



MEMO

To: Mayor Teske – Common Council
From: Daron J Haugh – City Administrator
Subject: Communications Coordinator Position
Date: 2026-08-25

At the GMTA meeting held on August 19, 2026, the Board discussed the opportunity to terminate the existing contract with On The Line Presence for marketing, promotional, and public relations services and instead partner with the City of Mauston to share a Communications Coordinator position. After discussion, the committee approved forwarding this recommendation to the Common Council for consideration. This would be a joint position supported by both GMTA and the City, with responsibilities aligned around tourism promotion, public information, community outreach, and overall communications strategy. Based on that recommendation, I am requesting Common Council approval to move forward with creating this shared Communications Coordinator position.