



GREATER MAUSTON TOURISM ASSOCIATION MEETING MINUTES

January 14, 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 Chairperson Michel Messer on January 14, 2026, at 5:00 p.m. Members present were Leanna Hagen, Meredith Sornsins, Michel Messer and Wendy Murphy. Also present were City Administrator Daron Haugh and Jessica Bilski (On The Line Presence). Representatives from the Mauston Sharing Pantry were also present. Absent were Doug Linder and Ben Bader.
2. **Minutes:** Motion by Hagen, seconded by Sornsins, to approve the December 10, 2025, minutes. Motion carried by voice vote.
3. **Financial Report:** The December 2025 financial report was reviewed and will be placed on the February 2026 agenda for approval. Discussion included potential expansion of holiday lighting in 2026 to include State Street, pending review of state highway restrictions. It was noted that one holiday light was damaged and as a result, all the lights on State Street were re-positioned.
4. **Event Support activities including**
 - a. Event Support Application (if any): None
 - b. Post Event Follow Up: The "Spruce Up Mauston" event was discussed and the "Best Tree" winner was awarded to the Mauston Living Food Pantry.
5. **July 4, 2026, Support Grant:** Motion by Murphy, seconded by Hagen, to approve support for the event in the amount of \$18,700. Motion carried by voice vote. Haugh noted that the event will continue to include carnival rides and bounce houses.
6. **Marketing Activities:** Bilski reported that the Mauston Explorer App was accessed 856 times during the Spruce Up Mauston event and has reached a total of 456 downloads, with more than 100 new downloads following the event. Potential collaboration with CiviSocial was discussed, and Haugh will coordinate a call for GMTA for a future meeting.
7. **Staff Report:** Haugh provided an update regarding a damaged holiday light sign. Messer discussed the Mauston Wrestling Club and the economic impact that tournaments bring to the Mauston area.
8. **Adjourn:** Motion by Murphy, seconded by Hagen, to adjourn. Motion carried by voice vote. Meeting adjourned at 5:34 p.m.

Chair

Date