



GREATER MAUSTON TOURISM ASSOCIATION MEETING MINUTES

April 08, 2026 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 Chair Michel Messer on April 8, 2026, at 5:04 p.m. Members present were Doug Linder, Wendy Murphy, and Meredith Sornsin. Also present were Jessica Bilski (On The Line Presence), and City Administrator Daron Haugh. Absent were Leanna Hagen and Ben Bader.
2. **Minutes:** Motion by Sornsin, seconded by Murphy, to approve the March 11, 2026, minutes. Motion carried by voice vote.
3. **Financial Report:** Motion by Murphy, seconded by Sornsin, to approve the March financial report. Motion carried by unanimous roll call vote.
4. **Event Support Activities:** These items were tabled as none were presented.
5. **GMTA Event Application Revision:** Motion by Murphy, seconded by Messer, to approve the revised application as presented. Motion carried by voice vote.
6. **Marketing Activities**
 - a. Mauston Explorer Proposal: Motion by Linder, seconded by Sornsin, to approve the proposal as presented. Motion carried by unanimous roll call vote.
 - b. Midwest Rider Magazine Proposal: Motion by Murphy, seconded by Sornsin, to approve the proposal as presented. Motion carried by voice vote.
7. **Staff Report:** Bilski provided a monthly report and notes from the Wisconsin Governors Conference on Tourism (WiGCOT). Haugh reported he is seeking a theme for Mauston and noted that CiviSocial will onsite June 1st through June 5th.
8. **Adjourn:** Motion by Linder, seconded by Messer, to adjourn. Motion carried by voice vote. Meeting adjourned at 5:43 p.m.

Chair

Date