



GREATER MAUSTON TOURISM ASSOCIATION MINUTES

July 09, 2025 at 5:30 PM

303 Mansion Street Mauston, WI

1. **Call to Order/Roll Call:** The Greater Mauston Tourism Association meeting was called to order by member Michel Messer on July 9, 2025, at 5:31 p.m. at Mauston City Hall. Attending members included Doug Linder, Ben Bader, Leanna Hagen, and Michel Messer. Also present were Jessica Bilski (On The Line Presence) and Tyler Carl (Hidden Valleys). Absent were Wendy Murphy and Meredith Sornsin.
2. **Minutes:** Motion by Linder, seconded by Hagen, to approve the minutes of June 11, 2025. Motion passed by voice vote.
3. **Financial Report:** Motion by Messer, seconded by Linder, to approve the financial report as presented. Motion passed by voice vote.
4. **Veterans Memorial Donation Project:** Motion by Linder, seconded by Hagen, to approve the project. Motion passed by voice vote.
5. **Event Activities:** None
6. **Hidden Valley Advertising for 2026:** Tyler Carl presented a history of Juneau County's involvement with Hidden Valley. Last Year, GMTA purchased the back page ad and paid Juneau County dues to be featured. He also shared website view statistics, including which states the traffic came from. This year, Hidden Valley is requesting \$3,800, which includes Juneau County dues and a back page ad. Motion by Linder, seconded by Bader, to approve. Motion passed by voice vote.
7. **Staff Report:** Jessica reported that businesses are adopting the app. Linder requested a link to update his listing and noted he would speak with Quality Inn as well.
8. **Adjourn:** Motion by Linder, seconded by Bader, to adjourn at 6:10 p.m. Motion passed by voice vote.

Chair

Date