



GREATER MAUSTON TOURISM ASSOCIATION MEETING MINUTES

March 12, 2025 at 6:00 PM

303 Mansion Street Mauston, WI

1. **Call to Order/Roll Call:** The Greater Mauston Tourism Association meeting was called to order by Chairperson Michel Messer on March 12, 2025, at 6:00 p.m. at Mauston City Hall. Attending members included Diane Dahl, Doug Linder, Michel Messer, Ben Bader, and Leanna Hagen. Micah Playman was absent. Also, present were Jessica Bilski from On the Line Presence, City Administrator Daron Haugh, and G.O.L.D. Vice President Mike Taake
2. **Minutes:** Motion made by Murphy, seconded by Messer to approve the minutes of January 8, 2025. Motion carried.

Motion made by Messer, seconded by Bader to approve the minutes of February 12, 2025. Motion carried.
3. **Financial Reports:** The committee discussed the financial reports. Motion made by Murphy, seconded by Hagen to approve the financial reports. Motion carried.
4. **Event Support activities: Post Event Follow Up:** Mike Taake, G.O.L.D. Vice President, reported on the success of the **G.O.L.D. Ice Fishing Tournament**, highlighting the strong turnout. The event had 143 registered participants, surpassing the previous record of 108. The tournament generated a total profit of over \$14,000.
5. **Marketing Activities: Mauston Tourism App:** Motion made by Messer, seconded by Linder, to approve the tourism app at a cost not to exceed \$27,000 for the first year, with payment to be disbursed as 50% upfront and 50% upon the app's launch. Motion carried by unanimous roll call vote.
6. **Staff Report:**
 - a. **Wisconsin Governor's Conference on Tourism:** Bilski shared insights from the Wisconsin Governor's Conference on Tourism held March 9-11 in La Crosse, Wisconsin.
 - b. **Holiday lights update:** Haugh updated the committee on the downtown holiday light display decorations ordered, including those for Riverside Park.

Haugh also mentioned the upcoming free Festival Foods Fireworks event on July 5, announcing that the festivities will begin with a parade at 1 p.m. The event will feature a carnival, bounce houses, live music, police and fire demonstrations, food vendors, and more.

c. **Parks Project:** Haugh requested \$100,000 allocation toward city park updates and trails, with the total project cost nearing \$2 million. Motion made by Murphy, seconded by Messer, to approve up to \$100,000 for specific tourism-related projects within the parks initiative, with each individual expenditure requiring prior committee approval. Motion carried.

7. **Adjourn:** Motion was made by Messer, seconded by Bader to adjourn. Motion carried at 6:58 p.m.

Chair

Date