



GREATER MAUSTON TOURISM ASSOCIATION MINUTES

May 14, 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 May 14, 2025, at 5:00 p.m. at Mauston City Hall. Attending members included Doug Linder, Michel Messer, Wendy Murphy, Ben Bader, Leanna Hagen, and Meredith Sornsin. Also present was Jessica Bilski from On the Line Presence.
2. **Appointment of Chair:** Motion by Murphy, seconded by Bader, to appoint Messer. Motion carried.
3. **Appointment of Secretary:** Motion by Murphy, seconded by Messer to nominate Linder. Motion carried.
4. **Minutes:** Motion by Murphy, seconded by Hagen, to approve the minutes of April 9, 2025. Motion carried.
5. **Financial Report:** There was no cash balance report at the meeting. Requested for next meeting. Motion by Murphy, seconded by Sornsin, to approve the report as presented, less the cash balance report. Motion carried.
6. **Event support activities:** Nothing to report.
7. **Marketing Activities:** Nothing to report.
8. **Veteran's Memorial:** Messer motioned to table until breakdown of anticipated costs are available. Murphy seconded. Motion carried.
9. **Let's Ride Expo Update:** Bilski updated on the event and the positive community response.
10. **Mauston Explorer App Update:** Bilski highlighted that the app is live, emphasizing area events, what to do, where to eat, and places to shop.
11. **Staff Report: Veteran's Memorial:** Hagen asked everyone pass along the July 5 Parade information posted on Facebook.
12. **Adjourn:** Motion by Hagen, seconded by Bader, to adjourn. Motion carried at 5:51 p.m..

Chair

Date