



GREATER MAUSTON TOURISM COMMITTEE MEETING MINUTES

August 13, 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 member Wendy Murphy on August 13, 2025 at 5:10 p.m. Present were members Ben Bader, Leanna Hagen, Wendy Murphy, and Meredith Sornsin. Also present was Jessica Bilski (On The Line Presence). Absent were Doug Linder and Michel Messer.
2. **Minutes:** Motion by Hagen, seconded by Sornsin to approve the minutes of July 9, 2025. Motion carried by voice vote.
3. **Finance Reporting:** Motion by Murphy, seconded by Bader to approve the financial report as presented. Motion carried by voice vote.
4. **Event Support Activities:** State Fair Tourism Booth with Travel Wisconsin and WI Dept. of Tourism Requesting \$1,700. State fair was closed due to flooding. Murphy motioned, Sornsin seconded to table discussion. Motion carried by voice vote.
5. **Veterans Park Memorial Down Payment of \$41,600:** City Administrator Daron Haugh phoned in to update on purchasing the stone, funding of the overall project, and projections on how the project will get completed, who will do the work to get the project done. Bader motioned, seconded by Hagen, to approve the down payment to Archie Monument & Stone. Motion carried by voice vote.
6. **Staff Report:** Bilski showed handouts for the State Fair, the Event Grant for St. Pats, Mita Club Group welcome packets that were created and passed out in August, and reported on ads placed for event grant for the St. Pat's event. Hagen discussed the Christmas Light Grant of \$60,000 and discussed the idea of creating a wooden tree fundraiser for more lights, similar to the Community Cows/Dairy Promotion. Trees would be placed at Riverside Park. The program would be started with remaining funds from the initial \$60,000.
7. **Adjourn:** Motion by Hagen, seconded by Bader, to adjourn at 5:49 p.m. Motion carried by voice vote.

Chair

Date