



GREATER MAUSTON TOURISM ASSOCIATION MINUTES

April 09, 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 April 9, 2025, at 6:00 p.m. at Mauston City Hall. Attending members included Diane Dahl, Doug Linder, Michel Messer, Wendy Murphy, Ben Bader, Leanna Hagen, and Micah Playman (by phone). Also, present were Jessica Bilski from On the Line Presence, and Dennis Emery, Jack Stafford, Mike Peck, and Ricke Miller members of the Burton-Koppang American Legion.
2. **Minutes:** It was noted that Dahl voted nay for the parks project and Murphy was in attendance. Motion made by Murphy, seconded by Hagen, to approve the minutes of March 12, 2025 with corrections.
3. **Financial Report:** Motion by Murphy, seconded by Messer, to accept financials as provided. Motion carried.
4. **Event Support activities:** Nothing to report
5. **Marketing Activities:**
 - a. **Castle Rock Lake Waterfest sponsorship of \$5,000:** Motion was made by Messer, seconded by Linder, to deny. Motion carried.
 - b. **Midwest Rider Advertising Agreement:** Motion by Messer, seconded by Linder, to approve the Midwest Rider Advertising Agreement of \$6,216. Motion carried (aye 5, nay 2 Dahl, Playman).
6. **Staff Report: Veteran's Memorial:** Dennis Emery, Jack Stafford, Mike Peck, and Ricke Miller, members of the committee, were present for a presentation regarding the proposed monument. The monument is designed as a living monument for all wars, including the future conflicts. It will recognize veterans, Gold Star families, and individuals involved in wartime production, both employers and employees. Plans include a sidewalk connecting the monument to a parking lot that will be constructed along with the new Community Center. The goal is to begin construction this summer, contingent on sufficient funds being raised. A motion made by Playman, seconded by Murphy, to table until further information is available. Motion carried.
7. **Adjourn:** Motion by Linder, seconded by Bader to adjourn. Motion carried.