



AMENDED GREATER MAUSTON TOURISM COMMITTEE MINUTES

April 10, 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 April 10, 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, Ben Bader, and Darryl Teske by phone. Absent Julie Winn. Also present was Administrator Daron Haugh.
2. **Minutes-** Murphy/Bader to approve minutes of February 28, 2024. Motion carried.
3. **Financial Report -** Murphy/Messer to approve financial reports. Motion carried.
4. **Discussion and possible action relating to Event Support activities including Event Support activities**
 - a. July 5 Mauston Fireworks Event was discussed by Haugh stating that the fireworks display will be larger because of the additional donation by Festival Foods and wanted to know if the GMTA would be willing to donate. The group had a very robust discussion.

Murphy/Messer to award up to \$1,500 for advertising materials and expenses to promote the **fireworks** on July 5. Motion carried.
 - b. Messer/Murphy approve retroactive reimbursement expenses, contingent upon providing receipts, alongside additional advertising and marketing costs up to \$2,000. They can do this by submitting invoices for advertising and marketing expenses to the city for evaluation and payment, specifically for the **Mauston Farmers Market**. Motion carried.
5. **Marketing Activities-** Linder/Messer to approve a half-page ad in the On Wisconsin Outdoors (OWO) to include the fireworks for Mauston. Motion carried.
6. **Staff Report-** none
7. **Adjourn-** Linder/Murphy to adjourn. Motion carried.

Chair

Date