



GREATER MAUSTON TOURISM ASSOCIATION MEETING MINUTES

August 19, 2026 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 Chair Michel Messer on August 19, 2026, at 5:30 p.m. Members present were Michel Messer, Wendy Murphy, Meredith Sornsin, Leanna Hagen, Danielle Herritz, and Mitchell Gray. Also present were City Administrator Daron Haugh, Jessica Bilski of On The Line Presence and Tyler Carl from Hidden Valley Publications. Absent was Doug Linder.
2. **Minutes:** Motion by Murphy, seconded by Hagen to approve the minutes of June 10, 2026, and July 8, 2026. Motion carried by voice vote.
3. **Appointment of Secretary:** Motion by Hagen, seconded by Murphy, to appoint Meredith Sornsin as Secretary. Motion carried by voice vote.
4. **Financial Report:** Motion by Sornsin, seconded by Murphy, to approve the Financial Information as presented. Motion carried by voice vote.
5. **Event Support Activities**
 - a. Event Support Application (if any):

2026 Spruce Up Mauston Event: Motion by Gray, seconded by Murphy, to approve funding for the Spruce Up event not to exceed \$5,000. Motion carried by voice vote.

Hidden Valley Publication: Motion by Sornsin, seconded by Messer, to approve participation in the publication, not to exceed \$3,700. Motion carried by voice vote.
 - b. Post Event Follow Up: Nothing to report.
6. **Marketing Activities:** Bilski reported on the free trail maps for Juneau County. Bilski also reported on the State Fair event.
7. **Staff Report:**
 - a. Motion by Sornsin, seconded by Messer, to approve the Gray Electric quote for the electrical run at Riverside Park in the amount of \$22,295. Motion carried by voice vote with Gray abstaining.
8. **Closed Session:** Pursuant to Wisconsin State Statute 19.85(1)(c) Considering employment, promotion, compensation or performance evaluation data of any public employee over which the

governmental body has jurisdiction or exercises responsibility. Motion by Messer, seconded by Hagen to go into closed session. Motion carried by unanimous roll call vote at 6:41 p.m.

a. GMTA Communication, Events, and Support Staff Member

9. Reconvene in Open Session: Motion by Messer, seconded by Hagen, to reconvene in open session. Motion carried by voice vote. Open session reconvened at 7:26 p.m.

10. Result of Closed Session Matters: Motion by Hagen, seconded by Messer, to recommend Council approve the GMTA Communication, Events, and Support staff member. Motion carried by voice vote.

11. Adjourn: Motion by Sornsin, seconded by Murphy, to adjourn. Motion carried by voice vote. The meeting adjourned at 7:37 p.m.

Chair

Date