



GREATER MAUSTON TOURISM ASSOCIATION MINUTES

May 08, 2024 at 5:30 PM

303 Mansion Street Mauston, WI

1. **Call to Order/Roll Call-** The Greater Mauston Tourism Association met in a regular session on May 8, 2024, at Mauston City Hall. The Meeting was called to order by Michel Messer at 5:30 p.m. Present were Diane Dahl, Doug Linder, Michel Messer, Wendy Murphy, and Ben Bader. Absent Julie Winn and Darryl Teske. Also present were Administrator Daron Haugh and Jessica Bilski.
2. **Appointment of Chair-** Murphy/Dahl to appoint Michel Messer as the Chair. Motion carried.
3. **Appointment of Secretary-** Dahl/Murphy to appoint Mike Linder as the Secretary. Motion carried.
4. **Minutes-** Dahl/Murphy to approve the minutes of April 10, 2024. Motion carried.
5. **Financial Report -.** Haugh passed out 2024 financials for discussion only. He noted that there was a surplus of \$98,329.93 in 2023.
6. **Event Support activities-** Haugh received a late application from an individual who applied before for a sign on the interstate. The committee expressed reservations about solely promoting one business through advertising. Instead, they deliberated on procuring an electric sign for the interstate, proposing to allow Mauston businesses to advertise on it while implementing a nominal fee for maintenance.
7. **Marketing Activities -none**
8. **Staff Report**
 - a. Veteran's Memorial was discussed and it was decided that more information and a dollar amount requested is needed.
 - b. Haugh provided an update indicating collaboration with WRJC, who will promote the event on radio broadcasts. Entertainment will include live music and bouncy houses for children. GOLD will handle beer sales, while Council Member Leanna Hagen and her husband will oversee food sales, with proceeds benefiting a local non-profit organization. This will all lead up to the fireworks display at dusk.
9. **Adjourn-** Messer/Murphy to adjourn. Motion carried.

Chair

Date