



## GREATER MAUSTON TOURISM COMMITTEE MEETING MINUTES

September 10, 2025 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 September 09, 2025, at 5:00 p.m. Present were members Ben Bader, Leanna Hagen, Doug Linder, and Michel Messer. Also present were City Administrator Daron Haugh, Jordan Process (Gravity Box Brewing Co.), and Jessica Bilski (On The Line Presence), who arrived at 5:07 p.m. Absent were Wendy Murphy and Meredith Sornsin.
2. **Minutes:** Motion by Hagen, seconded by Bader, to approve the minutes of August 13, 2025, with edits. Motion carried by voice vote.
3. **Finance Reporting:** Motion by Messer, seconded by Linder, to approve the financial report as presented. Motion carried by voice vote.
4. **Event Support Activities:** BBQ-Tober Fest presented by Jordan Process, with a goal of 500 attendees. Donations will benefit GOLD, the partner organization for the event. Paid advertising has not yet begun. GMTA requested a post-event update from Gravity Box. Bilski will share the Explorer App link with Jordan Process. Motion by Linder, seconded by Bader, to approve a \$2,500 grant. Motion carried by unanimous voice vote.

The St. Pat's concert received positive feedback and had a good turnout.

5. **Christmas Tree Cutouts:** Hagen reported that each tree costs approximately \$41 to cut. Pricing will be \$50 for non-profits and \$125 for businesses. The Mauston School will cut the plywood trees. Funding will come from leftover Holiday light funds. Motion by Linder, seconded by Messer, to approve up to \$7,500 for the purchase of items. Motion carried by unanimous voice vote.
6. **Adjourn:** Motion by Bader, seconded by Messer, to adjourn at 5:31 p.m. Motion carried by voice vote.

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Chair

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Date