GREATER MAUSTON TOURISM MEETING MINUTES

November 12, 2025 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 November 12, 2025, at 5:00 p.m. Present were members Ben Bader, Leanna Hagen, Wendy Murphy, Meredith Sornsin, and Michel Messer. Doug Linder arrived at 5:05 p.m. Also present was City Administrator Daron Haugh. Jessica Bilski (On The Line Presence) arrived at 5:40 p.m.

2. **Minutes:** Motion by Sornsin, seconded by Bader, to approve the corrected August 13, 2025, minutes. Motion carried by voice vote. Motion by Murphy, seconded by Messer, to approve the September 10, 2025 minutes. Motion carried by voice vote.

3. **Financial Reports:** Motion by Murphy, seconded by Hagen, to approve the October and November Financial Reports. Motion carried by voice vote.

4. **Event Support Activities**

   a. Event Support Application: The group reviewed The Morning Blend marketing proposal focusing on “Face of Mauston”. Motion by Messer, seconded by Sornsin, to approve Option 2 in the amount of $3,600, plus a prize package not to exceed $500. Motion carried by voice vote.

   b. Event Support Application: 9th Annual Lake Decorah Ice Fishing Tournament: Motion by Bader, seconded by Sornsin, to approve the application. Motion carried by voice vote.

   c. Post Event Follow Up: State Fair Tourism Booth Event: Motion by Messer, seconded by Murphy, to cancel the $1,700 sponsorship request for the State Fair Tourism Booth event. .Motion carried by voice vote.

   d. Post Event Follow Up: BBQ-Tober Fest Invoices: Tabled. Administrator Haugh will contact Gravity Box to re-submit invoices related to promotion and advertising.

   e. Post Event Follow Up: Spruce Up Mauston Event: Leanna Hagen reported that 66 wooden trees were sold for the event. The lighting celebration is scheduled for November 29, 2025, at 4:30 p.m. at Riverside Park. Bridge signage has been ordered to promote the event. Santa & Mrs. Claus will attend, and the 4-H Club will provide hot chocolate and treats. The event will also feature food trucks, live music, and more.

5. **Staff Report:** Nothing to report.

6. **Adjourn:** Motion by Murphy, seconded by Hagen, to adjourn. Motion carried by voice vote. Meeting adjourned at 6:03 p.m.

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Chair Date