



GREATER MAUSTON TOURISM ASSOCIATION MINUTES

November 13, 2024 at 6:00 PM
303 Mansion Street Mauston, WI

1. **Call to Order/Roll Call:** The Greater Mauston Tourism Association met in a regular session on November 13, 2024, at Mauston City Hall. Michel Messer called the meeting to order at 6:00 p.m. Diane Dahl, Doug Linder, Michel Messer, Ben Bader, Wendy Murphy, Micah Playman (arrived at 6:12 pm) and Leanna Hagen were present at the meeting. Jessica Bilski from On the Line Presence and Administrator Daron Haugh were also present.
2. **Minutes:** Dahl/Murphy to approve the minutes of October 9, 2024, with the correction that Doug Linder and Ben Bader were not at the last meeting. Motion carried.
3. **Financial Report:** Murphy/Bader to approve the financials as presented. Motion carried.
4. **Discussion and possible action relating to Event Support activities including:**
 - a. **G.O.L.D. request:** Linder/Bader to approve the request of \$2,500 to G.O.L.D. for the annual Ice Fishing Tournament.
 - b. **BBQ-Tober Fest request:** Linder/Messer to approve the additional request of \$600 for marketing expenses. Motion carried by a unanimous roll call vote.
 - c. **State Fair Sponsorship:** Murphy/Messer motion to approve the State Fair Sponsorship for JCEDC of \$695.84. Motion carried.
 - d. **Waterfest Grant:** Messer/Hagen motioned to approve the \$1,228.95 for advertising of 2024 Waterfest which is \$228.95 over the original request of \$1,000. Motion carried.
5. **RFP Guidelines for a Marketing Proposal:** Considerable discussion amongst the committee about what they would like to see in a Request for Proposal for Marketing. Murphy/Messer to table. Motion carried.
6. **Peter Malinger's segment "Think Local Mauston":** Messer/Playman to table until further information is received. Motion carried.
7. **Staff Report:** Haugh discussed the breakdown of the 70% of the room tax money received. In the future if the committee would like to see a spreadsheet he would provide.
8. **Adjourn:** Murphy/Hagen to adjourn. Motion carried at 7:05.

Chair

Date