (Ad space not reserved by this date will be considered open)

Calendar of Events listings must be received at Concept Printing no later than March 31, 2024

What's Floatin' Website

Your ad and events which are submitted by deadline will be included on the website for free. Any events submitted after the deadline may still be able to be put on the website, but may not be able to be included in the print version, please contact us for further information if needed. Links to your website off of your ad on whatsfloatin.com are available for \$40 annually.

Ad Choice (please select one):

- \$350.00 - 1/2 Page 2 Color Ad (Black & Cyan)
\$485.00 - 1/2 Page Full Color Ad
\$40.00 - (Optional) One website link from your ad on WhatsFloatin.com to your website

Advertiser Signature, Date, Name of Business, Please Print Name, Mailing Address, Phone, City, State, Zip, Email, Website, IF you would like an online link from your ad to your site (\$40 Annually)

* Please fill out completely, and be sure to include the contact information where we are able to reach you off season if needed, to send proofs of your ad or other information.

For payment by credit card:

Credit Card Number, Expiration Date, 3 Digit Code on Back of Card, Billing Address Zip Code, Signature, Amount to charge (Ad only, or Ad plus Website Link)