



GREATER MAUSTON TOURISM ASSOCIATION MINUTES

June 11, 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 member Doug Linder on June 11, 2025, at 5:05 p.m. at Mauston City Hall. Attending members included Doug Linder, Wendy Murphy, Ben Bader, Leanna Hagen, and Meredith Sornsin. Also present were Ann Benz (St. Pat's Catholic Church), City Administrator Daron Haugh, Dennis Emery and Jack Stafford, representing the Veterans Memorial Project. Absent was Michel Messer.
2. **Minutes:** Motion by Murphy, seconded by Hagen, to approve the minutes of May 14, 2025. Motion carried.
3. **Financial Report:** Motion by Murphy, seconded by Sornsin, to approve the financial report as presented. Motion carried.
4. **Event Support Activities:** Ann Benz shared plans for a Christian event featuring the Scally Brothers, organized by her congregation in collaboration with other local churches. Scheduled for August 1, 2025, the family-focused gathering aims to draw over 200 attendees. Food and drinks will be provided. The City of Mauston has been asked to close Mansion Street for the occasion. The event runs from 5:00 p.m. to 7:30 p.m., with food offered before and after the program. Benz noted she also plans to invite surrounding communities for additional participation. Murphy suggested promoting the event outside the Mauston area and recommended that Jessica Bilski (On the Line Presence) assist with marketing efforts. Haugh agreed and recommended Benz connect with Bilski to coordinate marketing. Motion made by Murphy to allocate up to \$5,000 in advertising expenses to promote the event outside of Juneau County. Amended by Sornsin to include that the event host also promote the GMTA app. Seconded by Linder. Motion passed.
5. **Marketing Activities:** Dennis Emery presented an itemized cost breakdown for the Veterans Memorial Project, which has a \$225,000 fundraising goal and current estimates at \$205,000. Granite sourced from India accounts for about \$100,000 of the cost, with in-kind donations sought to offset smaller expenses. Jack Stafford added that the supplier has completed similar memorials in small towns and is leveraging bulk granite purchases to lower costs. Plans include relocating the flagpole (\$2,600) and using donated services for site preparation from local contractors such as Bollig's or Hamm's. A deposit is required for the granite, not full payment upfront. Emery stated they hope to begin site work soon. Stafford confirmed donations are being received and noted that 100 legacy stones have been pre-ordered to support early fundraising. In response to a question from Sornsin, Stafford said grant opportunities are also being explored.

6. **Staff Report:** City Administrator Haugh addressed the committee regarding the recent change with City staff. He stated that he will be working more closely with GMTA to ensure that all necessary information is provided for upcoming meetings. He asked the committee if there is anything they needed from him.
7. **Adjourn:** Motion by Linder, seconded by Hagen, to adjourn. Motion carried at 5:57 p.m.

Chair

Date