



GREATER MAUSTON TOURISM ASSOCIATION MEETING MINUTES

February 11, 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 Member Doug Linder on February 11, 2026, at 5:08 p.m. Members present were Leanna Hagen, Meredith Sornsin, Doug Linder, and Wendy Murphy. Also present were Jessica Bilski (On The Line Presence), Sam Toles from CiviSocial, and Deputy Clerk Carole Wolff. Absent were Michel Messer and Ben Bader.
2. **Minutes:** Motion by Murphy, seconded by Hagen, to approve the minutes from January 14, 2026. Motion carried by voice vote.
3. **Financial Reports:** Motion by Murphy, seconded by Sornsin to approve the December 2025 and January 2026 reports as presented. Motion carried by voice vote.
4. **Event Support Activities:**
 - a. **Let's Ride Proposal:** The proposal was discussed. Hagen recommended that the giveaway should go through the Explore Mauston App to continue promoting use of the App by businesses and visitors to the Mauston Area. Motion by Murphy, seconded by Sornsin, to approve the proposal as presented. Motion carried by voice vote.
 - b. **Post Event Follow Up: 9th Annual Ice Fishing Tournament Presented by G.O.L.D:** The report was reviewed. The Board requests that any group receiving a grant provide an in-person follow-up regarding how the event went. Discussion also included revising the application to clearly require an in-person event follow-up.
5. **Marketing Activities:**
 - a. **CiviSocial Presentation:** Sam Toles presented the marketing solution, focusing on the marketing solution, focusing on organizing and optimizing social media efforts. Training topics include content strategy, platform relevance, adaptability, and community engagement through a workshop format. Motion by Murphy, seconded by Sornsin, to table further discussion until the next meeting. Motion carried by voice vote.
6. **Staff Report:** Bilski provided an update on the social media engagement related to the Explore Mauston app.
7. **Adjourn:** Motion by Hagen, seconded by Sornsin, to adjourn. Motion carried. Meeting adjourned at 6:40 p.m.

Chair

Date